

CREATIVE CLUB THINKING DURING COVID-19

April 7, 2020

Dear Friends,

First and foremost, I hope this note finds everyone safe and healthy.

As your thinking partner, we continue to research and strategize about how clubs can connect with members during this difficult time. We hope to inspire some creative thinking by providing examples from the field on how clubs are adapting during the pandemic.

Please let us know what your club is doing by visiting our [LinkedIn page here](#) or simply replying to this email.

Your Thinking Partner,
Dan Denehy



This Week: Get Creative

- **Pinehurst Resort:** To raise money for an employee relief fund, an online auction was organized and included dozens of once-in-a-lifetime "Pinehurst Experiences." Auction raised more than \$220,000
- **Indian Wells Golf Resort:** Paid Staff are helping run the local grocery store and are also making masks for healthcare workers
- **Jericho National Golf Club:** Members have requested their \$150 monthly food minimum be given to the club's employees
- **Mistwood Golf Club:** The club used their connections with vendors to receive bread and milk that employees can purchase at cost
- **Champions Omaha:** The club has organized daily Facebook Live streaming events (golf, tennis, etc.) **for KIDS**
- **Country Club of Fairfax:** The club is offering free toilet paper in small quantities to its members. In exchange, management is asking members to donate \$20 per roll to employee relief
- **Tedesco Country Club:** Club's bartender/chef staff are working with the grounds crew on course maintenance

Sources:

Golf Digest: *Country club members, managers step up with good deeds during crisis* [here](#).

Golf.com: *10 surprising innovations golf has made to stay safe during the coronavirus* [here](#).



CTP WEBINAR Coronavirus Response: Staffing Until Labor Day

CTP partnered with the NCA for a webinar and discussed how to make staffing decisions for the next six months.

[View Presentation](#)

[Listen to Webinar](#)

HELP NCA: CONTACT YOUR REPRESENTATIVE TODAY



Support the fight to include 501(c)7 organizations in the next COVID-19 relief legislation.

Here's what to do:

1. **Write a letter/email** to your representative **using NCA's sample language**
2. **Find your representative** and **send your letter/email** to them.
3. **Stay connected** to NCA's **Coronavirus Resource Center**



NCF Surveyed 1,000 golf courses to assess the impact of the virus.

[View Results](#)

Visit The Club Thinking Partners COVID-19 Center



For articles, resources and up to date news on the pandemic and our industry.

[RESOURCES HERE](#)