



## 2017 Chapter Playbook - Recap

### Chapter Focus for the Year

#### Top 3 things to make a difference in our Chapter:

1. Offer a calendar of events that meets the needs of our members including: golf events - competitive and fun play; social events - offer a variety of venues for members to get together for fun and networking; offer opportunities to improve golf skills and understanding of rules & etiquette.
2. Make our golf events convenient and fun for our members.
3. Encourage entire membership to help with member recruitment and retention. Publicize our membership goals and provide periodic updates.

**Results:** We achieved most of our focus goals for the year providing a good mix of both golf and social events. We could do a better job of publicizing our memberships goals.

### Membership Goals

Identifying potential members/recruitment:

- **Goal will be a total of 80 members**
  - Share the goal with members. **As of Oct 1, we have 17 new members and a total of 77 members with a 79% retention rate. Goal was 80 members.**
  - Set up a committee to help identify and recruit potential new members. **Not very successful. Participated in and had a table at the Blue Cross/Blue Shield Walk at Lunch event.**
  - Active communication with area professionals for potential members. **Area pros and courses refer members to us.**
  - Actively recruit younger members in order to diversify the chapter. **Did not pursue but did get a few younger members this year.**
  - Highlight membership benefits that are available and encourage members to use them such as 1-800 Flowers, Alamo, Geico, Boxgroove, Avis, Hilton, National Car Rental, Preferred Golf, Troon Golf, or PNC Bank. Highlight the Business and Birdies Upgrade Package that includes the Club Corp membership. Also emphasize the various courses and discounts available in our Golf Course Network. **Included in various emails.**
  - Contact and try to reengage previous members who may have let EWGA fall off their radar. **Previous members were invited to kickoff and socials.**

- **Member retention: Goal for 2017 is 75% or retain 56 members. As of Oct 1, we had a 79% retention rate.**
  - Set up a membership committee to help involve the membership and identify what works well for our Birmingham members. **Need improvement.**
  - Continue to offer a free membership for participation. Offer a variety of opportunities to get points for participation. Review current program and revise to include areas where our members are currently involved. **Have continued keeping track of member participation points but intend to reevaluate our system in 2018.**
  - Continue to get members involved in volunteering; volunteers normally renew. **Our chapter continues to have a volunteering record.**
  - Encourage posting and sharing on Facebook to spread the news about events. Encourage members to add #EWGA to Facebook posts.

## Membership Engagement

- **Volunteer Opportunities:**
  - Identify potential volunteer candidates for a specific job in the areas listed below. These can either be ongoing or one time only depending on their availability and desire. For instance, planning one social event or a travel league event.
    - Social event planners. **Majority of our social events were planned by our Member Services Director – for 2018 she will have a committee.**
    - League Play Captains/travel league event planners. **Completed.**
    - Our members will marshal the first hole at the Regions Tradition at Greystone Country Club May 17-21. **Completed.**
    - Our members will volunteer with the USGA/LPGA Girls Golf Chapter in Birmingham. Members will assist with Monday clinics and with the play days in June and July. **Completed.**
    - All board members will recruit a volunteer committee to assist with their job. **Plans in place to do a better job of this in 2018.**
    - Our goal will be to have at least 35 of our members volunteer at some time during the year. **Completed.**
    - Volunteers will be recognized for their service. **Key volunteers will receive a gift.**
- **Event and Activity Participation:**
  - **Non-Golf Social Events:**
    - We will offer 4-5 social events for the year. **We had the following: Kickoff Social, New Member Orientation, PGA Superstore social, Holiday party and 3-4 Dinner Meet & Greets.**
    - 2017 Kickoff Social Event: We have this set for February 23 at Hoover Country Club. We will offer a theme of Go Red for Women in support of the American Heart Assn. **40+ members attended with 6-7 new members.**
    - PGA Superstore social with optional dinner afterwards to be held in the Spring. **18 members attended.**
    - Set a social calendar at the beginning of the year just as we set a golf calendar. Make this available to all members early in the year and then members can plan for these events just as they do golf events. We will also consider doing a “members choice” social event with various options to be voted upon by those interested. **Calendar completed.**

