



2017 PGA Junior League Golf Captain's "Pre-Registration" Questionnaire & Planning Guide

KEY INFORMATION QUESTIONS [We RECOMMEND you answer these questions FOR YOURSELF before you go through "Captain's Online Registration"] Version 11/16/16STMK

<p>Previous SportsEngine login info? <i>If no, be prepared to create an acct on SportsEngine.</i></p>	<p>Preferred "ship to" address? (Only necessary if different than your facility address)</p>	
<p>Your PGA or LPGA member #? Reminder: PGAJLG CAPTAINS must be PGA or LPGA Members/Apprentices "in good standing." (Please know: preferred Mobile #, PGA member type, your PGA classification.)</p>	<p>"Public" or "Invite Only" Registration (If Invite Only, what will your player registration password be?) [SEE ITEM A for more info]</p>	
<p>What do you believe your "price per experience" should be? <i>(That will come in later, see below)</i></p>	<p>What is the total program fee you plan to charge? [SEE ITEM C]</p>	
<p>Do you want to offer a 16u option? [SEE ITEM G]</p>	<p>How much of the "total program fee" will you require parents to pay through the website during online registration? [SEE ITEM D]</p> <p>_____</p> <p>(Suggest: All of it for your convenience**)</p>	<p>**Payments are disbursed via check (no bank account info is req'd) and you'll receive your funds shortly AFTER REQUESTING YOUR TEAM KIT TO BE SHIPPED. **You will not be "1099'd" by PGA on the \$\$ passed thru to you. You will not be charged "credit card processing fees" for passing through entire fee as well, versus collecting it directly.</p>
<p>What league do you envision your kids/program to be a part of? [SEE ITEM E]</p>		
<p>Do you plan to have a "max # of kids" allowed to register? (Not recommended)</p>		
<p>Have you "roughed out" your season plan including kickoff, practices, games, wrap-up? [SEE ITEM B] The Overview Program area in the Registration will allow for 4x more characters than last year (up to 1000 characters.) Remember, the focus here is on the customer.</p>	<p>What is the SportsEngine processing fee?</p>	<p>For 2017, the processing fee will be 2.5% based on the fee paid by the parents at registration. (If you charge \$200, parents will pay an added \$5 for registration...very reasonable and down from the 3%+\$1 fee in 2016.)</p>
<p>Identity info will be req'd for the mandatory background check.* *The PGA and PGA REACH strive to guarantee a safe experience for all children and volunteers in PGAJLG. Plus, U.S. "COPPA" laws require it. *Parent/Volunteer Coaches will also be required to go through a background check. Thanks for your help in protecting kids, yourself & your facility. A separate registration link will be provided for Coaches/Volunteers. (Those who are not a PGA Member, PGA Apprentice or LPGA Member will be responsible for the "\$16.50 Background Check Fee.")</p>	<p>If you are an All-Star Captain, will you charge additional fees for "post-season?" [SEE ITEM F]</p>	
	<p>Do you plan on raising funds through sponsorships to generate additional personal/facility revenue and/or to provide scholarships with "need-based" criteria for 2017? If yes, please connect with your Section League Manager for "better practices" in this area and in sponsorships as a whole.</p>	

Notes:

Need more info? Don't know what league you and your team(s) fits best in? Need consumer-focused promo materials, videos or parent guide? Please visit www.PGA.org/PGAJLG.

Marketing/promo materials? Find them on PGA.org and follow this pathway. After you log in to **PGA.org**, enter (or click on **Advance The Industry**) >> **Under Facility Resources**, click **"Marketing Materials"** >> **Marketing Resource Center** will open, click **"Creative Materials"** >> **Search by Program**, click **"PGA Junior League Golf."**

You'll find stock and customizable flyers, brochures, rack cards and even videos with Rory, Rickie, Michelle and Lexi!

If you need help with any of this information or have league specific questions, please YOUR LOCAL SECTION LEAGUE MANAGER (SLM):

FIND OUT WHO YOUR SLM IS HERE: <https://www.pga.org/articles/pga-junior-league-golf-support>

More detailed info is on the reverse, including Items A-F

[ITEM A] DIFFERENCE BETWEEN ‘PUBLIC REGISTRATION’ SETTING vs ‘INVITE ONLY’ REGISTRATION: Choosing to be “public” or “invite only” in your registration is a KEY QUESTION.

Public: Generally speaking, if your facility is PUBLIC ACCESS, choosing public is a good idea. Benefits of being public come in how families/parents find your JLG team page. They can search and find you by Your Name, Zip Code, Distance and won’t be required to have an “access code” to register for your team. *The default search setting will be by distance from each junior’s zip code.*

Invite Only: This choice is designed primarily for private clubs who want to restrict who can register/play for their team. If you choose **Invite Only**, you will need to give parents the access code you’ve chosen via email, on your collateral at the Club, etc. so they can register for your team(s).

