



Golf Day Minnesota Member Course Toolkit

Presented by the Minnesota Golf Association and Minnesota Golf Foundation



Background

Golf Day Minnesota is a statewide event that celebrates golf and the many benefits it provides to our residents. As a state with one of the highest golfer participation rates (golfers per capita) in the U.S., golf is an important part of the fabric of our state's culture. Golf Day Minnesota celebrates the many benefits of golf and encourages all golfers – from the beginner to the most avid – to play a round with family, friends, or strangers.

The celebration also aims to expand the growth of youth golf and community programming while demonstrating how golf is a game for everyone. For every Minnesota Golf Association member round posted to GHIN on June 1, Golf Day Minnesota partners will donate \$5 toward Youth on Course.

Go Play, Go Post and Support Youth on Course!



Statewide Marketing for Golf Day Minnesota

- KFAN radio segments
- Handicap eRev email blasts (90,000+ emails)
- MGA social media channels
- Minnesota Golfer magazine ads/news
- GHIN app push notifications
- 2nd Swing promotion via email blasts and social media

Participate in any way that works best to help drive as many golfers to your course. Tell the MGA what you are doing, and we will promote it.

Examples:

- Host a clinic or golf event at your course
- Incentivize local golfers to join your course through a club or league
- Encourage MGA members to post a score on June 1
- Ask your golfers to post on social media, using #GolfDayMN

SOCIAL MEDIA

#GolfDayMN

CONTACT

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MINNESOTA GOLF FOUNDATION

The Minnesota Golf Foundation's mission is to improve lives by utilizing golf as an inclusive community resource, providing life-long learning and recreation, and fostering positive relationships.

Current programs include **Youth On Course**, which allows youth to play for no more than \$5, two college scholarships and a caddie development program.

The Minnesota Golf Foundation (MGF) is the charitable affiliate of the Minnesota Golf Association. The MGF is a 501(c)(3) charitable corporation and contributions are tax-deductible.