

SURREY LADIES COUNTY GOLF ASSOCIATION

WOMEN AND GIRLS

GOLF TASTER DAY



Additional Information

Be prepared for some of the ladies who attend the day to be inappropriately dressed.

Try not to turn anyone away – if you get a huge take-up really more than you can cope with why not offer another day convenient to you.

If you have limited practice ground space use plastic air flow golf balls in the initial group coaching session.

To give you an example of how we would expect the day to run:-

10.30 session

10.00 ladies start arriving (possibly even earlier)

Lady volunteers on hand to meet and greet. Professional available to check or issue equipment.

At 10.30 direct the ladies to the practice group – lady or professional to welcome the ladies and outline the agenda with estimated finish time.

Group lesson starts and this could be a big group with as many as 20 or more ladies involved. This will be down to your professional and his level of comfort of working with big groups. However, it can work and using air flow balls with limited space practice grounds is an excellent option.

After the initial explanation of the basics the ladies are safely spread round the practice area to have a go for themselves.

Professional walks round assessing and helping the ladies, he also starts to pull out the ladies he thinks are ready to be taken to experience the golf course with one of the lady member volunteers, ideally in groups of 4.

All the ladies attending the day should experience the golf course.

Once they have experienced the course take them back to the clubhouse for light refreshments and the explanation of the offers that are available.

Your professional should have taken their contact details but it never harms to get them to compete your own contact forms.

Take the opportunity to show them around your facilities and possibly explain a little about your ladies section and how you intend to support them on their golfing journey.

Once all the ladies have gone from the 10.30 session have a brief meeting with your professional and all the volunteers to see how things went and if you could have done anything better.

Prepare for your 2.30pm group.

Finally, if you have to cancel a group or indeed the day for whatever reason do have an alternative day available.

We sincerely hope this information/suggestion sheets helps you run a very successful day.

Sign-up

If your club is interested in doing this, please return the included form by 17th December 2021. We will then work with you to prepare the publicity.

WEEK OF 25TH APRIL - 2ND MAY 2022

Your club holds it
SLCGA funds the publicity
slcga.org

Women ONLY Golf Taster Day

SLCGA Proposal for 2022

SLCGA are proposing that in 2022, there is a county-wide promotion to encourage women to try golf. This will be a focus week, April 25th-May 2nd 2022, during which clubs will run their own 'Women and girls' taster days' on one day.

SLCGA will provide promotional material, and will advertise the week within the county and on social media.

Clubs will need to fully buy in to the event, with support from the professional staff, management and ladies section.

Planning the Day

Planning well in advance is essential to a successful day. The promotion will be well advertised throughout the County by various media however it is absolutely essential that you also promote your Club's participation in the event. Below are some suggestions as to how to do this using the promotional material we are supplying.

We suggest you hold three different time slots throughout the day, 10.30 am, 2.30 pm and 6.30 pm. This should allow for both working and non-working women to attend. Try to be as accommodating as possible. Ideally you don't want to turn anyone away. Within your pack is a booking form which hopefully you will find useful. We suggest your Professional handles the bookings. This is important because he will then know what equipment he will need to have available on the day.

On the day there should be volunteers from the Ladies section available to help both to meet and greet, also to support your Professional both while he introduces the ladies to the game and to take the Ladies onto the golf course as soon as your Professional feels they are ready to go. Please note it is absolutely imperative that all the ladies who attend the day experience playing at least one hole on the golf course.

Once they have experienced the course take them back to the clubhouse for free tea and scones! This will be the ideal time for you to explain the very special offer which is being made exclusively to them for attending the day. Encourage them to sign up for your Professional's coaching package and above all show them how friendly and welcoming the club and your section are.

Putting together a team of volunteers, to not only help run the day but to continue to support the women who are interested in getting into golf. This is again essential to making not only the day and the promotion successful, ultimately leading to more women players and potential members.

Promoting your Club's Event

Although the event will be well promoted County wide you will still need to advertise / promote your club's event. Included in your promotional pack will be:-

2 x Banners:- if your club's entrance is positioned on a busy road the ideal place for these is either side of the entrance - your Greenkeeper should be able to easily set these up roughly a month before the date of the event. If your club is not on a busy road try to locate a place where the banners are going to be seen by a high number of people.

There are **6 x notices** to distribute around your local area. You will need to recruit some willing volunteers to erect these again in situations where a large number of people will see them, for instance at busy roundabouts. We appreciate this takes quite a big effort and they do need collecting in after the event, but this type of advertising does work.

There are also **4 x posters** for display around your club or anywhere you feel is beneficial.

Ensure the day is well-advertised on your club's web-site and also make sure your own members are aware of the event.

Use Facebook, Twitter and any other social media to help.

The event will have had coverage throughout the county but you need to tell people in your local area that your club is involved in the promotion. Let your local paper know and ask if they will help in promoting the event.

We are also supplying you with generic **A5 leaflets** which can be personalised to your club's event. Get these distributed to as many places as you possibly can - sports centres, village halls, community centres, schools, colleges, companies that have large numbers of female staff and anywhere else you can think of.

Putting your Team Together

Try to hand-pick your lady helpers who are keen to see your section grow and who will have the patience to take beginners onto the course for the first time. Also making themselves available for ongoing support to the Ladies who take up the coaching offer. Lady members who in your opinion will promote a friendly welcoming approach to Ladies who attend the day.

Putting together a team of volunteers to not only help run the day but to continue to support the Ladies who are interested in getting into golf is again essential to making not only the day successful but the promotion successful. Ultimately leading to more Lady players and potential members.

We fully appreciate this is a big ask however it is also extremely important to the overall success of the promotion.

Aims for the day

We suggest the club and the professional put together some offers that can tempt the ladies to sign up to further involvement with the club. This could be existing pathways to coaching and membership or new specially designed offers.