



Best Practices for Clubs with Caddie Programs



- Increasing Youth Caddie Demand
 - Create a Caddie Committee or a team of Caddie Ambassadors
 - 10-20 Members at your club that are dedicated to taking caddies consistently throughout the golf season
 - Have each Caddie Ambassador recruit an additional member to take a caddie at least once a week for the golf season
 - [Have a dedicated caddie manager for your program](#)
 - Can take the proper time and care to train caddies, identify good caddies and identify Evans Scholar type caddies
 - Having a caddie manager will improve your Club's caddie program
 - Greater use of Forecaddies
 - All fivesomes must utilize a "forecaddie"
 - All groups containing 2 or more guests in the group must utilize a forecaddie
 - We will make caddies available at outside Events
 - We will make caddies available at Key Club events
 - Mandatory caddie hours if possible
 - Mandatory no cart hours if possible
 - Building a Connection to the caddies
 - Opening "mixer" between caddies and Members
 - Incentives to "take a caddie"
 - Free guest pass for every X caddie rounds
 - Pre-Season Caddie Passes
 - Similar to preseason golf cart passes
- Member Education, Awareness and Training
 - Update the Member Handbook with information about the Evans Scholarship and your Club's caddie history/caddie program and club caddie policies
 - Add a section during new member orientation about the Evans Scholarship, Par Club, and the Club's caddie program
 - [Include documentation that has the importance taking a caddie has on the kid, the member, the club, and the community](#)
 - [What to expect from each of level of caddie?](#)
 - "Get to know our Caddies"
 - Picture and bio of caddies posted locker rooms/club
- Marketing and Communication Efforts
 - Have a regular cadence of caddie content through your Club's magazine or through emails to all of the members
 - Create Club-Specific caddie content
 - Tell the story of a Caddie/Evans Scholar – past or current

- Tell the story of a member that caddied and how it affected their life (Caddie Shack to Corner Office)
- Examples:
 - [ICC Caddie Thank You](#)
 - [WCC Will Addler Story](#)
 - [WGA Selection Meeting Article](#)
 - [Minnesota Evan Scholar Video](#)
- Cost and Caddie Compensation: Caddie/Cart Pricing
 - Post your caddie rates and information about the caddie program in Men's and Women's Locker Rooms
 - Price of carts/pushcarts too
 - Benchmark caddie rates by level across Clubs
- Recruiting and Training
 - Recruiting from local middle/high schools to your Club
 - Employees kids vs. Members kids
 - Target Evan Scholar profile caddies
 - Identifying Evans Scholar profile caddies:
 - How did you get to the course?
 - What are your other Summer-time activities?
 - What do your parents do?
 - [WGA training materials](#)
 - [Use honor/high level caddies to train new caddies](#)
- Scheduling/Compensation Technologies Platforms
 - [ForeTees Caddie Scheduling](#)
 - Helps with scheduling the caddies
 - Caddies receive their loop the night prior – do not have to wait around for their loop
 - [CaddieNow Caddie Scheduling](#)
 - 1/3 Insurance, 1/3 Technology, 1/3 Recruiting
 - Provides Independent Contractor and insurance relief for the club
 - [ClubUp Caddie Scheduling](#)
 - Provides scheduling and Independent Contractor relief for the club
 - [CaddieMaster Caddie Scheduling](#)
- Other
 - Golf Lessons for the Caddies
 - Reward programs for Caddies
 - Caddie Banquets/Reward Ceremonies
 - Par Club Bag Tag "Party/Ceremony"
 - Services/Help provided from MGA Caddie Development Manager
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