



Club Messenger creates happier members,  
Increases member retention,  
Increases club revenues  
and decreases costs.

You already know the problem  
This is your simple solution



- » *Build a relationship with members*
- » *Deliver your information to them*
- » *Open new revenue streams*
- » *Make more of sponsorship*

⌚ *Until you start doing things differently  
you are in for more of the same*

Club Messenger is your online solution to **better communication** with members which brings:

**Member Retention**

**Financial Savings**

**Time Savings**

**Revenue Generation**

**Sponsorship Opportunities**

**Attracts New Members**

People now expect information to come to them. **Club Messenger delivers.**

With **no** hardware **or** software to buy install or maintain and costs less than two pounds a day!

# Club Messenger History

## Article in the Golf Club Secretary Magazine 2007

Simon Bawden, Secretary/Manager Churston Golf Club, was seeking for a better means of communication with the members. He already had a website but this was infrequently visited for it was not providing the information that the members required. Furthermore, members now expected this information to be delivered to them, so a radical approach was needed.

A chance meeting with a friend of one of his members, Torquay businessman John Reynolds, provided the answer as John had developed a system for the Devon and Cornwall Constabulary that allowed police officers to contact whole communities by text message and email. Simon and John therefore tailor-made the existing system to suit the requirements of golf clubs, initially adding full colour online newsletters, the ability to run surveys of members and group messaging by text and email. Mindful of giving members value-added services and allowing them control of the information they receive and when, a daily report was born; one where members are able to choose the topics in the report and the days on which to receive it. One where it is even possible to pull report topics like tee reservations, current course weather, trolley restrictions etc, direct to their mobile phone.

To enable Simon to be sure that the information being offered was what the members required, he sought a number of answers from the members. The most common theme to the answers received was that better communication was needed, and not simply for general Club information. Members wanted daily information about course conditions, tee reservations, the weather at the course and more; a wish list of all that would add up to a better golfing experience. These answers were used to find a solution that has been a stunning success for both the Secretary/Manager and the members.

The standard solution for most Secretary/Managers would be to put this information on a website. However, members had mentioned the Club website was a place

## Continued

Churston Golf Club now delivers a daily report direct to members' desktops at 6:30 each morning that contains:

- Current weather
- Road and access problems
- Course conditions
- Temporary tees and greens
- Tee reservations
- Trolley restrictions
- Hole closures
- Club news
- Offers and discounts

The system enables the Club to run in-house surveys and send out full colour online newsletters. It can text messages to individuals or groups of members, whilst giving members the option to request information on course conditions to be sent direct to their mobile phone. Furthermore, members are able to set their own preferences to receive such information that interests them. They can select the days they wish to receive it and can even create personal reminders to be delivered by email or text message

Simon Bawden said, "The idea was to treat members as customers and provide value-added services. We have just launched a new service that allows Club partners like the golf pro and selected businesses to have an updateable mini website of their own. As and when they have an offer for their customers, i.e. our members, it is automatically added to the daily report. In return, the golf pro encourages members to join as it is in his, or her, interest to do so. In addition we have started to explore the possibility of getting the daily report sponsored. Unlike traditional forms of advertising we KNOW the sponsor's message is actually getting to the target audience! I see this system becoming the most valuable communication tool I have, and it seems to be out-performing our expectations."

John Reynolds commented, "Making it simple for a Secretary/Manager to use was paramount. The daily report takes 30

infrequently visited so a far more skilful handling of this situation was considered that would be to deliver the information to members' desktops and to mobile phones if and when required. Today, people increasingly rely on text messages and email. This resulted in a simple, time saving, cost-effective system that is able to reach everyone who signs up, it is called 'Club Messenger'.

seconds to do, for example, and is really appreciated by members. It's a cost-effective online solution to the problem because there is no hardware or software to buy or maintain and all a Club needs to do is add a link to their existing website. Delivering information that members actually want to receive also drives traffic to the Club's existing website. I think what has surprised me the most, though, is just how badly members want to feel 'in the know' and part of the Club. I believe this system ticks that box."

After the system was up and running, in order to be sure that they were on the right lines the Club carried out a sixty second survey which generated very positive replies. However, it is proposed to publish an update on the system in use at Churston in six months time. In the meantime, the ability to generate new revenue streams for Golf Clubs using Club Messenger is being investigated.

