

# USING THE #FOREeveryone CAMPAIGN TO ENHANCE YOUR CLUB



Knowing how well your club is set-up to attract and retain more women and girls is an important place to start your #FOREeveryone activity planning. Understanding how you compare to your competitors is equally essential before you can start making changes. In order to prioritise, an internal audit is recommended.

## S.W.O.T. ANALYSIS

Do you know the strength of your club offer?

Find out by reviewing the physical, operational and social elements of your club or facility. This will include: reviewing your website and contact points (do they truly reflect what kind of club you want to be?).

## MARKET BENCHMARKING

Do you know how you compare to other facilities in your area, or those who do best to attract women and girls?

By understanding how you stack up, you may discover how likely it is for golfers to choose your facility. Taking a lead from others is a fantastic way to incorporate tried and tested methods.

## ASK MEMBERS & GUESTS

Ask others who fit your target profile (e.g. parents) about how you could encourage more interest. You will also find out why the women and girls who have chosen your club have done so, allowing you to build on your strengths. Moreover, involving members in your club's evolving culture will also help to bring about change in a more collaborative manner.

## DON'T ASSUME

Take care to find out what others think, as well as going through the process of reviewing your women and girls' offer as objectively as possible. You may well be surprised by what you find.

To help get your planning underway and start driving tangible change, download the #FOREeveryone toolkit and Club Environment Resources via the [portal](#).

**SWOT ANALYSIS**

The following document has been designed to help individual golf clubs assess their performance around gender balance and inclusivity - the process should be carried out as follows:

- Add all relevant Strengths (S), Weaknesses (W), Opportunities (O) and Threats (T)
- Study each section to ascertain those areas of the club that can be improved
- Discuss internally the best ways to combat these areas and create a plan
- Agree the commitments that will drive positive change within your club
- Share these with The R&A to finalise your status as a Women in Golf Charter signatory
- Make these commitments official as a Women in Golf Charter Signatory

**STRENGTHS:**

**WEAKNESSES:**

**OPPORTUNITIES:**

**THREATS:**

**MEMBER QUESTIONNAIRE**

**HAVE YOUR SAY FORE YOUR GOLF CLUB**

It's time to have your say. Our members are important to us and so we would love to hear your feedback in order to help the club improve and move forwards FORE the future of the game.

**BACKGROUND INFORMATION**

1. How old are you?  
18-24  25-34  35-44  45-54  55-64  65+

2. Are you  
Male  Female  Other  Prefer not to say

3. How long have you been a member?  
Less than a year  1-5 years  5-10 years  10+ years

4. What were your main reasons for joining the club specifically? (Tick all that apply)

- Quality of golf course
- Club environment i.e. friendliness
- Socialize / meet new friends
- Affordability
- Friends / family are members
- Location
- Business
- Membership flexibility
- Other (if other, please state)



If you have not done so already, please do not forget to register your interest in becoming a Women in Golf Charter Signatory on the Resource Portal and begin using the assets by clicking [here](#).

[RandA.org/FOREeveryone](#)



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