

NEW MEMBER RETENTION BEST PRACTICES

1. Membership Induction Package

- Welcome letter from the club captain
- Bag Tag & Diary (if available)
- Information on social events and benefits of membership.
- Information sheet on how to obtain a handicap, make a booking, dress code, competitions, checking their handicap, course rules and availability
- Welcome letter from the Membership Convenor / Officer along with contact details
- Sample Templates are available from CGI

2. 13 / 18 / 24 Month New Member Induction Plan

- Monthly New Member Introduction nights, nine-hole or games around the practice green plus meet and greet the captains and club manager if applicable. How about a care of the course section where one of the greenkeepers shows how to correctly repair pitch marks etc.?
- Having times allotted on the timesheet for new members to avoid people feeling like they cannot get a time on the sheet due to “cliques.”
- Monthly contact with the membership officer to ensure the new members are getting the most benefits from their membership.

3. New Member Roll-Up Weekend Times

- Off-peak times put aside for new members to play with other new members.

4. Conduct Exit Surveys

- Will help monitor trends or identify issues that have not yet been identified.
- The information will form the basis of future membership package decisions.
Provide sample template