



WEBINAR

# The 2026 Website Playbook for Private Clubs

 **MembersFirst**<sup>®</sup>

 **ClubHouse  
Online**<sup>®</sup>

# WEBINAR HOST

**VICTORIA BURNS**  
Marketing Manager



[Connect on LinkedIn](#)→



As part of the Jonas family of brands, we support clubs through two web solutions — **ClubHouse Online** and **MembersFirst** — both focused on helping you strengthen your digital front door.



# Today's Agenda

## 01

### Benefits of a Strong Website

Maximize engagement and enhance your club's online reputation.

## 03

### Digital renovation stories

Witness tangible transformations and the power of modern design.

## 02

### A need for redesign/updates

Essential elements and best practices for a strategic website.



# 01

## Benefits of a **STRONG** Website

Maximize engagement and enhance your club's online reputation.

# BENEFITS OF A STRONG PRIVATE CLUB WEBSITE



INCREASED MEMBER  
RETENTION



ENHANCED MEMBER  
EXPERIENCE



REVENUE  
GENERATION



REFERRAL & NEW  
MEMBERSHIP



COMMUNICATION &  
FEEDBACK



EFFICIENT  
OPERATIONS

# How often should you redesign your website?

## 3 Years

The general rule of thumb is 2-3 years and we see 3 years on average in the club industry.

## It Depends

Has your club made major improvements or have there been complaints?  
Did you cut corners because of timing or budget?

## Investment

Are you planning for something coming? Or want to make sure you don't rush launching the vision you have?

“



*We have set a standard at TCC to refresh elements on our site every two years; in year three, start planning for a redesign and launch a new site every four years. We plan for post-launch projects to stay up-to-date and position ourselves for success.*

**Jackie Singleton**  
Director of Community Engagement  
The Country Club  
Brookline, MA



# Most common reasons for website redesign

- You just don't like it and need a refreshed look
- New logo / new color pallet
- The content needs a new layout
- You have a New Team, New Committee, or New Board
- Your goals are changing
- You are using antiquated software
- Subjective "Everyone else is doing it."
- New renovation/capital improvement project

# 02

## A **NEED** for Redesign

Essential elements and best practices for a strategic website.

The average time spent on a website page is **54 seconds**.

- *HubSpot*

Half of internet users say that they use website design as a factor to formulate their opinion on a business.

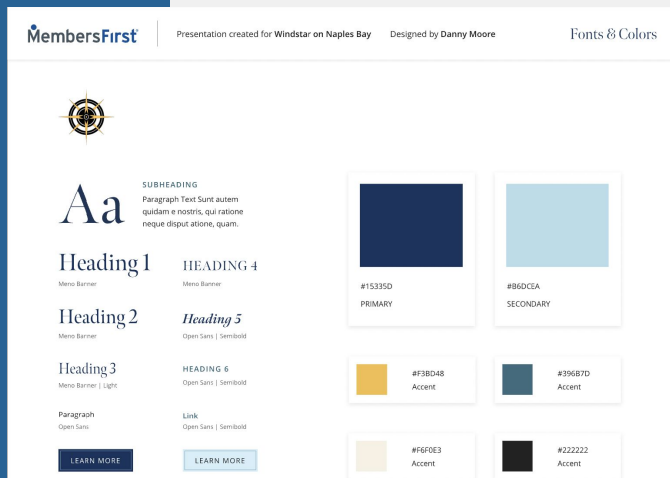
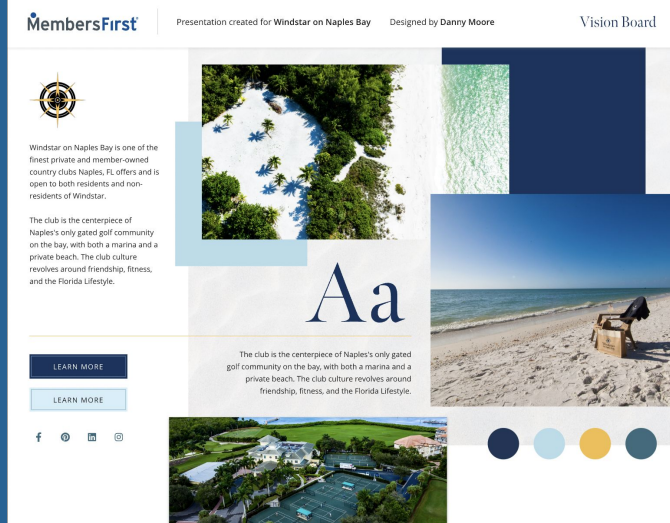
- *SEMRUSH*