# Club Messenger is a totally secure solution so your member's information is kept safe and just look at the benefits!

## The Daily Report

A comprehensive guide to the golf experience delivered to members at your club.

Course information

Live weather

Tee reservations

Trolley restrictions and more

**Takes 30 seconds to do**

## Sixty second Surveys delivered

Involve your members in future decision making

Acquire instant feedback as required



**Save money** by doing this in house, and is **Simple to use**

If you require a more in depth survey we can also provide them

We offer a complete survey solution for all your needs

## Newsletters delivered

Provide full colour online newsletters personalised **and delivered** to all your members



**Looks professional is quick, inexpensive and simple to use.**

Provides hard copy print enabling **information sharing**

Allows **instant login** for members direct from the newsletter

Provides **another promotional medium** for current and potential **sponsorship opportunities**

Promotes uptake in Club organised events

Provides an opportunity to sell advertising space to local businesses

## SMS messaging delivered

It is **cost-effective**

A text message costs pennies, a **fraction of the price of a phone call**. Because texts can be sent out in bulk, minimum resources are required to communicate with your members.



**SMS is immediate**

People carry their mobile phones with them almost everywhere, so will receive your message in seconds.

SMS messages are responsive – **members / visitors can reply to them**

**SMS is a personal means of communication**, there is a high level of attention

for any text message received.

SMS is the preferred communication method for juniors

## Micro website

**Fully editable** microsite (partner pages) that you manage and others can update. Partner pages will **generate extra revenue, and can be used to attract sponsorship** **Increased revenue for the Golf Pro** who can update their own partner page whenever they like.

Members will **know when an offer is available**, as they will get a **link delivered to them** in the Daily Report.

Create a club directory for **members to advertise their businesses in.**

Involve **local businesses and major sponsors**

The Daily Report can generate **revenue through sponsorship**

## Benefits

Seven-day weather forecast **for your club** (not an external link to the BBC or Met office)

**Three hour** weather snapshots

Live weather feed updated **every 30 minutes for your club**

Daily Report delivered to members **on the days they request it**

Surveys

Newsletters

Group messages

Send text messages to members

Members can reply to text messages you send

**Personal reminders** for members by text message or email

Pull text messages – **members can request information to be sent to their mobile phone**

**Promotion tell a friend** (build a social members network)

Context sensitive help system

Help files flash support

**Easy Web Publisher** – need a new website that you are in control of?

**Club directory**

**Partner pages**

Podcasting video streaming

Satellite navigation poi's **that bring visitors to your door**

Google map for your website

You are in control with a **simple to use** control panel



## Coming soon

Tee Booking for your club

Competition forms

Golf buddy

Pro shop lesson booking

Online Marketing Solutions

**There are many more features. For a comprehensive list please visit [www.ClubMessenger.co.uk](http://www.ClubMessenger.co.uk)**

**Look at our movie collection but beware the one at the bottom**

# Add the missing link to your website

**DARTMOUTH GOLF & COUNTRY CLUB**

Devonshire Park Golf Course and Leisure Resort

BOOK ONLINE | LAST MIN OPENING | PLAY & STAY GOLF BREAKS | LAUNDRY HEALTH & BEAUTY | WEDDING & FUNCTIONS

Club news | Login | FAQ | Daily Report | Weather Forecast | Partners | Club Home

### Golf Course Device

**FREEPHONE NO: 0800 043 3669**

**Golf**

Welcome to a new and exciting service for all our members  
**Club Messenger**

Need to know what the weather, course conditions, tee times, trolley restrictions and more are like before you set out for Dartmouth?

Register now and we will send you a daily report each morning at 6:30 am on the days you need to receive it on.

Please add your mobile number so we can keep you informed by text message at no cost to yourself.

Register here  
Mr. Tony Chappell

Dartmouth Golf and Country Club is honoured to have been selected by "Golf Monthly" as one of the top 50

Important  
This web site uses Secure Sockets Layer (SSL) technology and secures your personal details by encrypting information and providing authentication. After you login the address bar in your browser will begin with https. SSL provides you both privacy and security.

If this is your first visit you need to [register](#).

