



ENGLAND
GOLF



Membership
give it a shot

RECRUITMENT CHECKLIST

The recruitment of new members is a key priority for golf clubs across 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
Can you identify the type of members you are looking to attract (e.g. age, gender, new golfer, experienced golfer etc.)?	<input type="checkbox"/>	<input type="checkbox"/>
Have you undertaken a review of the club's unique selling points and member benefits, and do you understand how these compare to those of your local competition?	<input type="checkbox"/>	<input type="checkbox"/>
Have you reviewed the structure of your membership categories to ensure that you can cater for your target market and desired capacity?	<input type="checkbox"/>	<input type="checkbox"/>
Is the club promoting memberships across a wide variety of marketing channels with targeted messaging? (website, social media, print media etc.)?	<input type="checkbox"/>	<input type="checkbox"/>
Does the club run effective recruitment campaigns with your target market and timing in mind?	<input type="checkbox"/>	<input type="checkbox"/>
Has the club reviewed its membership sales process from initial enquiry to post-sale induction?	<input type="checkbox"/>	<input type="checkbox"/>
Are there clear application, joining and induction processes, and are new members supported in their journey as a part of the club?	<input type="checkbox"/>	<input type="checkbox"/>
Are the clubs recruitment activities documented in a plan which has been shared amongst key club personnel, is it regularly reviewed, and is it used to provide structure to meetings covering this topic?	<input type="checkbox"/>	<input type="checkbox"/>

Now you have a better understanding of your current situation, by utilising the accompanying recruitment guide and working with your Club Support Officer, you will be able to develop a plan to help structure your recruitment activities.

[Contact your Club Support Officer](#)

[Access the Resource Hub](#)



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Consider analysing your position for each of the above questions in a bit more detail, identifying things you do well and areas you feel you could improve.

What do you do well?

What areas could you improve?

STAGE 1

What do you do well?

What areas could you improve?

STAGE 2

What do you do well?

What areas could you improve?

STAGE 3

What do you do well?

What areas could you improve?

STAGE 4

What do you do well?

What areas could you improve?

STAGE 5

What do you do well?

What areas could you improve?

STAGE 6

What do you do well?

What areas could you improve?

STAGE 7

Your CSO is on hand to help you perform this task, or to support you in understanding the actions required to make the improvements you have identified