

WOMEN'S RECRUITMENT

Recruitment of members through informal playing opportunities and coaching

We had 28 new full lady members join the club with an age range of 21 through 80 demonstrating how golf can be played by women of all ages!

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Ladies Secretary, Stanton on the Wolds



The Starting Point

A member consultation evening was organised to find out what the ladies want, expect and need from the club. It was originally formulated from decreasing business ladies section to help integrate more ladies to play socially midweek together.

We targeted current members and incorporated opportunities for new women to participate and socialise with the current membership within an informal environment.

Action

An email database was set up and ladies invited to share contact details to receive regular updates about midweek golf socials. Regular option to play on in a roll up on Thursday at 6pm was offered and incorporated a social drink in the bar afterwards.

Activities were coordinated through the ladies committee, with a rota that one member would lead each week and send out an email to all ladies inviting them to play if they could make it. The decision was made not to blind copy peoples email addresses so that ladies could contact each other in the meantime and let others know they were intending to play and whether others could join them. The email database was also used to inform ladies about club competitions and club updates to help them feel integrated within the club even if they hadn't been able to attend for a while. Printed copies of all correspondence was displayed in ladies locker room to allow those without internet access to view what the plans were.

It was advertised as social golf with a glass of wine over the summer months running from May through to September and open to all lady club members to attend when they wanted to. Social events were also integrated on alternative evenings such as cookery demonstrations, coffee mornings, charity auctions with prizes sourced from members at the club i.e. perfumes and makeup etc. Saturday morning group coaching was also introduced on a fortnightly basis for groups between 5-6 people.

After the first month the ladies committee invited the current membership to bring friends along to the social evening and roll ups, who they thought might be interested in playing golf. Quite a few member referrals came from the local tennis club and they were all offered the following playing offer:

- 5x9 hole credits for £25.

This was monitored through the Professional shop and got them involved with the Social roll ups on Thursdays. After completing the playing offer they were informed about membership options; Full Member, 6 Day and Walking Member (no joining fee). These women paid pro rota when they joined, so many only ended up paying roundabout half the annual fee as well as having the option to pay this on a monthly Direct Debit.

Results

28 new full lady members joined the club with an age range of 21 through 80. The majority were aged between 43 and 63.

The club is currently delivering what the members have asked for from the points raised at the consultation evening. Membership of the ladies section now stands at 130+.

Main emphasis was placed on social, communication and informal playing opportunities.

The consultation evening will take place every year to enable the club to make sure they have appropriate offers in place.

Statistic

28 New members recruited between May 2013 & August 2014, all full paying members.