

Planning Guide for USGA Member Clubs

Soon your club will have its own customized profile the an exciting new online destination—MY GOLF HOUSE.



USGA MEMBERS WILL

track their play, tag favorite courses, preview new places to play and look for special offers from USGA corporate partners and Member courses like yours.

YOUR CLUB WILL

enjoy an easy new way to reach 800,000 USGA Members and other avid golfers included at no cost as part of your USGA Club Membership benefits.

The time to prepare for the upcoming launch of MY GOLF HOUSE is now.

To learn how you can enhance your Club Profile and use it as a tool to help achieve important club goals, just follow these simple steps:

✓ READ THE KEY FACTS in Part I of this Guide	<p>You'll learn:</p> <ul style="list-style-type: none">• What MY GOLF HOUSE will offer to USGA Members and other golfers• Why this engaging site is primed to become a favorite online destination for golf enthusiasts throughout the U.S. and abroad• How you can use your Club Profile at MY GOLF HOUSE to pursue your club's unique marketing and promotion goals with no advertising expense.
✓ FOLLOW THE ACTION STEPS in Part II of this Guide	<p>This section tells you about the information and images you'll want to gather <u>now</u> so you'll be ready to log in and enhance your Club Profile with photos, descriptions and offers as soon as MY GOLF HOUSE launches (currently anticipated for early July 2011).</p> <p>Note: MY GOLF HOUSE at usga.org is currently under development. The features, capabilities and other descriptions in this brochure are subject to change without notice.</p>

PART I: KEY FACTS

■ **The anticipated launch date for MY GOLF HOUSE at usga.org is early July 2011.**

As a USGA Member Club, you will be notified in advance—by mail and e-mail—once the official launch date is set.

■ **MY GOLF HOUSE at usga.org will attract frequent repeat visits from avid golfers.**

When the site launches, USGA Members and other golf enthusiasts who visit and register at MY GOLF HOUSE will be able to:

- Track their play and tag favorite courses
- Access *USGA Member Exclusives*—a collection of frequently updated offers from the USGA and our corporate partners
- And importantly...

They will also use the site to search for offers and information from USGA Member courses like yours

**FPO
CLOSE UP OF
SEARCH
SCREEN**

■ **To help you capitalize on this opportunity, MY GOLF HOUSE will include a Club Profile describing your club.**

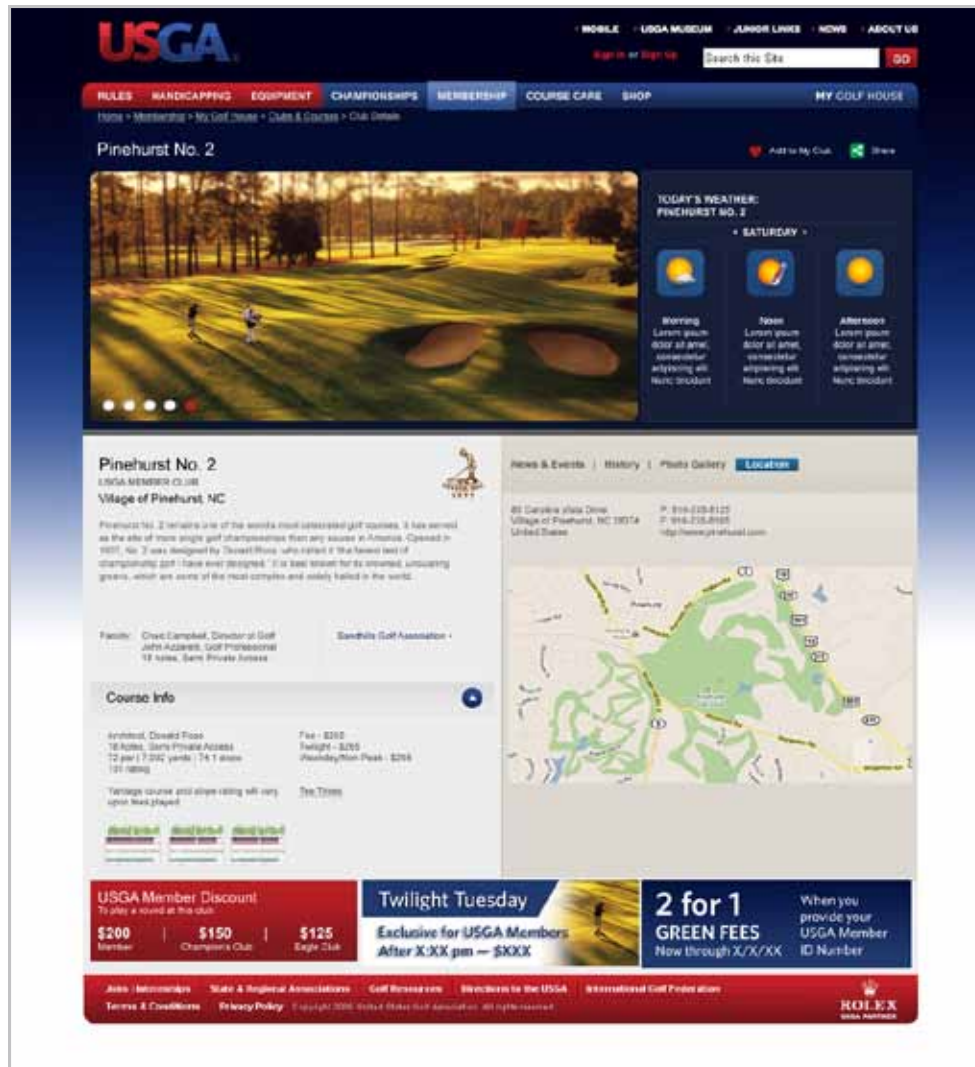
This profile is being developed at no cost as part of your USGA Club Membership benefits. On the launch date, your Club Profile will already be posted at the site—prefilled for your convenience with the basic information about your club that we currently have on file (i.e., your club name, address, phone number, and logo if you have provided one).

