



CLUB GOLF

A Comprehensive Guide to Recruiting For Your
Club Golf Team

NCCCGA
presented by  NEXTGENGOLF

Live Life. Play Golf.



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NCCGA Team Size

The sizes of the actual clubs that compete in the NCCGA vary widely. Clubs such as Iowa State and Delaware involve more than 50 students on campus (some more than 100). Other clubs only have 5 members, the minimum needed to compete as a team. These sizes are dictated by the interest level at the school and your plans for the club. Before we get started on how to recruit players let's quickly touch upon number of players rules and ideal team size:

- Minimum number of players to compete as a team in tournament
 - 5 Students
- Maximum number of players per team to play in tournament
 - 8 students
 - You are able to bring multiple teams to tournaments
 - I.e. **A-Team** 5-8 players, **B-Team** 5-8 players
- Typically, our clubs strive to have over 15 members if possible. It makes for a more fun, stable and competitive team. That being said, we welcome all team sizes!

Social Media

Almost all college students are on Instagram, Twitter and/or Facebook. That means it's a great way to find and recruit students to join the club golf team.

Facebook: A great way to recruit players is to post in the all of the active class groups on Facebook. For example, if you're a freshman with a graduating class of 2021, post in the class of 2018, 2019, 2020 and 2021. Typically these groups are private. However, you can request to join them and you will more than likely be accepted into the group if your university is listed on your Facebook page.

Instagram: Instagram has the highest engagement of any social media platform out there. Make a team account, get teammates and friends to follow you and start posting pictures to give the appearance of an active account. Then get creative, for example, see who follows your university's Instagram account that has a golfing or sports profile picture. If they do, then shoot them a follow. They'll take notice and hopefully get in touch.

Twitter: Create and use a Twitter account to tweet at popular campus accounts (such as the newspaper or rec department) and ask for a RT. Let us know when you've created an account, we can help spread your profile or give you additional tips on how to spread awareness.

Networking & Media

Word of mouth: Chances are you have friends that are golfers, and your friends have friends that are golfers. It can be easy to overlook but don't forget to ask around, and have your friends ask around too. Make a note of anyone in class wearing a Titleist or other golf hat and strike up a conversation. Always make sure to take down their number or email to contact later

Student organizations: Think about other clubs and organizations on campus. For example, there is often a big overlap of fraternity/sorority students that are also golfers. Find the emails of greek like presidents if possible and shoot them a note.

Media: Although it might not get you as many views as the NY Times or Wall Street Journal, there are plenty of local newspapers and publications that can get you recognized. Send an email to editors of the student newspaper or university newsletter if they have one. It only takes a few minutes to craft and email, if someone decides to run a story it could make a world of a difference.

"Old Fashioned" Approaches

The "old fashioned" approaches to marketing can get a bad reputation because it doesn't incorporate "new-age" tech. But some of these methods can be the most effective when garnering interest from students to join the team.

Flyers: Think about it... if you were walking the halls of campus or waiting outside a classroom and saw a golf flyer, wouldn't you read it? Of course you would. Hang these up everywhere! Use the sample guide we provide on our resources page or create your own.

Club and student organization fair: While the name might differ from school to school, most have an orientation event for new students in the Fall and Spring. Clubs and student organizations set-up tables or booths, and new students have the chance to see the different options on campus.

Always be prepared: Although this isn't a method of marketing, it's something that you should always consider when recruiting. Always be ready to take down a name, number or email. Every player counts.

Other Resources for Starting a Team

Thank you again for your interest in club golf.

**Please click on the link listed below to be
redirected to our Club Golf Resources Homepage for
additional useful examples and resources**

[NCCGA Resources Homepage](#)



Have additional questions? Send us an email team@nccga.org or give us a call (617) 453-8732. We'd love to hear from you.