

# SCGA Club Marketing

A Guide to Membership Growth



## Overview

# SCGA Club Marketing – 4 easy steps to grow membership



**Step #1** – Use the SCGA Online Join/Renew Portal for your club

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**Step #2** – Promote your golf club using SCGA tools and best practices

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**Step #3** – Register your club for the Associate Member Network\*

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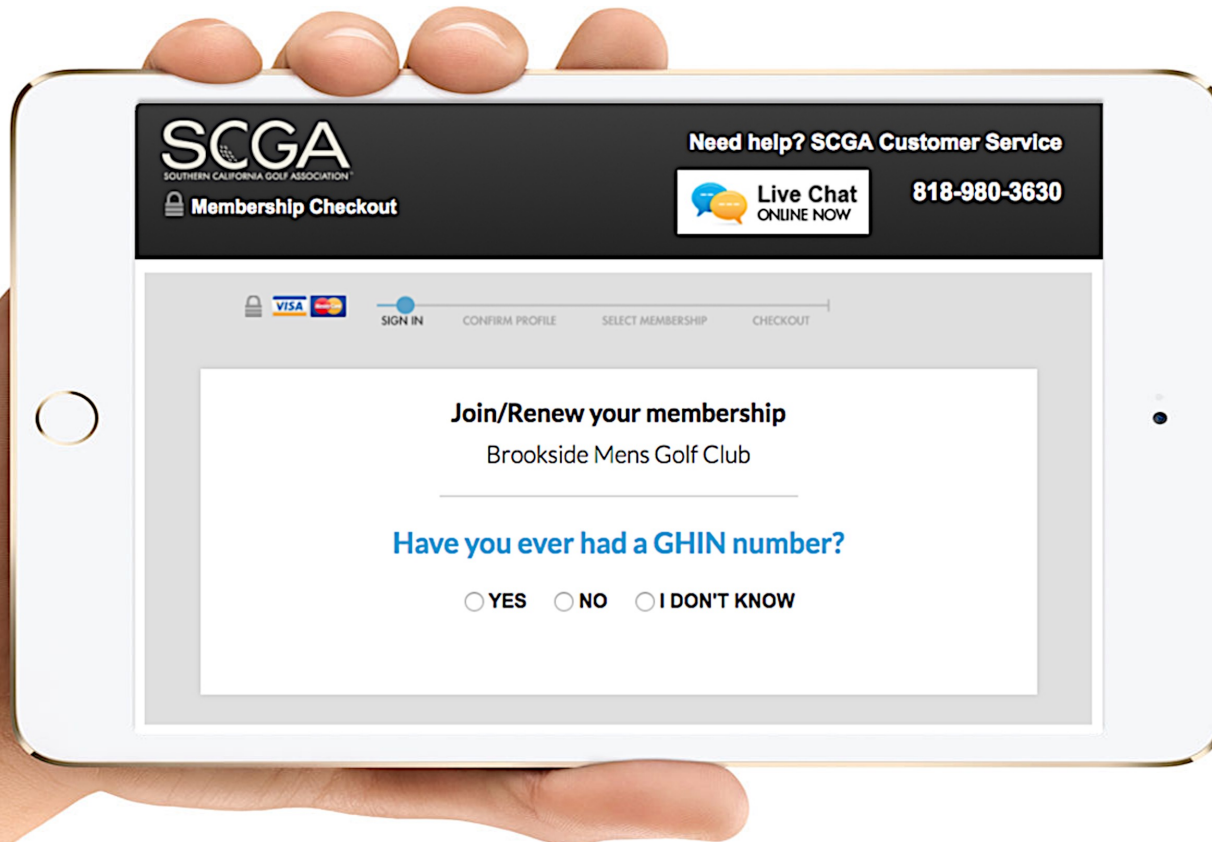


**Step #4** – Update and maintain your public SCGA web listing

\*Green Grass Clubs Only



## Step #1 – Use the SCGA Online Join/Renew Portal

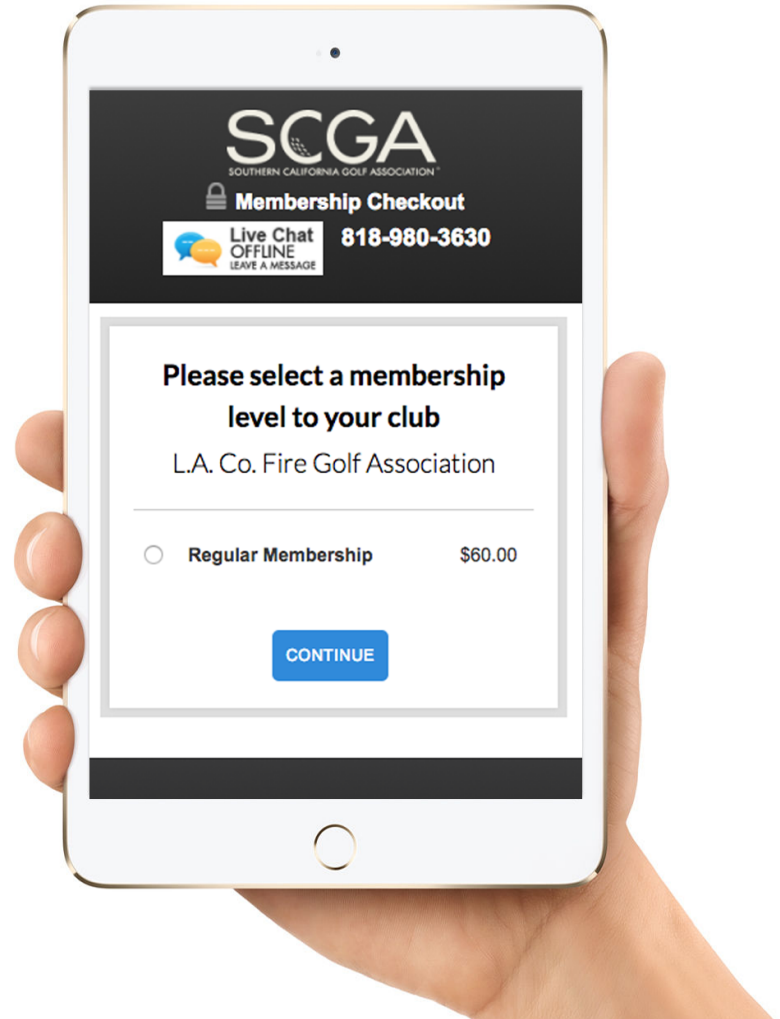




## Step #1 – Use the SCGA Online Join/Renew Portal

An SCGA payment platform that provides **ONLINE SIGNUP AND RENEWAL** to your current and potential club members.

- ✓ **FREE** to SCGA clubs
- ✓ **NO** credit card fees
- ✓ **FAST** and easy setup



