

Membership Retention Checklist

The following checklist assists your golf club with its membership retention activities:

Task	<input checked="" type="checkbox"/>
1. We acknowledge that understanding why people join, continue, or leave our club is vital information when developing the way our club operates.	<input type="checkbox"/>
2. We maintain records of movement in player rounds numbers and compare those figures to previous years;	<input type="checkbox"/>
3. We maintain records of movement in membership numbers and compare those figures to previous years;	<input type="checkbox"/>
4. We undertake a short phone or email survey of new members around six-months after they have joined the club.	<input type="checkbox"/>
5. We regularly monitor the playing frequency of our members and identify those who are playing less frequently. We then to contact these members and 'encourage' them to visit the club to play more often.	<input type="checkbox"/>
6. We have considered the following initiatives to retain members:	
a. Encourage an enjoyable, welcoming and inclusive environment;	<input type="checkbox"/>
b. Offer a good value proposition – perceived as good value for money;	<input type="checkbox"/>
c. Have few playing restrictions;	<input type="checkbox"/>
d. Communicate with members regularly and openly in different formats;	<input type="checkbox"/>
e. Seek feedback from members via surveys and active engagement;	<input type="checkbox"/>
f. Offer reasonable membership subscriptions and a range of membership packages;	<input type="checkbox"/>
g. Offer a range of payment methods for fees;	<input type="checkbox"/>
h. Have a clear purpose and direction - i.e. ensure members are aware of the club's future direction (strategic plan);	<input type="checkbox"/>
i. Offer a variety of social golf and competition golf opportunities;	<input type="checkbox"/>
j. Have family and social activities;	<input type="checkbox"/>
k. Demonstrate sound governance;	<input type="checkbox"/>
l. Don't send standard worded letters to members who are late with subscriptions that demand payment and threat suspension or expulsion. Instead first follow up by speaking with the member to find out if there is a club-related issue that is preventing them from re-joining. Then try and resolve that issue.	<input type="checkbox"/>