**88%** of online users won't return to a site after a bad experience.

- *Hosting*

# Aligning Vision & Design

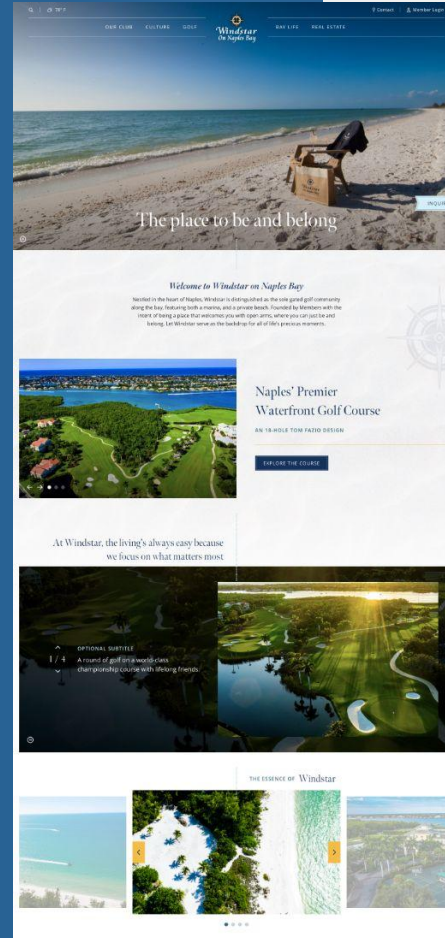
- Align digital presence with identity
- Use redesigns for brand consistency
- Reinforce brand across all touchpoints
- Establish a cohesive visual style
- Strengthen recognition through design





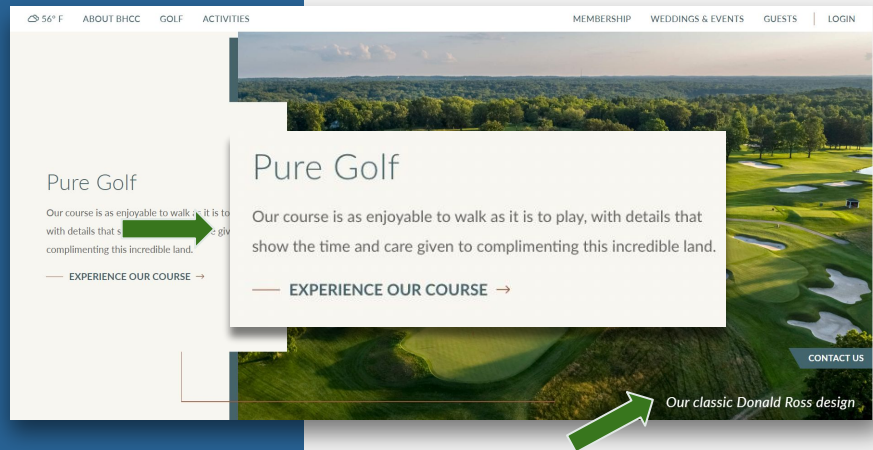
# Integrate Your Brand into Every Detail

- Align digital presence with identity
- Use redesigns for brand consistency
- Reinforce brand across all touchpoints
- Establish a cohesive visual style
- Strengthen recognition through design



