



What's Trending?

Gender Neutral Marketing

It is no secret that, in general, private clubs have been slow to adapt to the evolving generational differences in preference and cultural norms they will be faced with. However, [Sandy Cross](#), senior director of diversity and inclusion, for the [PGA of America](#) advises that by the year 2020, generation Z (not the millennials we have been hearing so much about) will influence 40% of commerce with approximately \$600 billion to spend. 2020, is also the year they will turn 18-22 years old, enter the workforce and earn their own money to spend; potentially with your organization in the not so distant future.

So how can private clubs position themselves to attract these potential new members, their families and friends? The key is in incorporating their buying patterns into your strategic planning efforts. Within her education, Sandy Cross emphasized the importance of gender neutrality. She stated that gender specific marketing will deter, rather engage when looking to attract Generation Z. Generation Z does not just tolerate diversity and inclusion, they embrace it. They expect sensitivity to social issues and equality. They will choose brands who champion and emulate their values over brands that do not.

Some opportunities, recommended by Sandy Cross, for private clubs to begin aligning themselves with this lucrative new prospective member base are listed below:

- Gender neutral tee boxes and tee times.
- Gender neutral restrooms and locker rooms.
- Gender neutral design and aesthetic.
- Gender neutral staff uniforms.