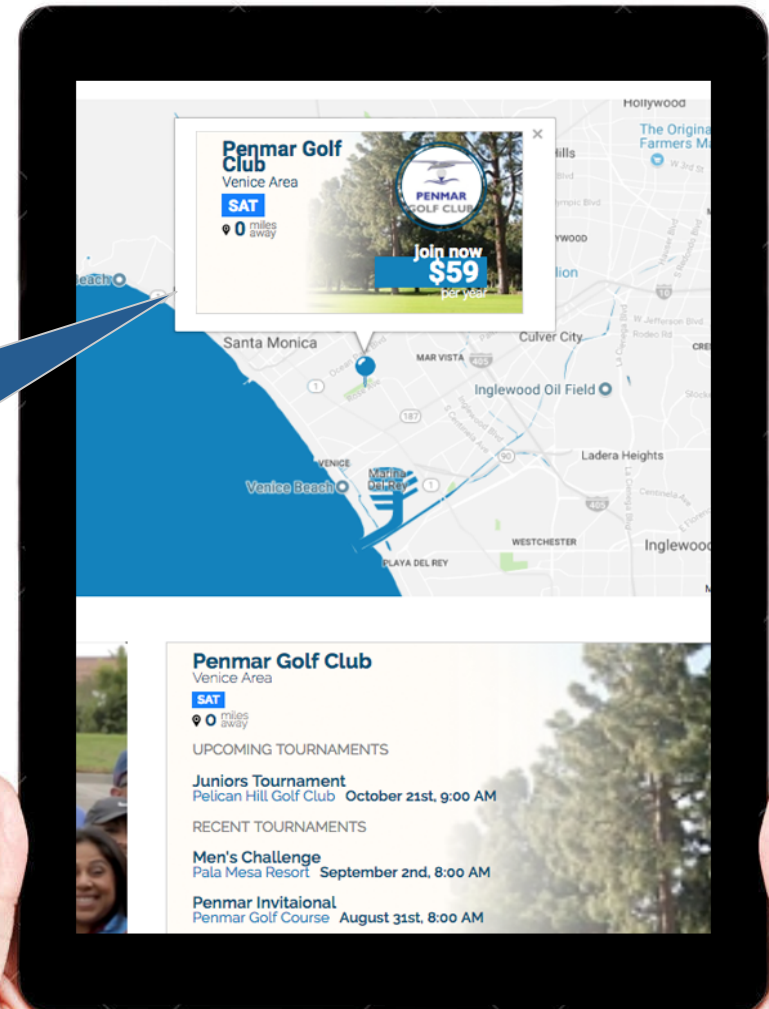




## Step #1 – Use the SCGA Online Join/Renew Portal

The platform dramatically **simplifies** the join & renew membership process for your club

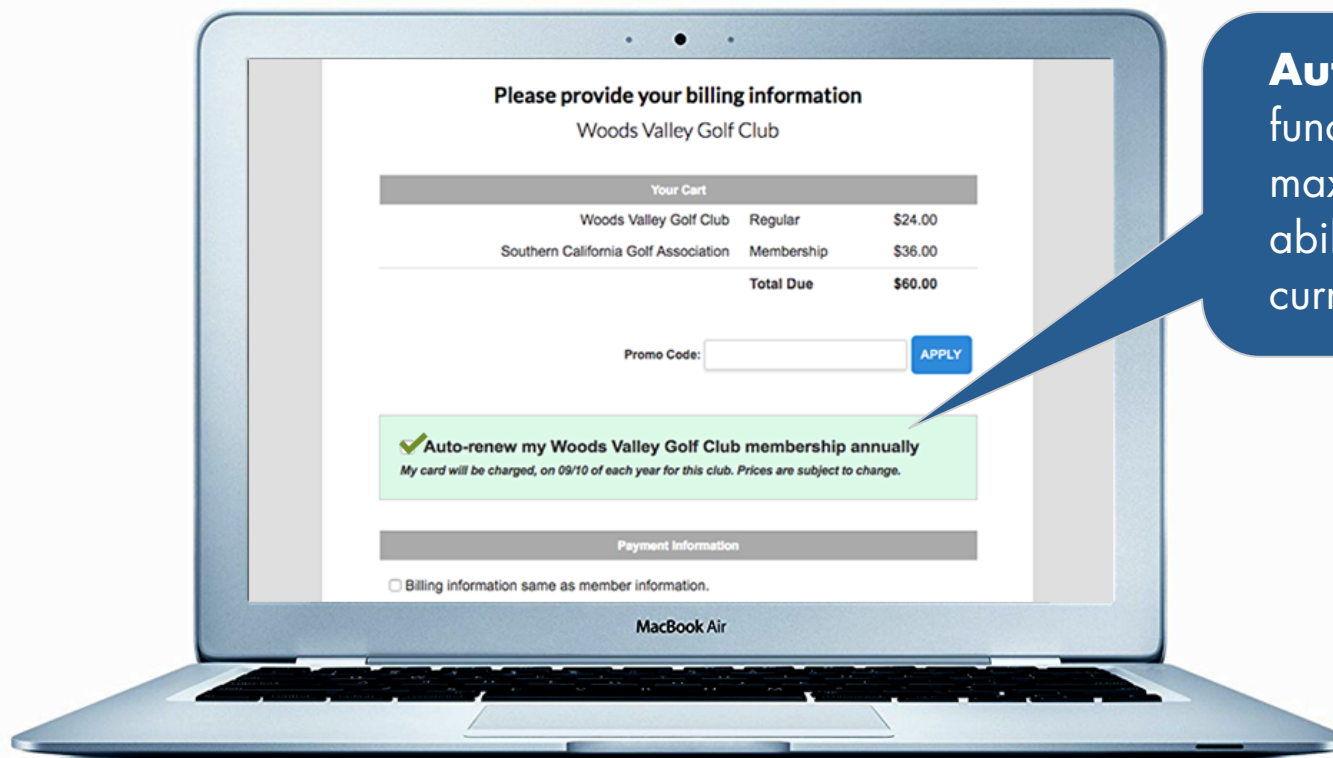
It also allows the SCGA to market your club to the Southern California golfing public and quickly sign-up interested golfers for you





## Step #1 – Use the SCGA Online Join/Renew Portal

Additional features include auto-renewal, roster management, online club-bill payment and more!



**Auto-renewal**  
functionality  
maximizes your  
ability to retain  
current members



## Step #1 – Use the SCGA Online Join/Renew Portal



**350+ SCGA Clubs use the online portal**



***“Without question, I would recommend that every club use the [SCGA] online portal to collect their renewals and membership fees. It just makes life so much easier”***