To access your account enter your email address and password.  
Thank you  
Tony

Log in ?  
Email:   
Password:   
Remember me  check if you wish to be logged in automatically when you visit the website

[Remember](#)

Weather conditions at Dartmouth Golf & Country Club at 08:29, July 23rd, 2007

**Weather forecast for Jul 22, 2007**  
[Back to 7 days forecast](#)

Time	06:00 AM	09:00 AM	12:00 PM	03:00 PM	06:00 PM	09:00 PM
Weather	Some rain	Fair	Fair	Light rain	Light rain	Part cloud
Temperature	14.0°C	16.0°C	18.0°C	18.0°C	18.0°C	17.0°C
Wind	SW 8.2 mph	S 7.9 mph	S 6.7 mph	SSE 8.3 mph	SSE 8.5 mph	SE 9.9 mph
Pressure	1013.22 mb	1013.54 mb	1012.48 mb	1010.01 mb	1007.83 mb	1006.26 mb
Humidity	90%	84%	78%	79%	76%	78%
UV index	14 w/m2	401 w/m2	605 w/m2	607 w/m2	479 w/m2	42 w/m2
Low Cloud Cover	8%	0%	0%	70%	69%	15%
Total Cloud Cover	68%	25%	14%	85%	91%	100%
Rainfall	0.6 mm	0 mm	0.1 mm	0.6 mm	0.8 mm	0 mm
Snow Cover	0 cm	0 cm	0 cm	0 cm	0 cm	0 cm
Soil Temperature	-273.0°C	-273.0°C	-273.0°C	-273.0°C	-273.0°C	-273.0°C
Soil Moisture	0%	0%	0%	0%	0%	0%
Freezing Level	2430.2 m	2494 m	2467.4 m	2568.6 m	2532 m	2628 m

7 days weather forecast for Dartmouth Golf & Country Club

	Sunday Jul 22, 2007	Monday Jul 23, 2007	Tuesday Jul 24, 2007	Wednesday Jul 25, 2007	Thursday Jul 26, 2007	Friday Jul 27, 2007	Saturday Jul 28, 2007
Weather	Fair	Shower	Sun clear	Sun clear	Fair	Fair	Light rain
Temperature	18.0°C	17.0°C	17.0°C	19.0°C	19.0°C	18.0°C	18.0°C
Wind	SW 6.7 mph	SW 13.6 mph	WNW 13.7 mph	S 15.6 mph	WSW 13.7 mph	WSW 16.2 mph	SSW 9.4 mph
Pressure	1012.48 mb	994.5 mb	1011.83 mb	1014.49 mb	1012.1 mb	1014.38 mb	1014.69 mb
Humidity	78%	66%	61%	72%	73%	77%	88%
UV index	603 w/m2	101 w/m2	603 w/m2	396 w/m2	589 w/m2	524 w/m2	291 w/m2
Low Cloud Cover	0%	99%	2%	2%	18%	35%	85%
Total Cloud Cover	14%	100%	4%	5%	22%	44%	99%
Rainfall	0.1 mm	3.6 mm	0 mm	0 mm	0 mm	0.4 mm	0.7 mm
Snow Cover	0 cm	0 cm	0 cm	0 cm	0 cm	0 cm	0 cm
Soil Temperature	-273.0°C	-273.0°C	-273.0°C	-273.0°C	-273.0°C	-273.0°C	-273.0°C
Soil Moisture	0%	0%	0%	0%	0%	0%	0%
Freezing Level	2407.4 m	2782.2 m	2945 m	3075 m	3729.6 m	2815 m	3052.4 m

Club Messenger is provided by That's Clever Ltd Phone (44) (1803 326859) www.clubmessenger.co.uk

## Sixty second surveys

Churston Golf Club Ltd Surveys [ ? ]

Title	Status	Action
Two and Three Ball Play	Active	<a href="#">View</a>   <a href="#">Results</a>   <a href="#">User List</a>
Saturday Morning Tee Times	Active	<a href="#">View</a>   <a href="#">Results</a>   <a href="#">User List</a>
Saturday Morning Tee Times	Active	<a href="#">View</a>   <a href="#">Results</a>   <a href="#">User List</a>

[New Survey](#) [Back](#)

