



ENGLAND  
GOLF



# Membership

give it a shot

## RECRUITMENT CHECKLIST

The recruitment of new members is a key priority for almost every golf club in the country, as new members not only create a financial boost to all areas of the club but can also provide the club with an uplift in mood and atmosphere.

Simply ticking all areas does not automatically mean that a club will be able to successfully recruit members, but it will signify your club is in a strong position.

FOCUS AREA	YES	NO
Does the club have a specific membership recruitment plan?		
Does the club know how many new members are needed to: <ul style="list-style-type: none"> <li>Break even vs. leavers?</li> <li>Reach maximum capacity?</li> <li>Recruit in order to reach income targets?</li> </ul>		
Can the club identify the type of members you are looking to attract (e.g. age, gender, new golfer, experienced golfer etc.)?		
Have you reviewed your structure of membership categories to ensure that you can cater for your target market?		
Has the club conducted segmentation analysis of both current members and the local market to better understand how the club can fit the needs of new members and how they would fit in?		
Has the club reviewed its customer journey from the point of initial engagement to joining the club and related it to the different types of golfer it's looking to attract?		
Has the club reviewed its marketing practices (branding, tone of messaging) in each area of engagement (website, social media, print media etc)?		
Has the club reviewed its membership sales process from initial enquiry to post-sale induction?		
Has the club conducted staff training aligning with customer journey and sales process, ensuring consistency?		
Does the club run effective recruitment campaigns with your target market and timing in mind?		

Having completed the analysis of your current situation, please now contact your local England Golf Club Support Officer to build a support plan to further develop your membership recruitment work, with an overall view of increasing your numbers.

Contact details here: <https://www.Englandgolf.org/club-support/our-club-support-network>