**Bill Fennessy**

*President, Altadena Golf Club*

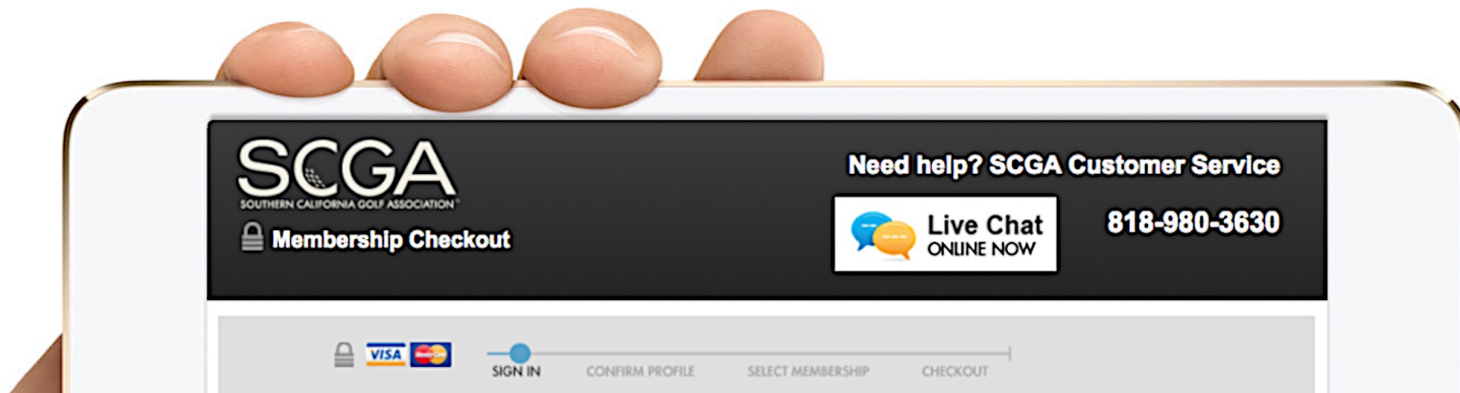


## Step #1 – Use the SCGA Online Join/Renew Portal

**CLICK HERE**

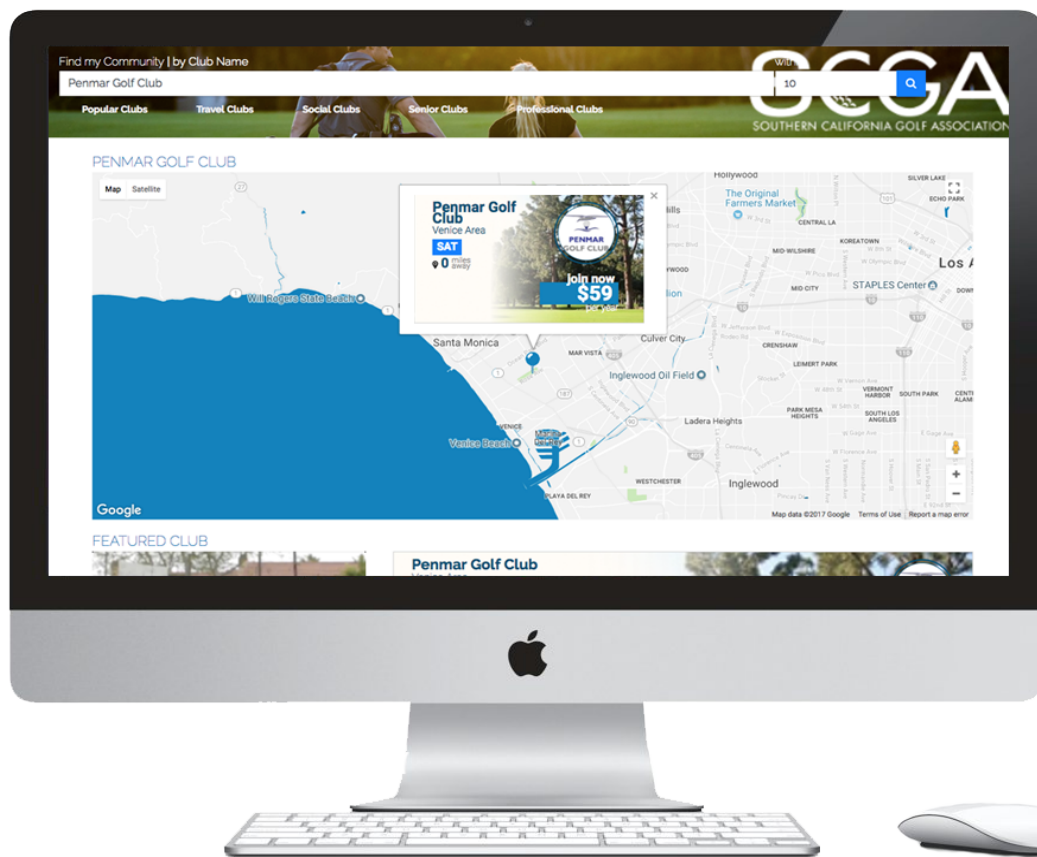


**GET YOUR PORTAL**





## Step #2 – Promote Your Golf Club



### BROOKSIDE GOLF CLUB

12-month membership (includes USGA/GHIN Handicap)

We play:  
**Saturday Mornings**

We welcome:  
**Men, Women & Juniors**

Includes:  
**SCGA Membership**

NEW golf buddies. BETTER events. JOIN the club and see what you've been missing. New members save \$10 with this coupon:

**\$10 OFF**  
For New Members

Visit: [scga.org/brookside](http://scga.org/brookside)  
Use Code: **BROOKSIDE** at checkout for your discount

**BENEFITS:**  
USGA/GHIN Handicap Index  
Personalized email and competitive playing opportunities  
Private course access through SCGA  
Exclusive member-only green fee discounts  
\$10 Green Days / The Golf Year Gift Card  
Network in your network golf

**Full Member:**  
\$125

**Associate:**  
(limited event access)  
\$60

<p>The Club</p> <p>Kevin Greenup Club President</p> <p>Brookside Pasadena, CA</p> <p>818-980-3630 kgreenup@scga.org</p>	
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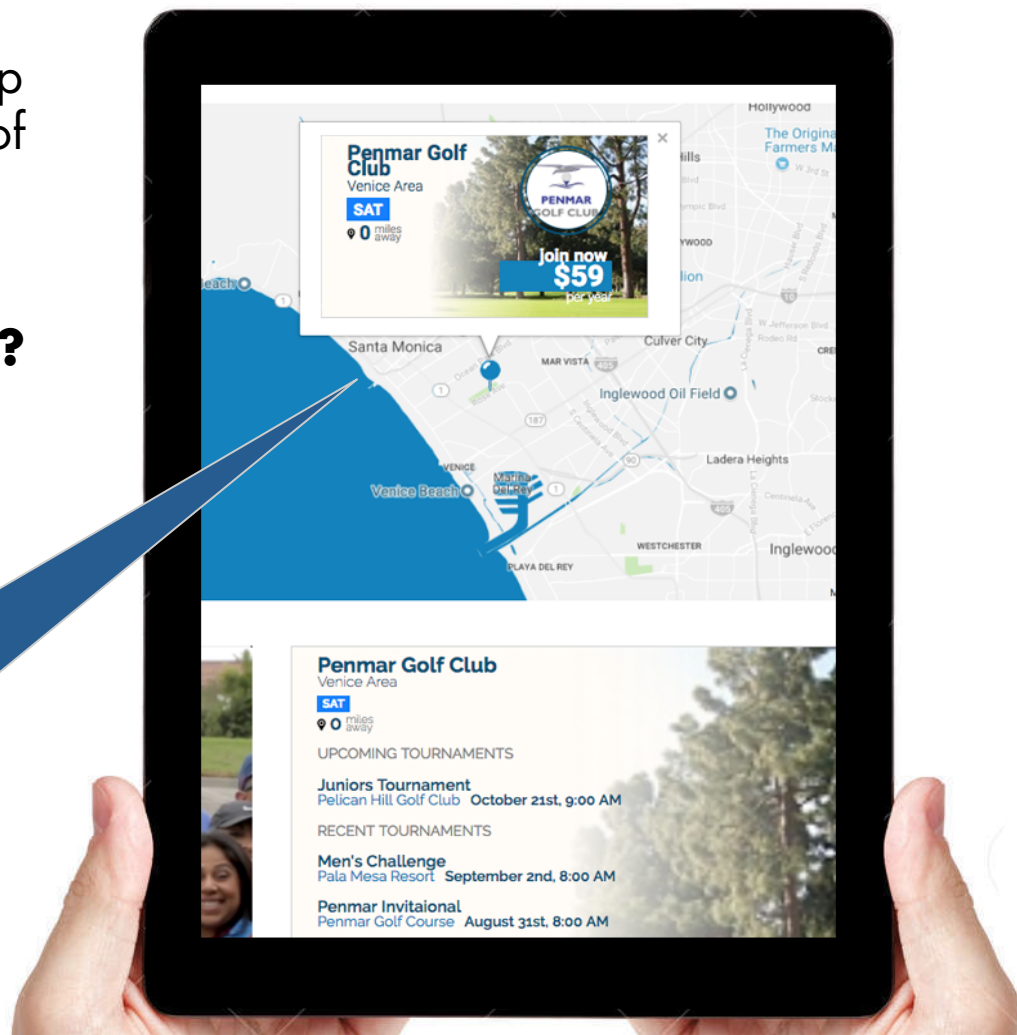


## Step #2 – Promote Your Golf Club

The SCGA promotes club membership **365** days a year through hundreds of marketing channels.

**!** How **VISIBLE** is your club?

- ✓ 85,000 unique golfers visit the scga.org per month
- ✓ Thousands are looking for clubs to join each month





## Step #2 – Promote Your Golf Club

**Maximize** your visibility—  
complete the SCGA club information  
form. It takes just 5 minutes!

- ✓ Allows the SCGA to market your club to SoCal golfers
- ✓ The more info you provide, the easier we can match local golfers to your club
- ✓ Update this once per year

SCGA  
MEMBER CLUB  
\*\*\*

SCGA Member Club Information

I want to find new members!

What days does your club typically play: \*

Check all that apply

☐ Monday

☐ Tuesday

☐ Wednesday

☐ Thursday

☐ Friday

☐ Saturday

☐ Sunday

Who is your club open to? \*

Check all that apply

☐ Men

☐ Women

☐ Juniors

☐ Seniors Only (55+)

How would you describe the average skill level of your club members? \*



## Step #2 – Promote Your Golf Club

**Marketing Services**—Let the SCGA help with:



**Club Signage** – *Professional signage for your golf shop, community center or workplace*



**Club Business Cards** – *Recruit on the course or in social/business settings*

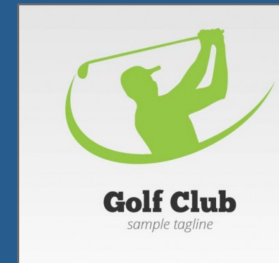


**Referral Incentives** – *Reward your members for signing up their friends*



**Member Surveys** – *Keep your members happy by learning more about them.*

**Need a new look  
for your club?**



Ask about the SCGA's  
logo design services.



