

Dear Membership:

It is with a great deal of pride that this letter and the enclosed membership materials have finally reached this final stage and into your hands. This project began 24 months ago to create a professional club brochure to use as a tool to actually show people how great our club is and to attract new members. The pieces have all fallen into place, as you can see, the photography of the golf course was incredible with the tremendous help of Patrick Gertner for having the course in perfect condition for the days of photography. The 2X “Golf Photographer of the Year” raved about the course . . . something all of us already know.

The package before you contains two Potowomut brochures as well as:

- Club Membership Brochure
- Junior Golf Information
- Young Guns – Press Release
- Incentive Plans
- Summary of the benefits of Potowomut
- Application for Membership
- CD – Screen Saver for your PC – You will love this

Historically, we have waited on cold calls to the office for any potential new member leads. Occasionally, members like you, will refer someone but realistically until now, we did not have the impressive tools required for you to share our great club with your friends and business acquaintances. The gains in membership have been consistently outnumbered by the normal attrition of members leaving in the fall. That is about to change.

Our current strategy is to use our greatest asset, “our membership” and arm them with impressive tools and information needed to run a successful membership drive.

You have two packages in this presentation, one of these membership packages belongs to you, place it on a coffee table in the house as we are all proud of our course, I want you to have it. The second membership package should be given to someone you think would be a good fit for the club. Please deliver it by looking them straight in the eye and proudly saying “This is my club, I’d like you to take a look at it”.

When they call or are referred by you, the Membership Committee will take it all from there by conducting tours of the facility and arranging golf dates for those who wish to play the golf course, or inviting them to one of our functions.

We have a great club and together, we can achieve great things this season with a vibrant and full membership. If you have any questions, feel free to contact me or if you need extra membership packets, I will be happy to provide them to you.

All the Best,

Shawn Campbell