



ENGLAND
GOLF



Membership

RETENTION CHECKLIST

Retention of existing members is an essential element of maintaining and growing club membership. The checklist below is provided to help clubs establish an understanding of their current situation.

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

FOCUS AREA	YES	NO
Does the club have a membership retention plan?		
Has the club conducted a membership survey in the last 12 months? *Consider separate surveys for existing and new members*		
Does the club induct all new members?		
Does the club have a programme of exit surveys/interviews in place for members that leave?		
Does the club have a clear understanding of membership numbers and attrition rates?		
Does the club regularly and effectively communicate with members?		
Is the member benefits package reviewed annually?		
Are incentives offered to members to renew their membership early?		
Do you proactively communicate with your members on the importance of renewing their membership?		
Has the renewal process been recently reviewed and updated?		

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>