



Iowa Golf Association

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To: IGA Public/Municipal Member Courses

From: Katelynn Hogenson, Director of Membership Services

Date: April 13, 2020

RE: Join the IGA Online Program

In 2016 the Iowa Golf Association (IGA) announced a new program that allows golfers to join the IGA online. The Join the IGA program is a membership recruitment program designed to grow the game of golf in Iowa, including your course, by connecting unaffiliated golfers to your facility.

Unaffiliated golfers looking to become more involved in golf can locate a course from a list on our website and then register online to become members of the IGA and establish a World Handicap Index® through your course. The golfer will be instructed to select a course where they have a reasonable and regular opportunity to play.

The online registration process for the program will be as follows:

- Golfers register and pay the IGA online: Golfers will pay \$42 to the IGA using a credit card when they register online. We will retain an \$8 administration fee per transaction and your course will receive a \$12 rebate for each golfer that registers. This rebate comes in the form of a check at the end of the year (November 2020).
- IGA adds golfers to GHIN: The IGA will add the registered golfers to your GHIN roster in the O-Online Membership Code (MC) category. This code will be added to your course by the IGA to keep it separate from your other golfers. **These golfers will be fully managed by the IGA – courses should not make changes to this service.**
- IGA inactivates golfer: The IGA will deactivate all golfers in MC O-Online on March 15, 2021. Courses will not be responsible for maintaining these golfers.
- Club will pick up the new golfer's information: Added golfers show up in your GHIN roster. You will be able to use their contact information to introduce them to different events and leagues at your club.

The benefits to the course are as follows:

- The course receives \$12 per golfer that joins the IGA online and selects your course as their home course. This will come in the form of a check paid out in November of 2020. For example, if twenty-five (25) golfers join through your course, you will receive a check for \$300 (25 x \$12).
- Statistics prove that golfers that associate themselves with a particular course become loyal customers and spend their money at that course. The course will pick up new and loyal customers.
- The course will have access to address and email address information of these golfers to use for any discount or promotional programs that you offer.
- All maintenance is done by the IGA. Golf course staff is not responsible or asked to do anything, except accept a rebate check at the end of the year.

The benefits to the IGA are as follows:

- Assist our member clubs in creating new and loyal customers.
- Continuing our commitment to foster, promote, and advance the game of golf in Iowa.