



PGA

Pacific Northwest Section

Downriver GC – Best Practices Turning PGAJLG into a Year-Round Junior Golf Program

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Details of program:

PGA Junior League which was the kickstart for developing a Junior Golf Program at Downriver GC. 2016 was the first year we had a PGA Junior League Team. At the start of the year, we did not have a junior golf program, so getting the word out was a priority. Once we had 12 kids registered, we engaged them and their families right away.

The message since Day 1 has been that the league is all about fun. Before summer league matches, we started with a series of “Boot Camp” practices. Some of the profit made from Boot Camp was used for pizza after summer matches, extra practices during the summer and fall, and for prizes for juniors who win fun games and contests during the season. Pizza after hosting each match seemed to be a huge hit. It made the parents and kids feel special and they stayed long after each match, socializing with each other while eating.

We used the PGAJLG App to keep in touch with parents throughout the year, highlighting upcoming match and practice dates and times. When the season ended in July, the kids wanted to keep playing so we scheduled friendly matches against ourselves and sometimes with other local PGAJLG teams in August and September. Almost all of the kids continued with the extra matches. I even signed up additional kids who wished they had signed up for PGAJLG earlier in the season but had not heard about it.

Downriver GC PGAJLG matches were initially scheduled for Fridays in June and July. It grew into a larger Downriver Junior Golf Program, where we continue to host events and add in new kids as well. At Downriver GC we will continue to host Friday junior golf events through October, including a Parent/Junior Golf Outing. Parents frequently ask what the next step is for their kids and are purchasing additional golf lessons for themselves and their kids.

Next steps:

We are making plans for providing year-round opportunities for the kids to practice and play during the winter months. Next year at Downriver GC, we hope to have 2 PGAJLG teams, an official sponsor for our Downriver Junior Golf Program, and establish junior golf friendly times where kids can come out to practice and play during the week.