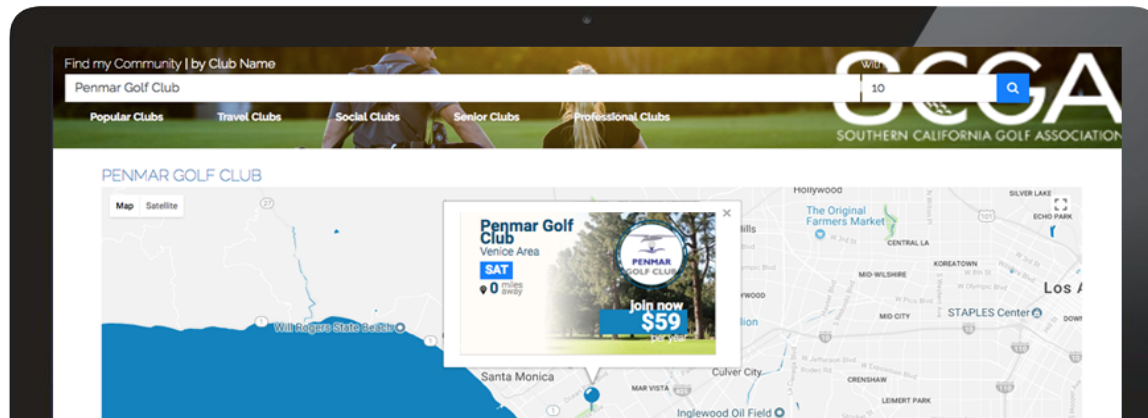


## Step #2 – Promote Your Golf Club

**Ready to promote?**

**COMPLETE CLUB FORM**

**MARKETING SERVICES**

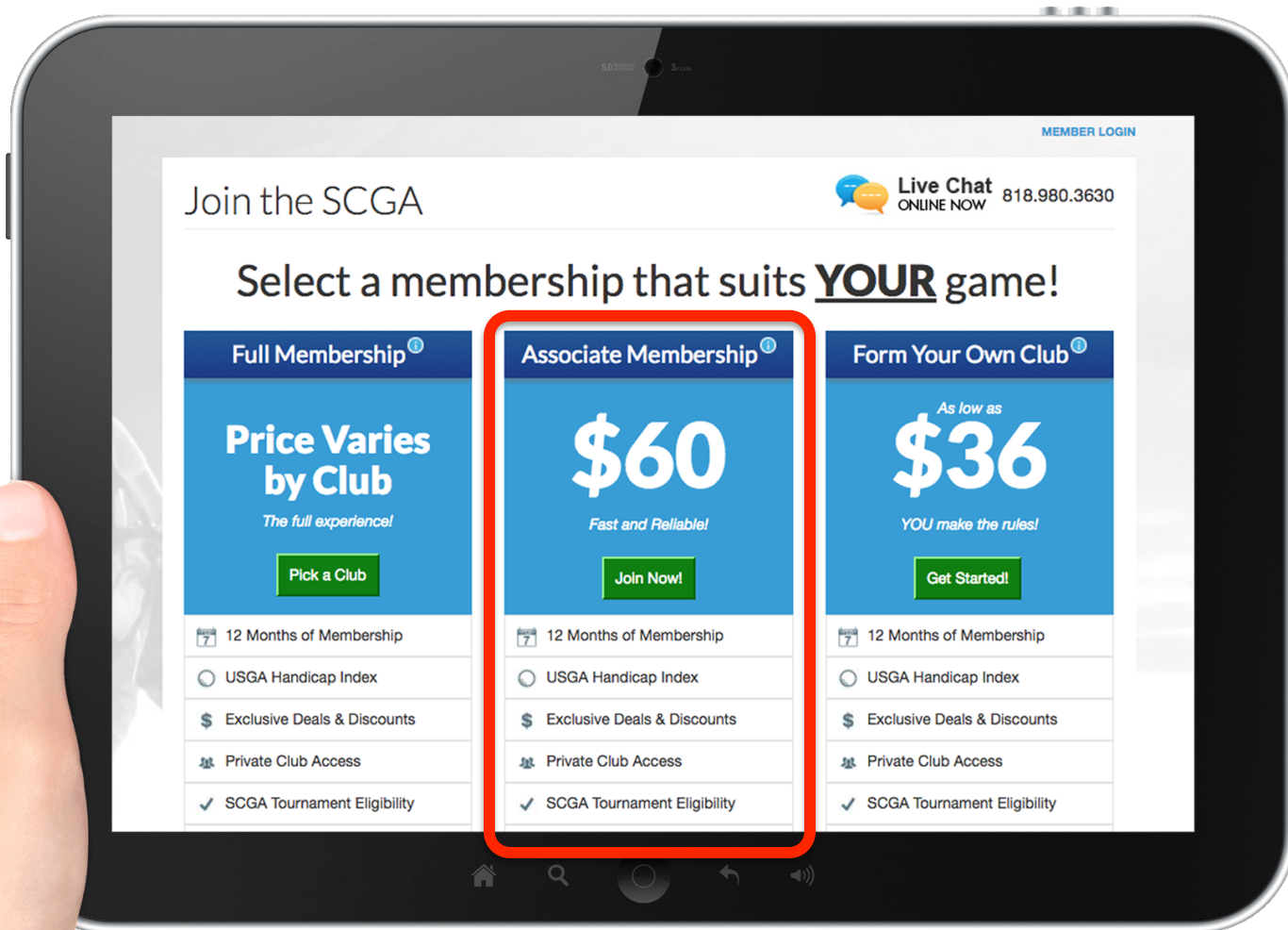


YOUR PASSION. OUR PURPOSE.

**SCGA**  
SOUTHERN CALIFORNIA GOLF ASSOCIATION



## Step #3 – Join the Associate Member Network\*



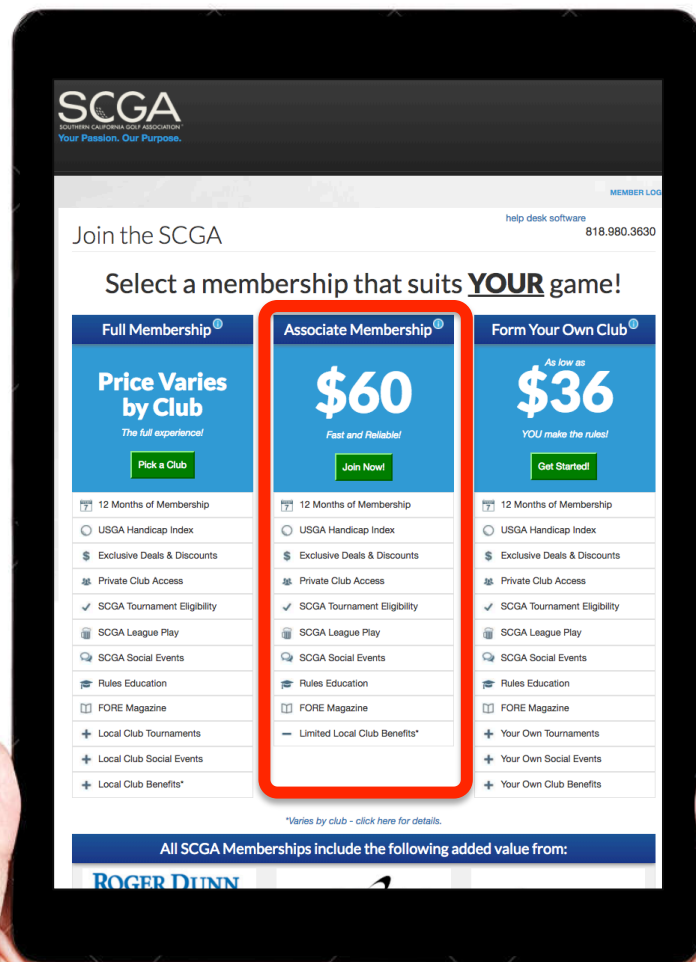
\*Green Grass Clubs Only



## Step #3 – Join the Associate Member Network

- An **Associate Membership** is a membership offered by the SCGA exclusively through [scga.org](http://scga.org) that provides a GHIN number and golf club affiliation to golfers for \$60\*
- **The Associate Member Network** (AMN) consists of Type 1 SCGA Golf Clubs that choose to participate in the program by offering a “lower tier” Associate Membership (i.e. limited benefits) to their club

