



# 2019 LEAGUE TOOLKIT



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# YOUR OPPORTUNITIES FOR SUCCESS

## **OPPORTUNITY: ENGAGE YOUR COMMUNITY AND DRIVE NEW CUSTOMERS TO YOUR FACILITY.**

One of the most common misconceptions about PGA Jr. League is that you need golfers to form a team. In reality, you simply need KIDS. Reach out to the community to build your team! Maybe it's a PGA Jr. League parent who is a member of the local Parent Teacher Association, or maybe you know the leader of a local community center. Spread the word with flyers and emails – marketing materials that the PGA of America provides templates for free of charge. You can find more information on community outreach within this toolkit.

T-Ball does not look for baseball players; they look for kids. This is the mindset needed to grow your program. Your PGA Jr. League program should include both your very best junior golfers as well as brand new players. Non-golfing friends of current junior tour kids are great targets, because the team environment and scramble format allow them to be on the course together.

An internal league requires a minimum of 32 players, which represents the league minimum of four teams with eight players each. It is strongly recommended to have between 40-60 players, if possible, to account for other activities that results in no shows. In some cases (typically rural areas or areas underserved with PGA Jr. League teams), it's possible to start an internal league with less than 32 players. Reach out to your Regional League Manager to discuss your options.

## **OPPORTUNITY: ACTIVATE PARENT VOLUNTEERS – AND HIGH SCHOOL AND COLLEGE GOLFERS – TO HELP WITH THE LEAGUE.**

You do not need a PGA or LPGA Professional to coach and manage each team. Engage volunteers! You may have some parents willing to coach teams. We also have several Captains that recruit their high school or collegiate golfers to serve as Coaches, and it's a rewarding experience for both themselves and the players.

## **OPPORTUNITY: SCHEDULE FRIENDLY MATCHES WITH OTHER COURSES.**

While you may have more experienced players who want to play other courses, you also have kids who are perfectly satisfied with playing at your facility. Scheduling friendly matches with other nearby golf courses is a great option to quell any feelings of missing out on competitions elsewhere.

Ultimately, creating an internal league is a matter of your preference. At the end of the day, an internal league allows for complete and total control over scheduling, more efficient communication to your parents, and even greater customer loyalty to your facility. We simply want to illustrate that there are solutions to all perceived challenges!

Keep reading for best practices from fellow Captains to see how they've made internal leagues work at their facilities.

# MAKING INTERNAL LEAGUES WORK FOR EVERY FACILITY

Click the facility type below that best matches yours to read real advice from PGA Jr. League Captains who successfully host their own leagues.



**PRIVATE**



**PUBLIC**



**STANDALONE  
OR OTHER**

# RESOURCES NEEDED TO GET STARTED

Let's say you have an internal league of 40 players. Below is an example of what you will need to consider resource-wise for your practices and matches:

One Captain and one Coach is the minimum needed to run the two games. It's helpful to have a parent volunteer with each group to help with scoring and other situations that may arise. Your better players may not need assistance, but your most developmental players may need some extra help.

Utilizing a shotgun start for an internal league is the most efficient way to play your games. Four teams playing in two games requires a total of eight starting spots, since there are four matches per game. If you are able to shut down nine holes on your golf course, use the first eight holes as the starting locations. If you are unable to access the first eight holes, you can begin the shotgun on the first four holes by starting two matches on each hole.

Approximate time to complete the games ranges from two hours to two hours and 45 minutes. A time limit can be utilized to control the length of play. Consider the following as an example of how an internal league can schedule a game:

- 4:00 p.m. – Arrive for warm-up on driving range and putting green
- 4:45 p.m. – Head out to starting holes
- 5:00 p.m. – Begin play of games
- 7:15 p.m. – Time limit up, head into the clubhouse
- 7:30 p.m. – Food buffet and scoring
- 8:00 p.m. – Head home

With an internal league of 40+ players, it's advised to split practice into two groups (based on age and ability) so that you can manage the kids and maximize the time. You can also schedule the practices back-to-back for maximum efficiency. Below is an example timeline for practice:

- 4:00 p.m. – Group 1 arrives
- 4:00-4:30 p.m. – Putting games and drills
- 4:30-5:00 p.m. – Driving range and chipping green time
- 5:00-5:30 p.m. – On the golf course practice
- 5:30 p.m. – Group 2 arrives and Group 1 departs
- 5:30-7:00 p.m. – Group 2 practice same as Group 1 template above
- 7:00 p.m. – Group 2 departs

Spectator carts are a significant revenue opportunity for your facility, and parents will always be looking to rent them. It's often the case that 3-5 carts can be following each group at a cost of \$15 or more.

# GETTING THE BUY-IN YOU NEED

Depending upon your position, hosting your own league may require telling the story of your potential value impact and the community you can build by growing PGA Jr. League at your facility.

Mapping out your potential revenues from the consistent increased engagement at your facility from an internal league – new or upgraded memberships, regular food and beverage sales, cart rentals, etc. – can supplement your pitch to your board or superiors.

[CLICK HERE TO DOWNLOAD AND COMPLETE OUR REVENUE MAPPING PDF.](#)

# COMMUNITY OUTREACH & MARKETING

Connecting with your community can be a crucial step in building your internal league. Creating and strengthening relationships with families in the community, local organizations and area media all build your personal value and brand as a PGA or LPGA Professional.

PGA Jr. League Captains have access to free digital and printable marketing materials and other resources, from flyers and posters to press release and email templates. [CLICK HERE TO DOWNLOAD OUR ONE-PAGE CAPTAIN MARKETING TOOLKIT, WHICH INCLUDES LINKS TO ALL OF THESE MATERIALS.](#)

Through PGA REACH's partnership with DICK'S Sporting Goods Foundation and its Sports Matter grant, scholarships are available to players who meet financial need requirements or are from military families. PGA Jr. League Captains are the drivers of these scholarships. Promoting these scholarships to your community – particularly youth organizations with children who may not otherwise have access to PGA Jr. League or even a golf facility – is an excellent way to grow your program.

Henry Stetina, the PGA Director of Instruction at Red Hawk Golf Club in Las Cruces, N.M., is undoubtedly a best practice in utilizing the scholarship program. Henry reached out to organizations around Las Cruces, offering scholarships for kids to learn and play golf through PGA Jr. League. As a result, he took the Red Hawk PGA Jr. League program from seven players in 2017 to 106 in 2018, with 75 percent of those players having received scholarships.

[CLICK HERE TO WATCH A VIDEO TESTIMONIAL FROM HENRY.](#)