

USGA/AGA Community

The USGA, in partnership with our Allied Golf Associations, is making it easier to get a Handicap Index® by providing direct access through its channels.

Starting in January, golfers will be able to join their USGA/AGA Community through a simple zip code and state search on USGA.org and receive AGA membership benefits. The streamlined option is targeted to golfers who are not currently interacting with their local AGA and allows the USGA to actively promote greater enjoyment of the game.

BENEFITS

Provides golfers a common and direct path to obtain a Handicap Index through USGA channels.

Enables the USGA to more effectively use its national platform to launch campaigns aimed at obtaining a Handicap Index.

Provides an alternative introduction to local AGA's services and benefits beyond a Handicap Index such as competitions, member play days and Rules education.

HOW IT WORKS

1. A golfer sees a promotion to get a Handicap Index directly at USGA.org.
2. Visits site, enters zip code and state.
3. Presented with single USGA/AGA GC based on entered information.
4. Enters profile info & pays fee set by AGA.
5. Becomes a member of the AGA and receives a Handicap ID.
Note that the golfer does not become a member of the USGA.



DESIRED OUTCOMES

Growth – By using a national platform and the USGA's brand attribution, we can progress towards our shared goal of increasing the number of golfers with a Handicap Index.

Engagement – Once a golfer joins the USGA/AGA Community, collectively there is greater opportunity for further engagement.

Confidence – AGAs have handicap administration responsibilities, providing trust that each golfer's Handicap Index represents their demonstrated ability.

TIMING

The signup page on USGA.org will be live in January 2022, serving as a soft launch.

Promotional efforts for the USGA/AGA Community will begin in the spring when all AGAs are active for handicap purposes.