[ITEM B] YOUR “DRAFT” PRACTICE PLAN/SCHEDULE:

Kickoff/evaluation event ⁽¹⁾				
Eval #2/Draft Party/Team Naming Party ⁽²⁾				
Team Practice Schedule (Pre-Reg. Season) ⁽³⁾				
Game Day/Dates (eg. Sun PM/Dates...) ⁽⁴⁾				
Season Wrap-Up Party/All-Star Naming ⁽⁵⁾				

⁽¹⁾ Great way to start season off; evaluate players (identify A,B,C & D players) to spread evenly over multiple teams ⁽²⁾ Best practice for PGA Pros to create excitement, team spirit & drive F&B revenue!
⁽³⁾ Separate 60-min practice per week for each team? Or a couple of “drop-in” practices for all players to participate in? Practices during season? ⁽⁴⁾ Which day of the week is best for your facility? What time?
⁽⁵⁾ Like the “Kickoff” event, this is a best practice by Pros to “put a bow” on the regular season.

[ITEM C] BASED ON THE SCHEDULE ABOVE, WHAT IS YOUR TEAM FEE GOING TO BE?

Many PGA Professionals tend to believe their programming needs to be about “affordability” first. While it’s true we don’t want to gouge parents, it’s better to give them the “great experience” they want for their children (or at least good) and not something “cheap” and dull. Researching your market is strongly recommended, but here’s more detailed way of building your fee in a logical fashion.

Scenario #	Fee per “Experience” (a)	# of “Experiences” (b)	Total Fee (a x b) + \$75 PGA League Fee
Sample	\$15	15 = (7 practices, 6 games, 1 Kickoff, 1 Season Wrap-Up)	\$225 + \$75* = \$300 (\$300 is your “Total Program Fee” in this example)
Study 1	\$ _____	_____ = (_____ practices, _____ games, _____ Kickoff, _____ Wrap-Up)	\$ _____ + \$75 = \$ _____
Study 2	\$ _____	_____ = (_____ practices, _____ games, _____ Kickoff, _____ Wrap-Up)	\$ _____ + \$75 = \$ _____
Study 3	\$ _____	_____ = (_____ practices, _____ games, _____ Kickoff, _____ Wrap-Up)	\$ _____ + \$75 = \$ _____

***\$75 per player for League Fee covers costs for PGA REACH (501-c3) in producing the following: 1) Team kit which includes the jerseys, bag tags, stickers, scorecards, and additional programming and promotional materials; 2) Technology which includes the website, mobile app and background screens; 3) Administration and management which includes significant support from the Section League Manager; 4) Section compensation to offset their expenses associated with supporting the program; 5) Regional and national championship fees; 6) Any proceeds will be reinvested into financial aid and scholarships. The projected “net proceeds” for PGA REACH in 2017 is 4%.

[ITEM D] WHEN A PARENT REGISTERS A PLAYER(S) ON YOUR TEAM(S), HOW MUCH OF YOUR TEAM FEE WILL YOU REQUIRE PAYMENT FOR?

100% OR JUST THE REQUIRED \$75?

100%: If you choose this route, PGA REACH will collect the entire fee you choose and send you or your facility a check when you request your team kit to be shipped. You will be asked when registering who the Payee Name on the check should be (usually you personally or your facility).

\$75: If you choose \$75 (the minimum), you will need to make plans to collect the remainder of your team fee directly from your customers, members.

[ITEM E] WHAT LEAGUE DO YOU PLAN TO BE A PART OF? NOT REQUIRED THAT YOU KNOW, BUT IT MAY BE HELPFUL IN FIGURING OUT YOUR MATCH SCHEDULE, ETC. Past leagues and teams in them will be given a chance to stay together, but we also request an “open mind” towards the possibility of bringing teams together based on fit, proximity, etc. PLEASE CONTACT YOUR SECTION LEAGUE MANAGER (SEE LINK AT BOTTOM OF FIRST PAGE) FOR ANSWERS TO YOUR QUESTIONS!

[ITEM F] IF YOU HAVE YOUR OWN LEAGUE, OR PLAN TO BE THE CAPTAIN FOR THE ALL-STAR TEAM FROM YOUR LEAGUE, WHAT IS THE POSTSEASON FEE YOU PLAN TO CHARGE? THIS IS A COMMON PRACTICE IN OTHER YOUTH SPORTS. It’s also a question parents should be expected to ask, so prepare for it. A common range for a 2-3 week “prep time” from the end of the season to playoffs if \$30-60 per “round” advanced in the playoff bracket; and would include team practices, arranging scrimmage matches with other All-Star teams, etc.

[ITEM G] WILL YOU OFFER A 16u OPTION? ALL CAPTAINS CURRENTLY OFFERING 13u PGAJLG MAY ALSO OFFER 16u PGAJLG. A similar format with smaller team sizes (two matches per game) is expected and there is no national postseason model planned. Most Sections and even some larger Chapters have tentatively planned to have a Section and/or Chapter Championship concept for 16u based on participation levels.