

Membership Pathway Assessment

A practical check to help golf clubs move casual green-fee golfers and juniors towards long-term membership.

CLUB DETAILS

Club

Review period

Completed by

Date

For General Managers, club teams and committees.

What routes into membership do we offer?

Map what happens now, from a golfer's first contact with the club through to full membership.

WHY USE THIS ASSESSMENT

Golfers rarely move from a first visit straight into full membership. A clear pathway gives casual golfers and juniors a sensible next step, helps them feel part of the club and makes it easier for the team to keep in touch.

Casual golfer pathway

Stage	What the club currently offers	Is the next step clear?	Who follows up?
First green-fee visit		Yes / Partly / No	
Repeat visitor		Yes / Partly / No	
Beginner / improver option		Yes / Partly / No	
Flexible / introductory membership		Yes / Partly / No	
Full membership		Yes / Partly / No	

Junior pathway

Stage	What the club currently offers	Is the next step clear?	Who follows up?
First coaching or taster session		Yes / Partly / No	
Regular coaching / academy		Yes / Partly / No	
Junior membership		Yes / Partly / No	
Older junior / student / intermediate		Yes / Partly / No	
Full membership		Yes / Partly / No	

FIRST VIEW

The biggest gap in our current pathway is:

Are we giving golfers a reason to take the next step?

Check whether each stage offers enough belonging, value and contact to move someone closer to membership.

Club check	Working well	Needs work	What needs to change?
Visitors are told about membership options	☐	☐	
Repeat visitors can be identified	☐	☐	
The website shows a clear next step	☐	☐	
There is an option below full membership	☐	☐	
New golfers can access coaching or support	☐	☐	
Juniors are welcomed into club life	☐	☐	
Parents understand the junior pathway	☐	☐	
Older juniors have an affordable next category	☐	☐	
Someone follows up genuine interest	☐	☐	
Progress into full membership is reviewed	☐	☐	

Questions for the club

- What happens after a visitor has played the course several times?
- Can a time-poor golfer belong without moving straight into full membership?
- Are juniors introduced to competitions, other members and the wider club?
- Is there a clear step between junior and adult membership?
- Does anyone in the club team own the pathway?

KEEP IN MIND

The pathway should not push every golfer into the same category. It should offer the right next step while protecting the value of full membership.

Find where golfers are dropping out

Use the club's figures to see how many golfers move forward and where the pathway loses momentum.

Movement	Number eligible	Number moving forward	Movement rate	Main reason they stop
Green-fee visitor to repeat visitor			%	
Repeat visitor to membership enquiry			%	
Enquiry to flexible / introductory member			%	
Flexible / introductory to full member			%	
Junior taster to junior member			%	
Junior to student / intermediate			%	
Student / intermediate to full member			%	

SIMPLE CALCULATION

Movement rate = number moving to the next stage ÷ number who could have moved × 100

What may be getting in the way?

Possible barrier	Yes / no	What we know
Full membership feels like too large a first step		
Membership choices are not clear		
No one follows up after the visit or enquiry		
The golfer does not feel part of the club		
Playing opportunities do not fit their life		
The junior-to-adult price step is too large		
Parents or juniors do not know what comes next		
The club does not record pathway movement		

MAIN DROP-OUT POINT

The point where we lose the most golfers is:

Agree the next steps

Keep the plan simple. Choose the few changes most likely to help golfers move forward.

Casual golfers

Possible improvement	Useful for our club?	Action
Identify regular green-fee visitors	Yes / No	
Add a clear membership next step after booking	Yes / No	
Offer an introductory or flexible category	Yes / No	
Invite suitable visitors to a club event	Yes / No	
Give one person responsibility for follow-up	Yes / No	

Juniors

Possible improvement	Useful for our club?	Action
Make the junior pathway clear to parents	Yes / No	
Link coaching with junior membership	Yes / No	
Help juniors join competitions and club life	Yes / No	
Create a clear student / intermediate step	Yes / No	
Contact juniors before they reach the next age band	Yes / No	

Three priorities

Priority	Action	Who	By when	How we will know
1				
2				
3				

Club summary

Bring the main findings onto one page for the club team and committee.

Main finding	Club figure / comment
Strongest route into membership	
Biggest gap in the casual golfer pathway	
Biggest gap in the junior pathway	
Point where most golfers drop out	
First change the club should make	
Who will own the pathway	

Quick health check

Statement	Yes	Partly	No
We know who our repeat visitors are.	☐	☐	☐
There is a step between green fees and full membership.	☐	☐	☐
Juniors know what comes next.	☐	☐	☐
Someone follows up genuine interest.	☐	☐	☐
We record movement through the pathway.	☐	☐	☐

Where flexible membership may help

For golfers who want to belong but are not ready for full membership, a well-run flexible category can provide the missing step between casual green fees and a longer-term commitment to the club.

PlayMoreGolf helps clubs attract and manage this audience while the club keeps control of pricing, access and how flexible membership fits alongside its junior, intermediate and full categories.

A PRACTICAL CONVERSATION

Use this assessment to speak with the PlayMoreGolf club team about the gaps in your current pathway, the golfers you want to keep and the next step that would best suit your club.

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