

MEMBERSHIP MARKETING PLANS

RFC has developed a basic system or format for developing the strategy and approach for launching a new membership campaign or project. RFC has specialized in membership marketing for more than 13 years and has developed numerous membership marketing plans. Some of our clients and projects include: *Cordevalle, Granite Bay Golf Club, Glen Oaks Country Club, Auburn Valley Country Club, Brighton Crest Country Club, Northridge Country Club, Tacoma Country & Golf Club, The Oaks Golf and Country Club, Cabo Real (Mexico), CinterClub (Mexico), Wampanoag Country Club, Concordia Argonaut, Morgan Creek Golf & Country Club, Traditions Golf Club and Washington Golf Club.*

RFC typically begins the process of developing a membership marketing plan with conducting a comparative market study, demographic study, supply/demand analysis, focus groups, market (or member) surveys, financial and trends analysis and meetings with the owners, developers or management. From this research, RFC will incorporate the overall organizational and membership objectives into detailed membership marketing plan. The following are some of the typical components of our membership marketing plans:



- Membership Trends Analysis
- Member or Market Focus Groups
- Marketing Strategies
- Outline for a New Member Task Group
- Membership-by-Invitation Only Policy
- Member Sponsorship Programs
- Membership Director Job Description
- Recommendations for modifications to the club's features, privileges, benefits, facilities, pricing and terms
- Develop membership prospect tracking systems and sales reporting
- Comparative Club Study
- Member or Market Surveys
- Action Plan with Timetable
- Structuring a New Membership Committee
- Public Relations Plan
- Category restructuring
- Membership Standards of Operation

RFC doesn't just develop the plan, we consider a Membership Marketing Plan to be a living animal, which not only needs to consider the club's financial needs, but also the ability of the club's staff to implement the strategies and action items we put forth in a plan. We go on to support every strategy and action item we recommend.

RFC places significant emphasis on "membership marketing fundamentals", such as "Membership By Invitation Only", culture building, member communications, member referrals and sponsorship and the all-important "Member Recognition" tenets.

Setting priorities is also a part of marketing planning, as is being creative and creating distinction in the market place. We have been coaching and teaching Membership Directors for more than 12 years, through individual consulting and through our various educational publications, such as *The Guide to Membership Marketing* and *The Club Marketing Report*.

In most of our new club development projects, we are involved from the market feasibility phase, through the planning phase and typically stay on board as "coach" through the implementation stage. Our involvement is more than just consulting, which keeps us involved in a club development in many capacities. At Granite Bay Golf Club, we were the membership consultants for more than 2 years, at Cordevalle 14 months, Morgan Creek Golf & Country Club – more than 2 years and counting.