- We will end the year with a Christmas Party in December. **Planning to have at Healthewood CC on Dec 7<sup>th</sup>.**
- New member orientation/new member social events: Depending on the number of new members we recruit, we will plan a social event and briefly explain to the new members the website navigation, how to sign up for events, how to enter handicap on the EWGA site, golf network and discounts available, etc. All new members will receive an orientation either by a new member social or a one on one visit. All new members will receive a new member packet. **Very successful event attended by all Board Members and 7 new members.**
- **Golf Events and League Play:**
  - Golf Kickoff Event is March 11, 2017 at RTJ Short Course. We will have a fun competition format, lunch with a short welcoming agenda. **35 members participated. We also had a silent auction along with event.**
  - Monthly/quarterly weekend play days. Plan overnight stay and play packages. **Plan to have a “travel league” in 2018.**
  - Weekly golf play will be on Tuesdays and Wednesdays evenings. Weekday play will consist of alternating courses and days of the week. **Done.**
  - Weekend play days will rotate courses such as our home course RTJ and other courses voted on by our members. **Done.**
  - Year-end golf event will occur in November. This will include golf play followed with lunch and awards. **Planned for Nov 12<sup>th</sup> on RTJ Short Course. 26 people signed up.**
- **Communications/website/social media:**
  - This year, the board (under direction of the Marketing Director) would like to create a unified brand for the EWGA Birmingham Chapter and ensure members know where to go for information.
    - Social Media outlets will be consolidated and clear. **In the past we have had both a public & private FB page – now only the public FB is “live”.**
    - Website will be reviewed on a weekly basis. **Now have a member specifically overseeing our website.**
    - Documents and information on the website will be reorganized and updated. **In progress.**
    - Chapter Calendar will be published to Google Calendar so that members can subscribe and sync with their personal calendar. **Goal for 2018.**
    - Utilize a chapter hashtag to capture posts, tweets, photos, etc. **Not done.**
  - Chapter communications will be sent on a regular schedule so that members know what to expect.
    - Play dates will be sent on a weekly basis. **Done.**
    - Chapter newsletter will be distributed monthly. **Mostly completed.**
  - Sponsors will be shown the value of their contribution.
    - Sponsor Spotlights will be sent on a monthly basis. **Goal for 2018.**
- **Golf Education:**
  - Winter clinics will be held at RTJ. **Done.**

- Clinics will be held for all skills levels. Plan to offer golf lessons taught by professional golfers associated with our collaborating courses. Plan to offer free clinics to our members. **Have not been able to offer “free” clinics but have made members aware of clinic opportunities by various pros.**
- Rules/Etiquette: we will hold a fun event during the year to go over basic golf rules and etiquette. Format to be on-the-course teaching. **Planned but cancelled.**
- Handicap: Barbee Bryant is once again our Handicap Chair and does an excellent job of education in this area. Will coordinate education session for members to learn about handicap posting and promoting of GN21. **Another successful year.**
- **Competitive Golf:** We will offer the following competitive events for our members who enjoy competition. Campaign the members who are participating to reach out to other members. Highlight their journey and successes (and FUN!) on social media.
  - Match Play Madness: a handicapped based match play competition. Divided into three bracketed flights. This event will last throughout the 2017 year. **30 players participated.**
  - Chapter Championship: Set for May 6<sup>th</sup> at Ballantrae Golf Course. Sylvia Sumners will be the director with Eva Shepherd assisting her. Lorraine Maddox will be rules official. **We had 12 playing stroke play and 4 scramble teams.**
  - EWGA Cup. We will promote event in anticipation of having a team. **Tricia Taylor captained our team which played in the qualifier in Port St. Lucie, FL.**
  - Host NFLSE Semi-Final competition. Will anticipate hosting this event pending final details for date and course. **Terri Henderson was our Chief Volunteer Coordinator – very successful event.**
  - Dixie Cup Competition. Will promote and encourage participation in event. **Done.**
  - Birmingham/Atlanta Challenge: Atlanta is the host chapter for 2017. Event coordinator for Birmingham qualifiers is Tricia Taylor. Qualifier round dates pending. Once team determined the team captain will be voted on. **We did not need qualifier rounds because only 12 people signed up which completed the team. Barbee Bryant was Captain. Event was at Reynolds Plantation in Georgia; Birmingham won.**

## Sponsorship:

- Sponsorship documents will be revamped and sent to current sponsors, along with a thank you for previous year donations. **Sponsorship efforts this year were lacking. In 2018 we plan to do a much better job.**
- EWGA Birmingham will look outside of its membership to recruit sponsors.
- Documentation will be distributed to Members so that they can encourage employers to consider participating in sponsorship opportunities. **Done, but unsuccessful. We had 2 Eagle Sponsors, 2 Birdie Sponsors and 5 In-Kind Sponsors.**

