

Wales Golf

New Member Connect Programme



Golf Clubs across Wales are seeing a significant increase in membership, Wales Golf have updated their New Member Connect Programme using the current COVID-19 guidelines as clubs may not be able to offer the usual service to new members. This document give advice on;

- New Member Welcome Packs
- New Member Connect Plan
- Communication - New member benefits

New Member Welcome Pack - Example content:

- COVID-19 guidelines for members
- Membership Card
- Bag tag
- Welcome letter from Club Manager
- 200 Club Application form
- Benefits sheet
- Meet the team sheet with pictures
- Equality Statement plus Women in Golf Charter Pledge (if applicable)
- Club information
 - Website address
 - Welfare Officer contact details and where to find Safeguarding Policies
 - Getting a handicap
 - Opening times
 - Junior and beginner programmes
 - Newsletter
 - Competitions
 - Handicaps
 - Social calendar*
 - Lessons
 - Pro shop
 - Guest prices
 - Bar menu*
 - Reciprocal golf*
 - Handbook
 - Club social media accounts
 - Link to club business plan

*When Government guidelines allow

New Members Connect Plan (COVID-19 Version)

Activity	Channel	Who is responsible	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10
Receive Welcome Pack COVID-19 Induction to rules Parental consent (Juniors)	Face to face (if possible)	Club Manager										
Welcome from the Captain(s)	Email	Club Manager										
Virtual Clubhouse Tour (YouTube)	YouTube / Video / members section of website	Club Manager										
Find a game (e.g. WhatsApp group or links to additional buddies)	Email	Professional										
Golf MOT	Email	Professional										
Guest Voucher Linked to 'Member get Member scheme'	Email	Club Manager										
Competitions	Email	Club Manager										
Member Benefits	Email	Club Manager										
New Member Survey	Email / survey monkey	Club Manager										
Guest Voucher 'Member get Member' scheme reminder	Email	Club Manager										

New Member Benefits - Email (Proposed Copy)

Dear *{insert members name}*,

I hope you have enjoyed your first few weeks as a member of *{insert golf club}* and to remind you of some great benefits which are available to you as part of your membership package. As a member you are eligible for: *(delete or amend as appropriate)*

- Free green fee vouchers
- Discounts for many local businesses (full list on website)
- Member discounts on buggies and trollies
- Free/ discounted access to all practice facilities
- Members clinics with the Professional
- Reduced membership fees if you introduce a new member (Member get Member scheme)
- Regular competitions
- Free / reduced cost venue hire
- Member only offers from the Pro Shop
- Reciprocal golf at xx courses in the local area (once restrictions are lifted)
- XX% off all bar and catering purchases
- Arranged team / league fixtures

These are just a few of the things you are able to take advantage of – hopefully you already have!

Great to have you on board and as a member and I'm looking forward to seeing you around the club over the coming months.

{insert Club Manager name}

Club Manager