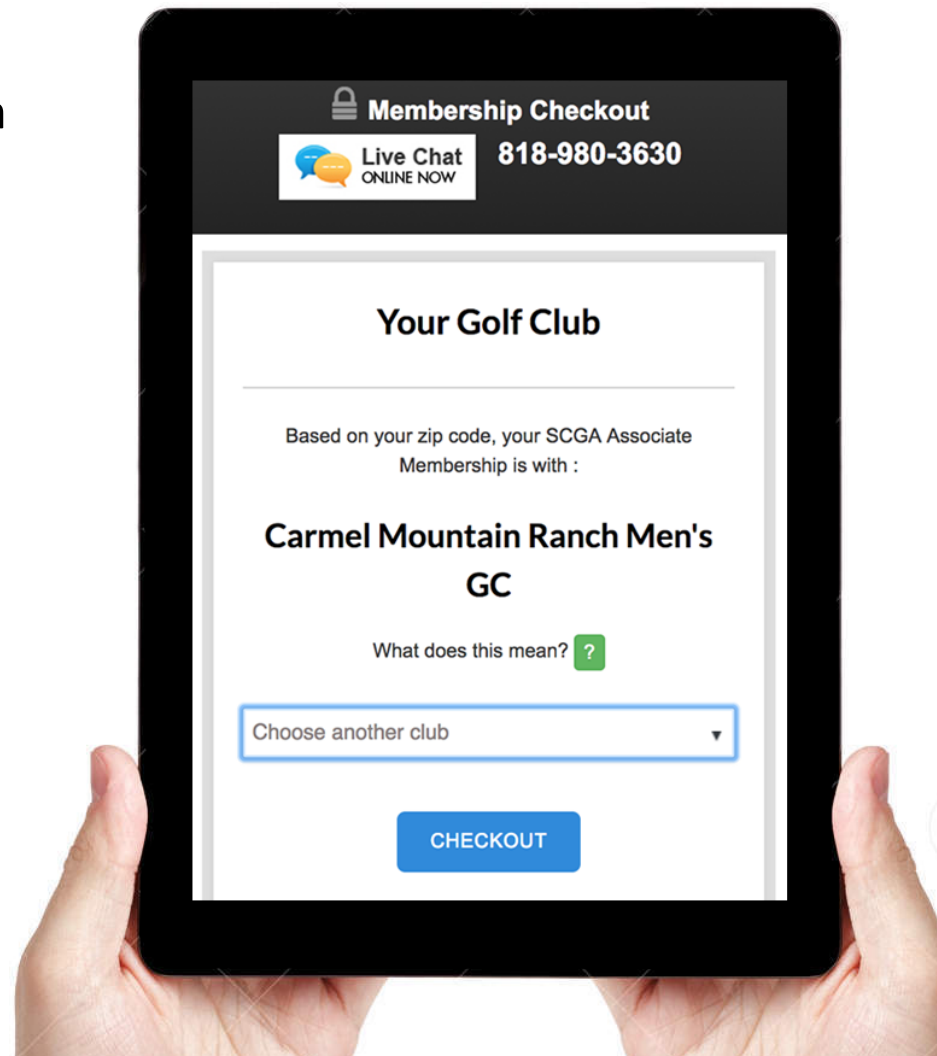
\*(MSRP – price may be discounted via promotional coupon codes)





## Step #3 – Join the Associate Member Network

- Each year **7,000+ golfers** sign up with the SCGA directly
- **Golfers are matched** with the participating AMN golf club nearest their stated zip code.
- **Participating clubs** receive \$24 (and a new member) per signup