**Two and Three Ball Play**


Start date: June 27, 2007  
End date: July 20, 2007

Your opinion is needed!  
total votes: 80

Question	Yes	No	N/A
That on Wednesdays and Thursdays only two and three balls will be allowed to play before 8.30am	45 (56.25 %)	31 (38.75 %)	4 (5.00 %)
That on Thursdays only two and three balls will be allowed to play before 8.30am	29 (36.25 %)	32 (40.00 %)	19 (23.75 %)
That on Wednesdays only two and three balls will be allowed to play before 8.30am	33 (41.25 %)	29 (36.25 %)	18 (22.50 %)
That on Wednesdays only competition play will be allowed in two and three ball before 8.30am	27 (33.75 %)	41 (51.25 %)	12 (15.00 %)

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## Make the most of extra online services



[Club news](#) | [Login](#) | [FAQ](#) | [Daily Report](#) | [Weather Forecast](#) | [Partners](#) | [Club Home](#)

- [The Pro Shop](#)
- [Enjoy a wonderful dining out experience](#)
- [Lakeside Health & Leisure](#)


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**This months special offer**

**Clearance Sale ALL TITLEIST CLUBS MUST GO 50% OFF FIRST COME FIRST SERVED**

Offer ends July 31 2007



Contact the proshop now  
mailto:golfoperations@dgcc.co.uk  
0800 043 3669


**Lessons**

We have a well established teaching section, we offer a wide range of lessons and these can be booked in courses or individually

We currently have a thriving Junior Section and 3 group sessions of beginners on Saturday afternoon.

**The Pro Shop**

The professional shop at Dartmouth Golf & Country Club has a varied range of products including Nike Hardware and clothing, Greg Norman clothing, Wilson Clubs, Ping Collection and titleist hardware. We also stock male and female golf shoes in footjoy and addidas and there is an extensive range of Rohmsch women's golf wear.



<http://www.rohmisch.com/>

**Club fitting service**

Why not try out our state-of-the-art indoor Custom fit studio with a Launch monitor, G.A.S.P. System and overhead projector screen. With these facilities we can determine:

- Club head speed
- Ball speed

# Churston Golf Club



## Daily Report from Churston Golf Club Ltd

John,

Here is the golf report you requested from Churston Golf Club Ltd for April 17th, 2007



### Current Weather

Sunny/Clear  
Temperature: 15 C  
Wind: 88 mph  
Pressure: 1023 mb  
Dewpoint: 5 C



### Road and Access Problems

There are still road works on Brixham Road opposite Bookhams, so please give yourself a little more time to reach the golf club.



### Course conditions

The greens have been spiked and topped dressed. The rain on Wednesday night and early Thursday morning has washed most of the top dressing in and the greens are putting reasonably well.

Winter Rules have now ceased to be in operation.



### Temporary Tees and Greens

All main greens are in operation today.



### Tee Reservations

Monthly Stableford F1-13.00  
ADL 13.00-13.30



### Trolley Restrictions

Trolleys allowed



### Hole Closures

No holes closed today.



### News Offers & Discounts

I hope those at the Curry Night enjoyed themselves! Don't forget the AGM is Friday night at 7:30. I look forward to seeing you there.

For the latest weather at the course and a comprehensive 7 day forecast go [here](#)

For the latest offers and discounts from our partners go [here](#)

Club Manager Simon Bowden  
Churston Golf Club Ltd

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Phone: 01803 842751  
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<http://www.churstongolf.com>

**Club Messenger**

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You already know the problem  
This is your simple solution

- ❖ Build a relationship with members
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- ❖ Make more of sponsorship

➡ Until you start doing things differently  
you are in for more of the same

## If you are a club manager you already know the problem, this is your simple solution.

**Good communication between your golf club and its members is vital for the future success of your golf club.**

Club messenger **solves your communication problems** in a very simple way that will **generate revenue** for your golf club and open new sponsorship opportunities.

Club Messenger will also save time on administration, postal and phone costs using **online tools, text messages, surveys** and more

New revenue could go towards the junior club-coaching programme **or attracting new members**. While improving your clubs **golf experience** for members and visitors alike.

Just add **one more link to you're existing website** and aim to see a return in year one of **over £5000** in new revenue.

### Further Information

John Reynolds 01803 326859  
[www.ClubMessenger.co.uk](http://www.ClubMessenger.co.uk)  
 Email: [john@clubmessenger.co.uk](mailto:john@clubmessenger.co.uk)