■ **You are strongly encouraged to enhance your Club Profile with photos, offers and other information that USGA Members will want to know.** As soon as the site launches, you will be invited to register as an authorized Club Officer. This will enable you to:

- Edit the information that has already been pre-filled for you
- Enhance your Club Profile with customized content as explained in Part II of this Guide

■ This is an easy way to promote your club with no advertising expense.

As this prototype shows, you can use your Club Profile to:



- Showcase your facility and its amenities
- Provide enticing and informative course descriptions
- Allow golfers to preview your scorecards
- Provide timely news about upcoming club events
- Promote offers that help you attract new members, increase rounds played or pursue other important club goals

**There is no cost to enhance your Club Profile
so start planning now**

To maximize the value your club receives from this important new Club Membership benefit, follow the suggested Action Steps in Part 2 of this Guide now.

PART II: ACTION STEPS

Follow these 3 steps now so you'll be ready to log in and enhance your Club Profile with customized content and promotional offers as soon as MY GOLF HOUSE launches (currently anticipated for early July 2011).

STEP ONE

Send us your club logo today if you haven't already

Simply click the "Send Logo" button at the same website where you found this guide (www.hostedpageTBD), then follow the instructions to attach and send the logo you would like to appear in your Club Profile. The preferred format is .jpg or .tif, less than 10mb.

Important: When you send your club logo, you will be asked to provide an e-mail address. Please enter the primary e-mail address that you would like us to use in the future when sending correspondence about MY GOLF HOUSE to your club.

STEP TWO

Review this timeline for key dates you should be aware of

IMPORTANT: All timeframes below are subject to change.

Confirmation of key dates will be sent to your mail and e-mail as soon as they are available

TIMEFRAME	USGA ACTIVITIES	SUGGESTED ACTIVITIES FOR YOUR CLUB
Now until Launch Date	<ul style="list-style-type: none">• MY GOLF HOUSE is under construction.• To keep you informed, updates will be sent to the e-mail address you provide in Step One above.	<ul style="list-style-type: none">• Use this time to gather the information and images you'll need to enhance your Club Profile (see Step Three below for checklists)• Watch your mail and e-mail for news about MY GOLF HOUSE.
Launch Date (Date to be announced; currently anticipated for early July 2011)	<ul style="list-style-type: none">• The USGA will announce the opening of MY GOLF HOUSE.• A user name and password will be sent to you via e-mail, allowing you to log in as an authorized user who can make changes to your Club Profile.	<ul style="list-style-type: none">• Log in as soon as you can following the launch of MY GOLF HOUSE• Use the 5 input screens shown below to edit and enhance your Club Profile with enticing images and offers.
Ongoing	<ul style="list-style-type: none">• The USGA will encourage Members to visit the site on an ongoing basis.• Monthly updates will be made to the USGA Member Exclusives section of the site where Members can search for offers from the USGA, our corporate partners, and Member Clubs like yours.	<ul style="list-style-type: none">• Plan a full calendar of offers and post up to three offers at a time.• Be sure to have at least one offer posted at all times. (Members will have the ability to search for clubs with offers, so including offers at all times increases the chance your club will appear in the Member's search results.)

STEP THREE

Gather the information and images you'll need to enhance your Club Profile

Below are the 5 input screens you'll use to enhance your Club Profile after you log-in as Authorized Club Officer. To save time after the site launches, familiarize yourself with these 5 screens now—then use the accompanying checklists to gather the information you'll need to complete each screen.

