

## The Club Membership Challenge

### 2017 Winning Entries

#### *1st Place: New Member Ambassador Program*

Mirabel's New Member Ambassador Program is the result of their goal to improve member retention. Mirabel Golf Club is situated within an incredibly competitive market and they needed to separate themselves from the pack. Upon completing a market research study, the team built a retention program to support the common themes that became apparent: Friendly, Inviting, Community and Family.

Since implementation, the greatest compliment from the program has been from new members offering their assistance in the future to become Ambassadors within the program. Additionally, their ambassador survey achieves regular scores of 5 of 5, completed by the ambassadors, confirms that Mirabel members are also really enjoying the experience. And, mostly notably, this program has encouraged a 65% increase in member referrals.

Submitted by Ashley Skeeters, director of sales and marketing for Mirabel Golf Club.

#### *2nd Place: Par For The Corpse*

A summary of the event can best be provided by revisiting the event goals, which were to cultivate more excitement and engagement around the club's lady golf programming and to strengthen relationships between the club staff and members. As a result of this detailed endeavor, the club staff was recognized with high regards for the level of execution they achieved in creating an experience where members could enjoy the murder mystery festivities that were carefully crafted without overshadowing the golf competition. Lady's golf and tournament numbers have also grown greatly due to Par For The Corpse event in addition to motivating the development of a new non-competitive lady's golf group.

Submitted by Kristen Bunting, CMP, director of marketing and communications and Jennifer Garrott, CMP, director of membership for Princess Anne Country Club.

#### *3rd Place: Kids Triathlon*

As one of Charlotte's oldest and finest clubs, the team is constantly tasked with designing new engaging opportunities to sustain their waitlist and position with the market. With the goal of showcasing the club's facilities, in addition to increasing youth programming opportunities, the Kids Triathlon was born. The event, in its second year, is a great way to feature a family-friendly event as the club's summer season came to a close. Submitted by Jane Conversano, communications director for Myers Park Country Club.

