WORKING #FOREeveryone

How to build your women and girls golf participation programme

<table>
<thead>
<tr>
<th>STAGE 1</th>
<th>STAGE 2</th>
<th>STAGE 3</th>
<th>STAGE 4</th>
<th>STAGE 5</th>
<th>STAGE 6</th>
<th>STAGE 7</th>
<th>STAGE 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>SET THE FOUNDATIONS</td>
<td>STRUCTURE YOUR PROGRAMME</td>
<td>PLAN A TASTER SESSION</td>
<td>COMMUNICATE THE OPPORTUNITY</td>
<td>DELIVERY OF THE TASTER SESSION</td>
<td>DELIVERY OF THE PROGRAMME</td>
<td>TRANSITION OF PARTICIPANTS</td>
<td>REVIEW THE PROGRESS</td>
</tr>
</tbody>
</table>

- Communicate your plans with relevant club officials, get their backing and agree to a trial membership package.
- Identify and recruit volunteers to support your mission. Assign roles and responsibilities.
- Confirm a suitable date for an initial taster session.

- Establish your key dates, milestones and objectives.
- Work with your PGA Professional and Regional Development Officers to construct an entertaining 6 to 12-week programme to follow an introductory FOC taster session.
- Organise the necessary equipment.

- Agree how and where to market the taster session and wider programme.
- Ensure the club is prepared to receive enquiries and that all staff are aware of your plan.
- Construct a participant register and introductory questionnaire.

- Encourage members to tell their family, friends and colleagues about the programme.
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- Integrate participants in club culture as much as possible (introduce members, invite to use clubhouse, promote club social events).

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- Ensure clear signage and access to all clubhouse facilities – consider a clubhouse tour.
- Promote across club social media advertising and consider targeted social media advertising.
- Fully communicate details of follow-on 6-12-week programme and conduct sign-up.

- Focus on fun over technique.
- Integrate participants in club culture as much as possible (introduce to members, invite to use clubhouse, promote club social events).
- Communicate regularly to the group via email or messaging groups.

- Organise on-course playing opportunities for those ready with volunteers.
- End of scheme social activity for participants.
- Establish a buddy scheme with club members.
- Offer continuation lessons and trial memberships.

- Conduct an end of programme questionnaire.
- Discuss learnings with the volunteer team and begin planning for the next programme round.

To find out more about the #FOREeveryone campaign or the Women in Golf Charter, visit: RandA.org/FOREeveryone