Input Screen 1: About the Course

Checklist:

<input type="checkbox"/> Course Intro and Highlights	This area can be used for the descriptive text of your choice. Simply replace the placeholder copy with your own text. (Maximum 500 characters.)
<input type="checkbox"/> Course History	You can provide historical information here. Simply replace the placeholder copy with your own text. (Maximum 250 characters.)
<input type="checkbox"/> Course Information (Artwork)	You can present your course map and scorecards here. Instructions on how to upload replacement images goes here.
<input type="checkbox"/> Course Information (Text)	Placeholder text has been provided as a guideline. Simply edit the details shown as needed. <i>Note: The "Tee Times" link will connect the reader to golfnow.com</i>



Input Screen 2: Course Photos

[About the Course](#)
[Course Photos](#)
[News & Events](#)
[Course Promos & Offers](#)
[Contact](#)

Featured Photos

The information below is shown as golfers will see it when they visit your USGA pages. You can come back any time to edit these details.

A maximum of 10 photos is allowed [Edit](#)







Link to: <http://loremipsum.com/link>

Link to: <http://loremipsum.com/link>

Photo Gallery

A maximum of 10 photos is allowed [Edit](#)

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Checklist:

☐ Featured Photos

You may upload up to 10 photos which can be viewed sequentially in the main window of your Club Profile. For best results, choose horizontal images that meet these specifications: .jpg or .gif, up to 10MB each. [Instructions on how to upload images goes here.](#)

Note: If no photos are provided, a default image selected by the USGA will appear instead.

☐ Photo Gallery

You may upload up to 10 photos for this section of your Profile. Each photo can have a caption of up to XXX characters. [Instructions on how to upload images goes here.](#)

Note: If no photos are provided, this section of your Club Profile will remain blank.)

Input Screen 3: News & Events

[About the Course](#)
[Course Photos](#)
[News & Events](#)
[Course Promos & Offers](#)
[Contact](#)

News

The information below is shown as golfers will see it when they visit your USGA pages. Only people registered with My Golf House can view this contact information. You can come back any time to edit these details. [Edit](#)

New facilities in Jefferson Park Golf Club

10/06/2011

This information is shown as golfers will see it when they visit your USGA pages. You can come back at any time to edit these details.

[Read More >](#)

New facilities in Jefferson Park Golf Club


10/06/2011

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[Read More >](#)

Events

[Edit](#)




Jefferson Park Cookout

10/06/2011

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[Read More >](#)




Clubfitting Day

10/06/2011

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[Read More >](#)




Visit from Hank Haney

10/06/2011

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[Read More >](#)



Round with Zuback

10/06/2011

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[Read More >](#)

Checklist:

☐ News

You may post up to 4 news items at a time. Simply replace the placeholder copy with your own descriptive text. (Maximum XXX characters.)

If desired, you can also provide a link to a related article on your own website. To do this, [instructions on how to add a link goes here.](#)

☐ Events

You may post up to 4 event announcements at a time. Simply replace the placeholder copy with your own descriptive text. (Maximum XXX characters.)

If desired, you may also:

- Provide a link to a related article or landing page. To do this, [instructions on how to add a link goes here.](#)
- Include one photo per event. To do this, [specs and instructions to upload photos goes here.](#)

Input Screen 4: Course Promos & Offers

FPO INPUT SCREEN

Checklist:

- ☐ You may have up to 3 offers posted at any given time. This can be a powerful tool to help you increase rounds played, expand play during non-peak periods or build club membership, so we encourage you to develop a collection of compelling offers that can be promoted throughout the year. Here are the key things to know:
 - The nature and duration of each offer is entirely up to you, however all offers are subject to approval by USGA.
 - USGA Members will have the ability to search for clubs with promotional offers, so including offers at all times increases the chance your club will appear in the Member's search results.
 - Any offer for discounted play must include deeper discounts for upper level USGA Members like the example shown here.
 - You can upload your offers as text (up to **XX** characters) or as images at 72 dpi in either of these sizes: 300 x 200 or 313 x 95.

Input Screen 5: Contact

FPO INPUT SCREEN

Checklist:

- | | |
|--|--|
| <input type="checkbox"/> Contact Information | This section will be pre-filled for you using the address and phone number that are currently listed for your club at usga.org . You can edit this information as needed. If you add a web address to this section, USGA Members can use it to link directly from your Club Profile to your own website. |
|--|--|

REMEMBER: You will be notified by mail and e-mail as soon as your Club Profile is posted and ready for your enhancements

Please watch for more information coming soon. If you have any immediate questions, call us at **1-800-246-7967** or email: clubmembership@usga.org.

