



CAPTAIN REGISTRATION

DEADLINE - April 1, 2017

I highly encourage every PGA Professional to consider being a Captain to a team at their facility. As a PGA Junior League Golf Captain, you have the ability to expand your footprint in the community and grow engagement at your facility, both of which impact your bottom line. Your opportunities for growth extend beyond simply offering PGA Junior League Golf to youth, like getting mom and dad involved through your adult programming or growing participation in your other junior golf programming after the season ends. The **DEADLINE TO REGISTER AS A CAPTAIN IS APRIL 1st!!**

PLAYER REGISTRATION - Happening NOW!!

Once you have Registered as a Captain, the next step is recruiting junior players and getting them registered online. I wanted to share some resources available that will help you in promoting and recruiting players. All of the resources below can be accessed via the Marketing Resource Center with your PGA Member login:

- **Email Communications** – Utilize your existing customer database to drive registration. [CLICK HERE](#) to download a sample form letter you can easily customize and send to your database.
- **Local Media** – If you're offering public registration, getting the word out to your community newspapers, television and radio outlets is completely free and can be very effective. [CLICK HERE](#) to download a "Public Relations 101" sheet to help guide you through the process, along with media advisory templates to promote your public registration.
- **Social Media** – Promote your PGA Junior League Golf registration on your social channels. The PGA Social Hub makes it easy: [CLICK HERE](#) to access the Social Hub with your PGA Member login and easily customize and share these registration-related posts.
- **Marketing Materials** – In addition to displaying the items in the Promo Kit you receive, the Marketing Resource Center on PGA.org makes it easy to customize and print or download digital flyers, rack cards and more that you can use to spread the word. PGA Junior League Golf videos, which you can share and show to help generate interest, are also available. [CLICK HERE](#) to customize and download these assets in the Marketing Resource Center.

Do not miss the opportunity to participate the 2017 season - REGISTER YOUR TEAM TODAY!!

To complete the Captain Registration visit: www.pgajlg.com/captains

For more information and help with recruiting players visit: www.pga.org/pgajlg