



**R&A**  
Women in Golf Charter

# CAMPAIGN GUIDELINES

HOW TO USE YOUR #FOREeveryone ASSETS

**#FORE**  
everyone



# USING THE #FOREeveryone ASSETS

## ENHANCE YOUR INTERNAL AND EXTERNAL MARKETING

When it comes to speaking to your members, guests and the outside world, we want you to keep it simple.

The #FOREeveryone assets will allow you to show you are part of a nationwide campaign that's being supported by The R&A, GB&I national associations, The PGA and many other stakeholders in the sport to help more women and girls start playing golf.

Follow these steps to show your support for the campaign and that you are a club ready to offer a warm welcome to all.



## STEP 1

### CELEBRATE CHARTER STATUS

If you've just become or if you are an existing Charter Signatory, start displaying your status with pride.



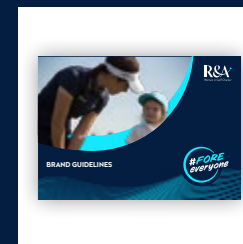
#### CERTIFICATE AND SIGNATORY ASSETS

Display your Charter Certificate within the clubhouse. You'll receive this directly from your local Home Nation representative. The resource portal also contains a number of assets which will allow you to shout about your signatory status.



#### LOGOS

A bespoke Signatory logo only for use by those who support the Charter. Include on your club website, social channels, member emails and email signatures.



#### BRAND GUIDELINES

Take a quick look to discover how the logo should be applied and the best fonts/colours to use alongside #FOREeveryone campaign materials.

# STEP 2

## TALK TO YOUR MEMBERS

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Once your club or facility knows the changes it would like to make (using the SWOT Analysis template, Member Questionnaire and Participation Programme Step-by-Step) and you have communicated these with staff, it's time to get the support of your members.



### MEMBER ASSETS

Use the member assets to inform them about the changes the club is considering.



### EDITABLE ASSETS

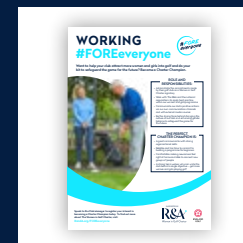
If you are proposing changes not covered by the above, or to celebrate changes once made, create your own social graphics and posters using these editable assets.

# STEP 3

## HELPER RECRUITMENT

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Now you are well on the way to communicating your **#FOREeveryone** intentions with your members, you'll need key personnel to help bring your plans to life.



### CHARTER CHAMPION RECRUITMENT

This key role will ensure there is a strategy in place for your club to meet its Charter commitments.



### VOLUNTEER RECRUITMENT

No participation programme can exist without a willing and fun group of volunteers.



### BUDDY RECRUITMENT

Buddies have been identified as key individuals in new members' integration into club life. Find them using these assets.

# STEP 4

## EXTERNAL PROMOTIONS

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By this stage, we hope your plans are really taking shape. The board/committee is supportive, your members are welcome to change and your coaching programmes are ready to begin. If you are welcome to new female golfers, consider using the following.



### MEMBER REFERALS

Endorsement from friends and family is the most valuable form of marketing. Make sure you communicate any opportunities for new or lapsed golfers here first.



### EVENTS

Taster Sessions, Open Days and other consumer events have been shown to successfully encourage new blood into golf clubs and facilities.



### ADVERTISING

Working working with third parties (from your local newspaper to running ads with Google) has helped many clubs recruit new golfers. Just remember the key is ROI - return on investment.

# STEP 5

## KEEP TELLING YOUR STORY

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The next stage is all about you. Hopefully your campaign has come to life and new faces are visiting your club or facility. Continue refining your recruitment and participation programme and keep using the relevant assets to speak to an external audience.

Each event or coaching session should allow you to collect fresh images and videos of women and girls enjoying golf. Use this content to tell their story. Use their experiences to communicate the benefits of this great game on your club website, social media, emails and advertising. Do this, as well as refining your process based on what works for you, and this first group certainly won't be the last.

To find out more about #FOREveryone or the Women in Golf Charter, visit:

[RandA.org/FOREveryone](https://RandA.org/FOREveryone)