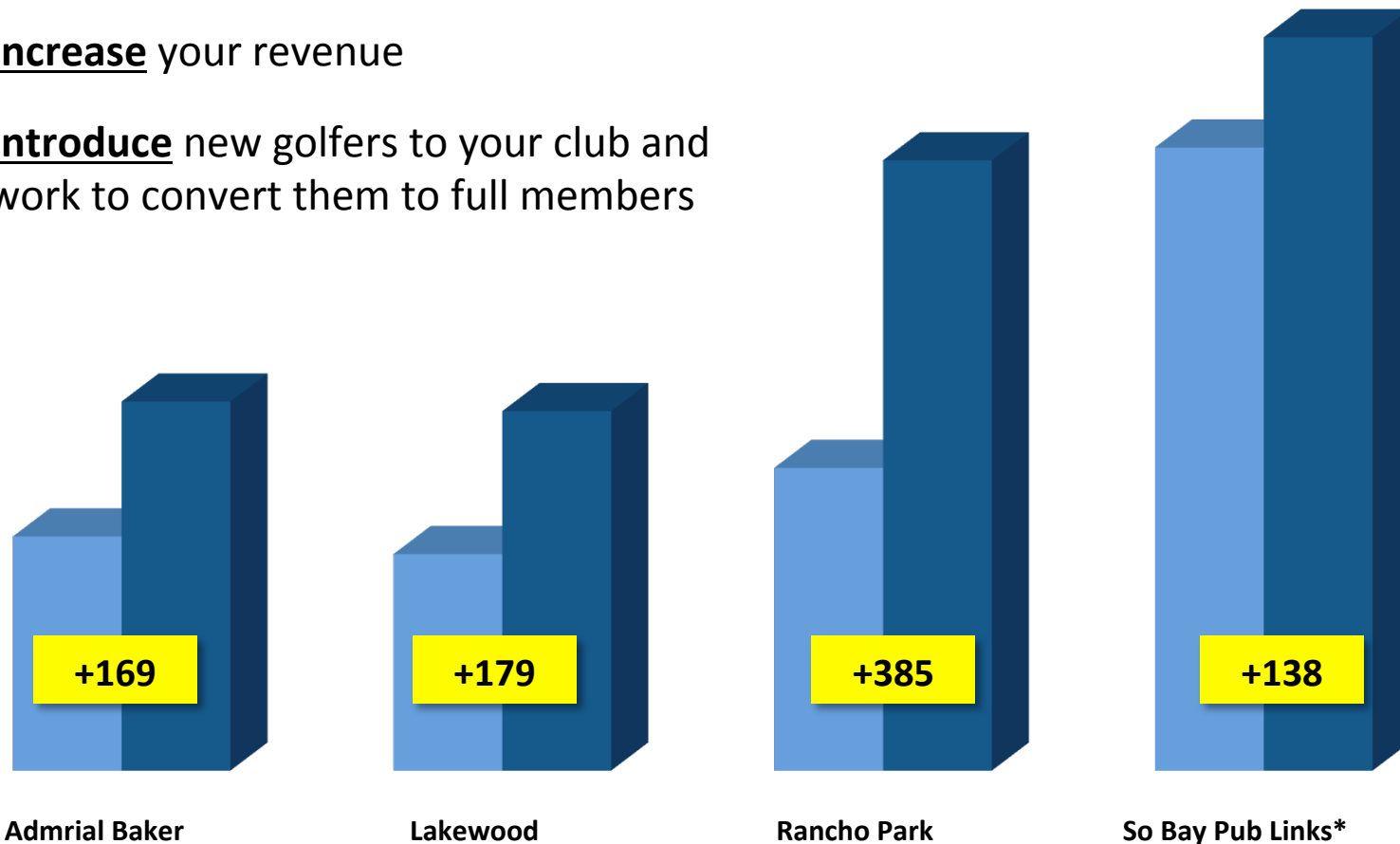




## Step #3 – Join the Associate Member Network

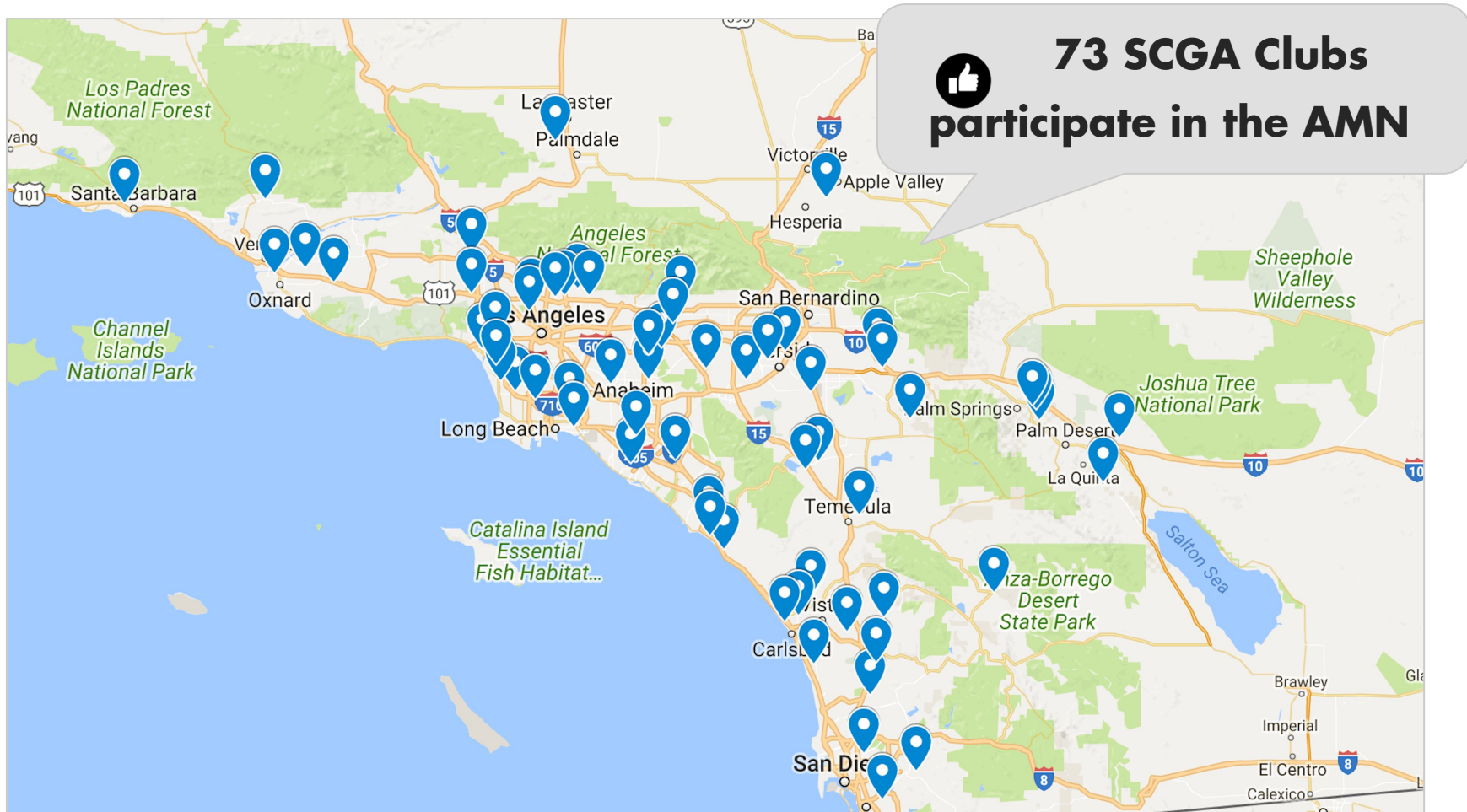
- **Increase** your membership
- **Increase** your revenue
- **Introduce** new golfers to your club and work to convert them to full members

■ 2016 ■ 2017





## Step #3 – Join the Associate Member Network







## Step #3 – Join the Associate Member Network



*"In 4 months, we added 95 new members [from the Associate Member Network], so we're really happy with the program."*