## Theme of the month:

Month	Theme of the Month	Chapter Opportunities
January	New Year, New Year	Encourage members to participate in EWGA promotions. We will include these promotions to our communications. <b>Done.</b>
		Begin a periodic "Letter from the Board" to members. <b>Only did one.</b>
February	I "Heart" Golf	Go Red for Women (in support of Am Heart Assn): We will have this coincide with our Social Kickoff at Hoover Country Club. <b>Done.</b>
March	Discover Women/EWGA/Golf	Our Golf Kickoff will be held March 11 at RTJ Oxmoor Valley Short Course. <b>Done.</b>
April	Teeing Up for Success	National Volunteer Month – We will promote Chapter volunteerism in our communications, both personal and electronically, as well as on our website and Facebook page.
April (cont.)	We Are Golf - National Golf Day	We will have an event at the PGA Superstore. <b>Done.</b>
May	Nine and Unwind	We will plan an event around nine holes of golf followed by drinks & dinner. <b>Not done.</b>
July	Mentor a New Golfer	We will support Girls Golf by volunteering to help with the play dates. We will reach out to our own beginner golfers. <b>Done.</b>
August	Pay It Forward	We will support Girls Golf as we have in the past by holding a 50/50. We will also support Calera Goes Pink to support the Breast Cancer Research Foundation of Alabama and First Light, which is a center for homeless women and children. <b>Done.</b>
September	Fit for Fall	Encourage members to participate in EWGA promotions.
October	Golftober	We will continue to encourage participation in the Calera Goes Pink Golf event. <b>Done. 24 EWGA players.</b>

<b>November</b>	Celebrate Champions	We will hold our End of Year Golf Event. We will recognize our Chapter Volunteers either at this event or at our Christmas party. <b>Nov 12<sup>th</sup>. 26 participants.</b>
<b>December</b>	Golf Wishes and Dreams	We will hold our annual Christmas Party. Winter Clinics will be underway. <b>Holiday party planned for Dec 7<sup>th</sup> at Heatherwood. Pro that did our winter clinics is no longer offering them.</b>
		We will encourage members to participate in EWGA promotions.

### Charitable Donations:

We will continue to support the following organizations:

- Girls Golf **We did a 50/50 drawing at our Kickoff and raised \$380; winner donated back her part. We gave an additional \$120 to bring the total to \$500 to our local Girls Golf Organization.**
- Calera Goes Pink **We gave \$250 (One of our members added another \$250 to bring the total to \$500. We were the presenting sponsor for the event with 24 members participating.**
- First Light **We will donate sweatshirts and collect donations from members at our Holiday party.**
- For 2017 we have added support for the “Folds of Honor” tournament. **We bought a tee sign for \$350 and promoted the event to our members.**

### Leadership:

- Future leaders will be identified from our list of volunteers throughout the year. Positions for next year will be identified. **Done.**
- Board members will be encouraged to attend all leader calls or listen to the recordings from HQ. **Done.**
- Information on our Chapter Development Specialist will be provided to each board member and is located on our website. **Done. Had minimal contact with our CDS.**

**Chapter Minimum Standards Requirements:** Chapters are required to submit a few documents each year as part of their Affiliation Agreement with EWGA. The following table provides the due dates, the item due with a brief description, where to submit the documents and a place for the Chapter to fill in who is responsible for the submission.

Due Date	Item	Item description	Person Responsible
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<b>January 31, 2017</b>	2017 Chapter Playbook	Submit completed Chapter Playbook, <b>including the 2017 Chapter Budget</b> and any Appendices to <a href="mailto:chapters@myewga.com">chapters@myewga.com</a>	Jane McGriff
<b>February 28, 2017</b>	2016 Financials	Submit the following <b>three</b> items for 2016 year-end: <ul style="list-style-type: none"> <li>&gt; Income Statement / Profit &amp; Loss Statement</li> <li>&gt; Balance Sheet</li> <li>&gt; Bank Statement(s) dated 12/31/16</li> </ul> to <a href="mailto:chapters@myewga.com">chapters@myewga.com</a>	Alice Lowry
<b>June 30, 2017</b>	2016 Tax Filing Documents	All Chapters must file taxes, regardless of gross income. Submit copy or receipt of e-filing to <a href="mailto:chapters@myewga.com">chapters@myewga.com</a>	Alice Lowry
<b>August 1, 2017</b>	Chapter Championship – set for May 6, 2017	All Chapters must conduct a qualifying round for the EWGA Championship.	Sylvia Sumners
<b>October 1, 2017</b>	Chapter Elections Complete	Report 2018 Chapter Board of Directors via the personalize Chapter Information Update Form to <a href="mailto:chapters@myewga.com">chapters@myewga.com</a>	Jane McGriff
<b>November 1, 2017</b>	Chapter Playbook Recap	Review Chapter Playbook, recap and notate how the Chapter did in relation to the goals, tasks and action steps you set at the beginning of the year. Submit to <a href="mailto:chapters@myewga.com">chapters@myewga.com</a>	Jane McGriff
<b>Ongoing</b>	25 Members* – HQ Tracks	Chapter has at least 25 members at all times	Shella Sylla

Submitted by Jane McGriff, President, [November 16, 2017](#).