Proposal for Upgrading the Junior Golfers Foundation (JGF) Membership System

Submitted by: Mathenge

Subject: Enhancing Efficiency, Member Experience, and Growth through a Digital Membership Portal

Introduction:

The Junior Golfers Foundation (JGF) plays a vital role in nurturing young golfing talent. However, the current membership system—relying on Google Forms—lacks efficiency, security, and professionalism, which may hinder growth and member satisfaction.

I propose developing a modern digital membership portal that will streamline the registration process, automate payments, and enhance member engagement.

Challenges with the Current System:

1. **Manual Processes:** Time-consuming and prone to errors during member approvals and record-keeping.

2. **Limited Professionalism**: Google Sheets lacks branding and proper user experience for a prestigious organization.

3. **Inefficient Payments:** No automated system for tracking M-Pesa payments or issuing receipts.

4. **Poor Member Engagement:** No centralized platform for sharing tournament alerts or updates.

Proposed Solution:

A secure Membership Portal designed specifically for JGF, offering:

• **Online Registration with M-Pesa** Integration: Seamless application and payment in one step.

• **Member Profiles & Dashboard**: View payment history, tournament participation, and membership status.

• **Admin Panel for Approvals:** Simplified member verification with automated email/SMS notifications.

• **Tournament Alerts:** Real-time updates and registration for upcoming events.

• **Automated Renewals**: Payment reminders to boost retention.

Benefits for JGF:

• Efficiency: Reduce manual work, streamline operations, and cut administrative costs.

• Growth: Faster onboarding of new members with automated processes.

• Revenue: Offer membership tiers and collect fees efficiently via M-Pesa.

• Engagement: Keep members active and informed through tournament updates and alerts.

• Reputation: Enhance JGF's image with a professional digital experience.

Next Steps:

• Approve the proposal to proceed with a detailed system design.

• Launch a pilot version within 4-6 weeks.

• Conduct a feedback session and refine the platform for a full rollout.

I believe this transformation will position JGF as a forward-thinking organization while providing a superior experience for members. I would be delighted to discuss the next steps with you in detail.

Sincerely,

Mathenge