**Mike McMonegal**  
President, Lakewood Golf Club



## Step #3 – Join the Associate Member Network

### 2017 AMN Results – 73 Clubs



**7,250+**

**AMN members**

*(Average of 98 members per club)*



**\$197,000**

**to participating clubs**

*(Average of \$1,800 per club)*

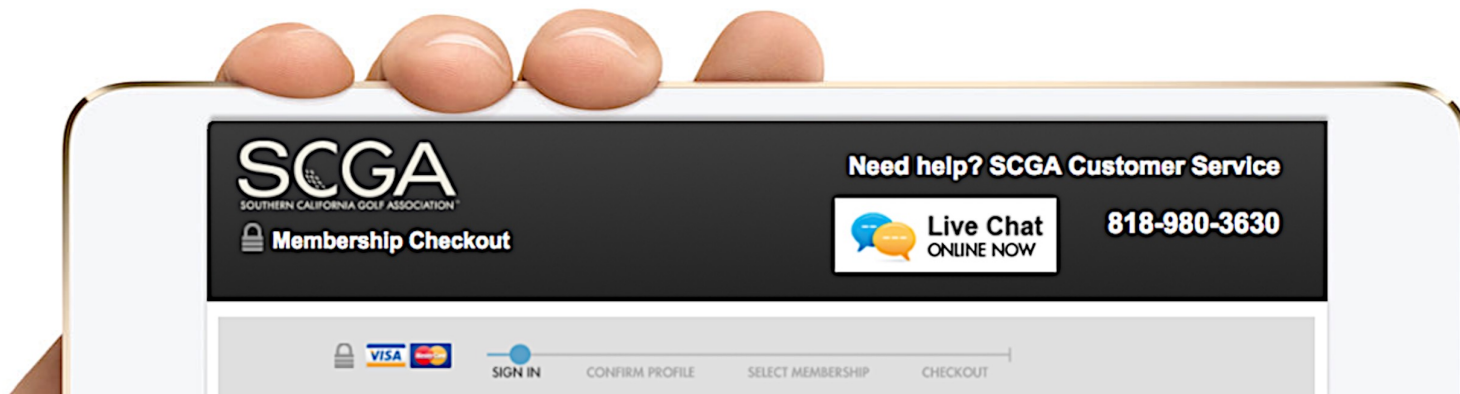




## Step #3 – Join the Associate Member Network

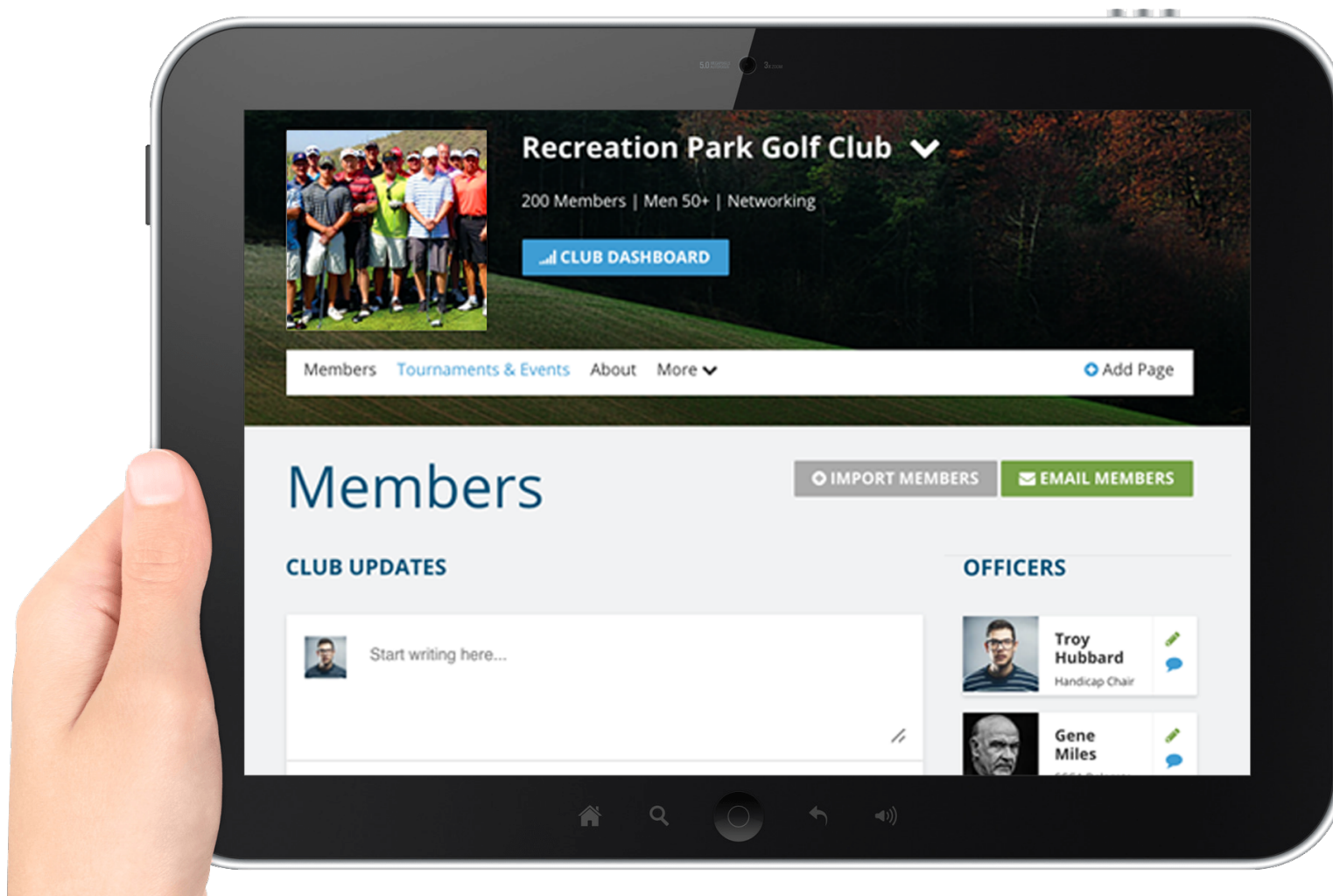
**CLICK HERE**

**SIGNUP FOR THE AMN**



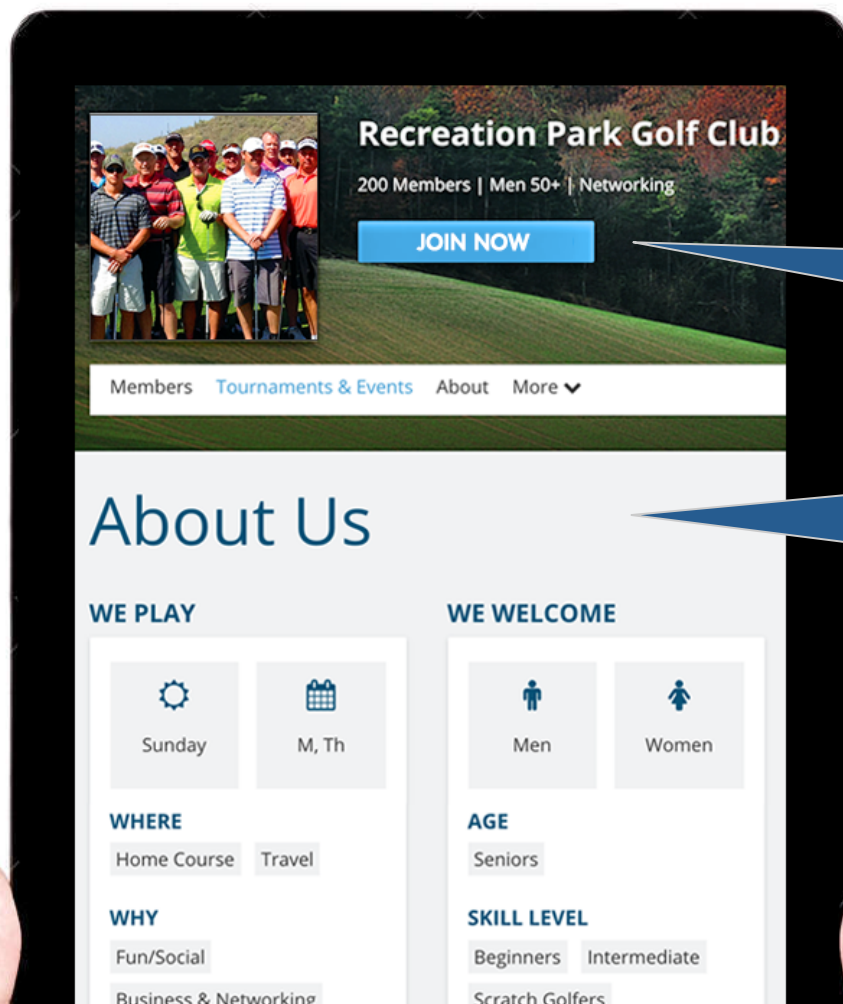


## Step #4 – Maintain your SCGA Club Website





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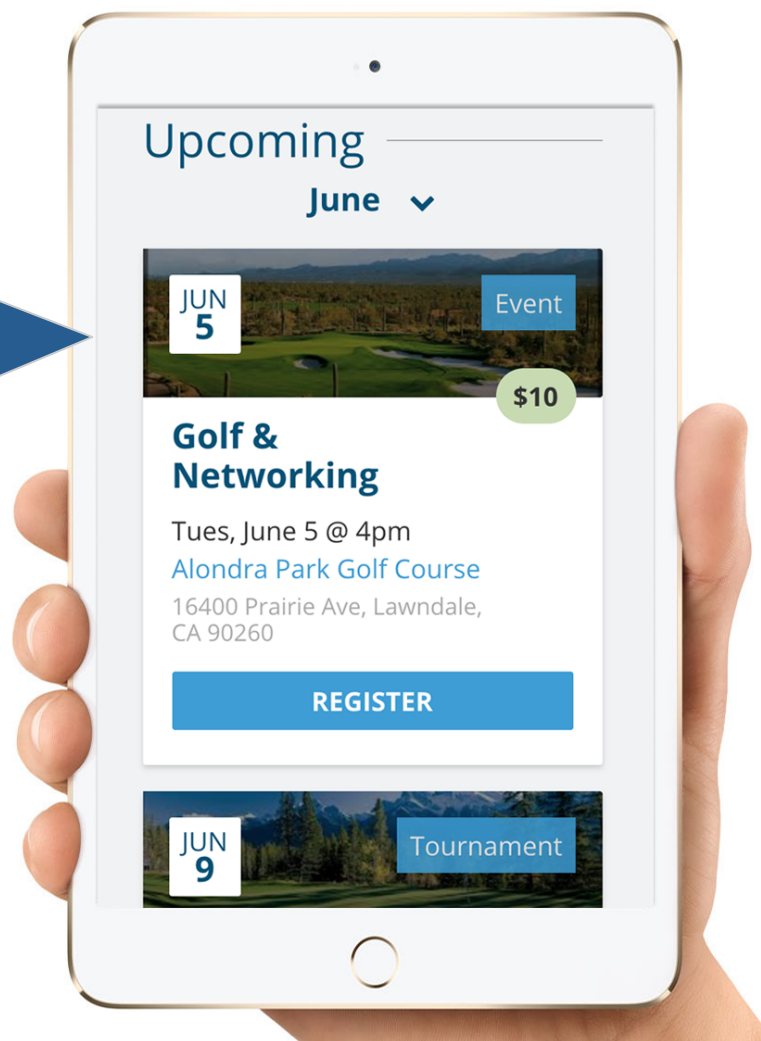
Signup prospective members quickly

Up-to-date club info helps the SCGA match golfers to your club



## Step #4 – Maintain your SCGA Club Website

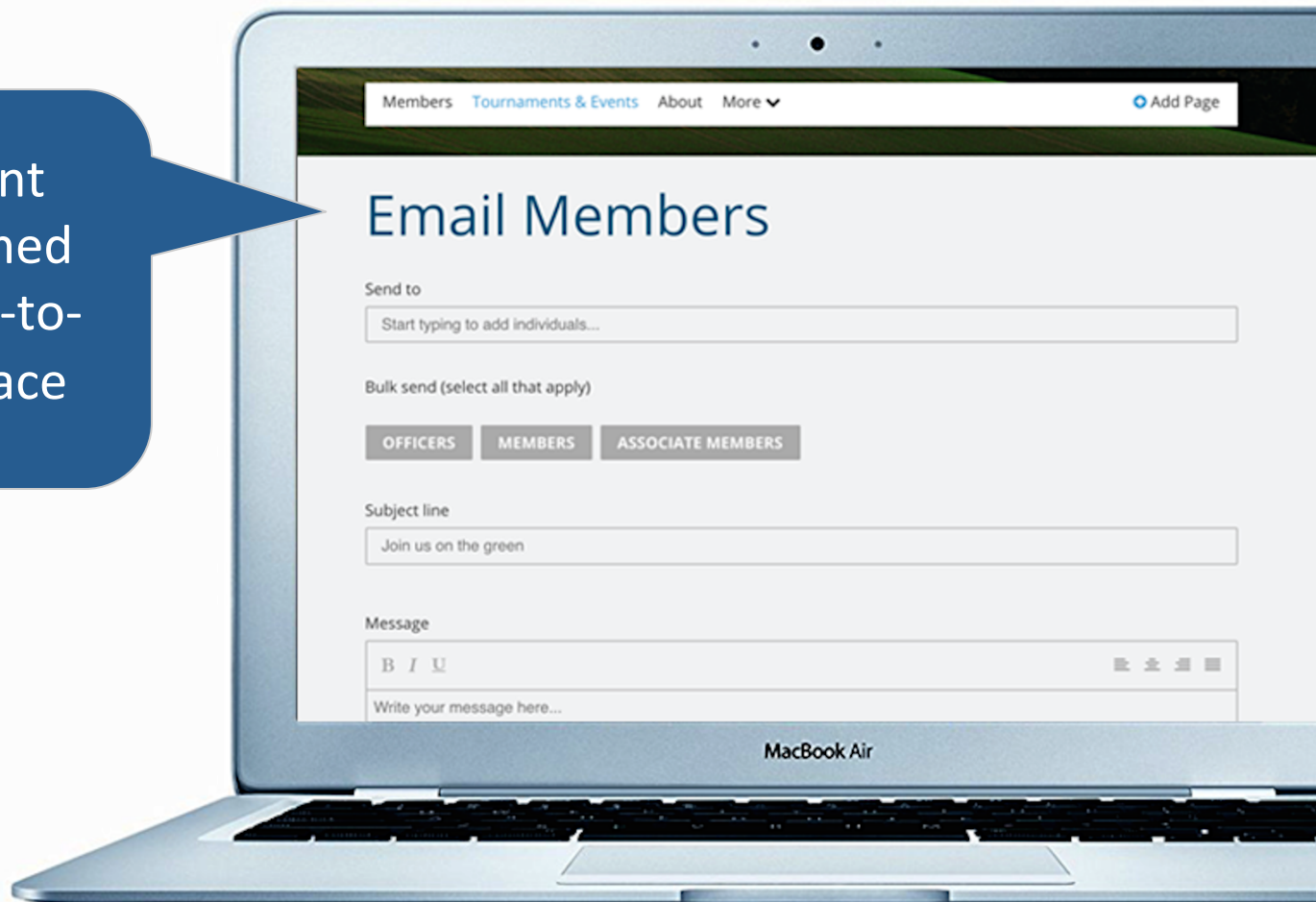
Public event  
schedules attract  
new members  
looking for local  
events





## Step #4 – Maintain your SCGA Club Website

Keep your current members informed through an easy-to-use email interface

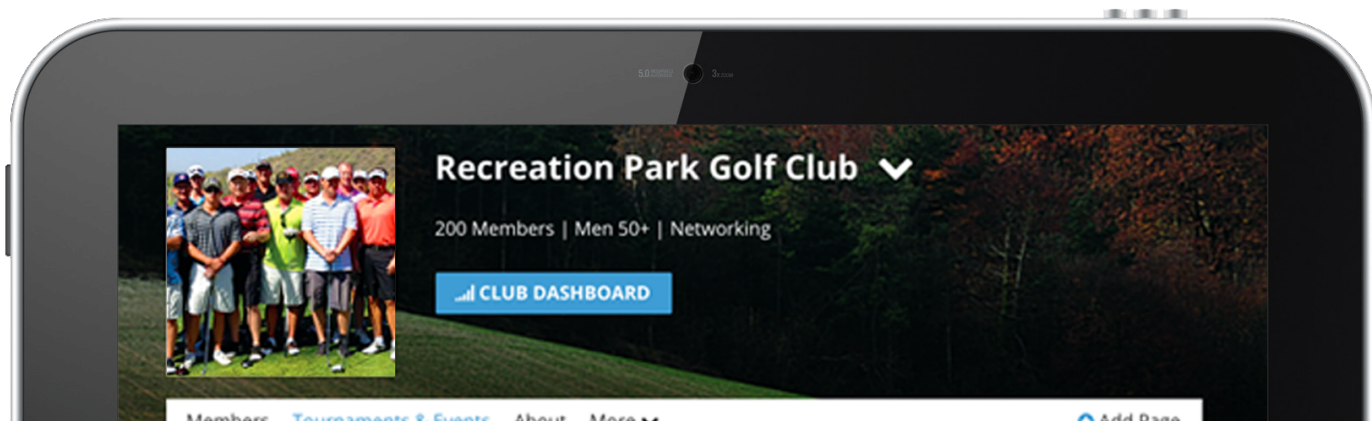




## Step #4 – Maintain your SCGA Club Website

**Your website  
is ready for you:**

**LOG IN**

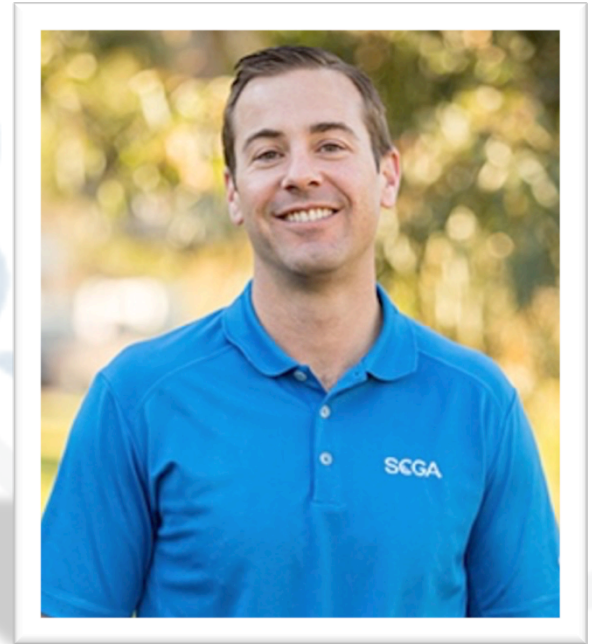




# Contact the SCGA

- The SCGA Club Services department consults directly with each club interested in applying membership best practices
- All growth solutions are customized to suit the specific demands of each individual club

**EMAIL JEREMY**



**Jeremy Pitt** Director,  
Club Services  
818-980-3630 ext. 336

# GET STARTED NOW



**Step #1** – SCGA Online Join/Renew Portal

**GET YOUR PORTAL**



**Step #2** – Promote Your Golf Club

**COMPLETE  
CLUB FORM**

**MARKETING  
SERVICES**



**Step #3** – Associate Member Network\*

**AMN SIGNUP**



**Step #4** – Maintain your SCGA Club Page

**LOGIN**

\*Green Grass Clubs Only