# User Experience

- Responsiveness: navigation menus, buttons, forms, and photo/video displays
- Interaction & movement
- Speed of pages & images loading
- Accessibility
- Copywriting tone “the language you use”



START PLANNING YOUR WEDDING

For the Bride and Groom

A DAY AT CRESTMONT

FIND THE BEST FIT

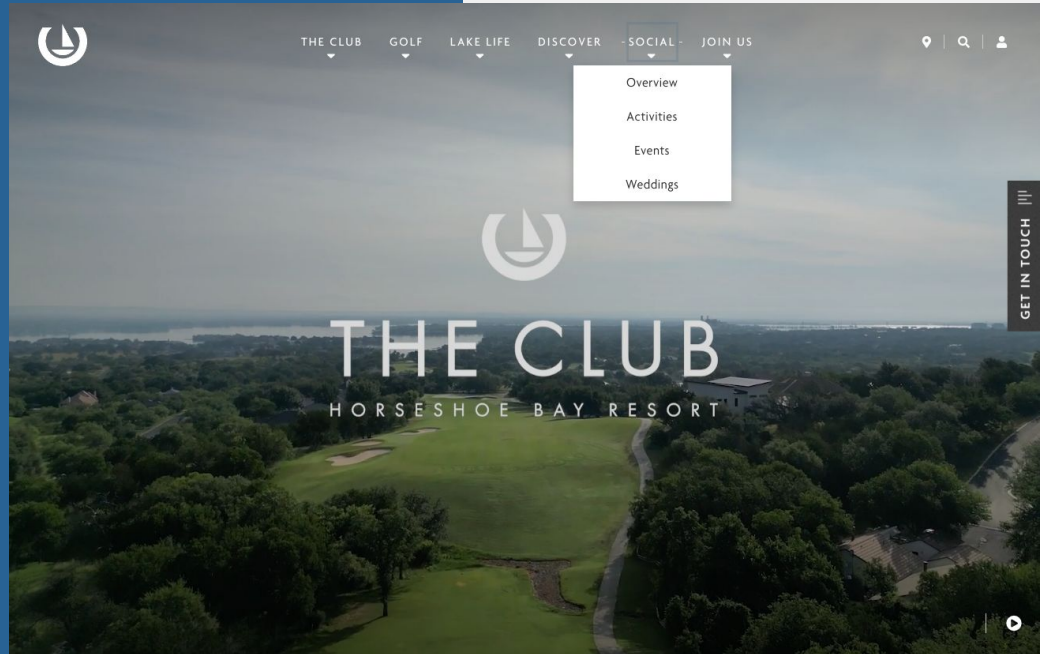
**WCAG 2.1 AA**

Web Content Accessibility Guidelines



# Importance of your Navigation

Website users spend an average of 6.44 seconds focused on the main navigation menu. -CXL



# Importance of your Navigation



[ABOUT](#) [MEMBERSHIP](#) [CONTACT US](#) [CAREERS](#) [GOLF](#) [MORE](#)

[MEMBER LOGIN](#)

• Swim + Dive Team - Deadline to Register is Wed June 26th



[CONTACT US](#)

[HOURS](#) [MEMBER PORTAL](#)

[ABOUT US](#) [MEMBERSHIP](#) [ACTIVITIES](#)



[NUTRITION + WELLNESS](#) [YOUTH](#)

77° F

[ABOUT US](#)

[CLUB LIFE](#)



[WEDDINGS & EVENTS](#)

[Member Login](#)



[OUR STORY](#)

[GOLF](#)

[LIFESTYLE](#)

[MEMBERSHIP](#)

81°

[CONTACT](#)

[GUEST INFO](#)

[LOGIN](#)



[Home](#)

[Membership](#)

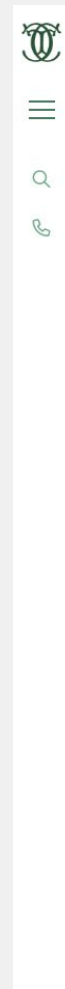
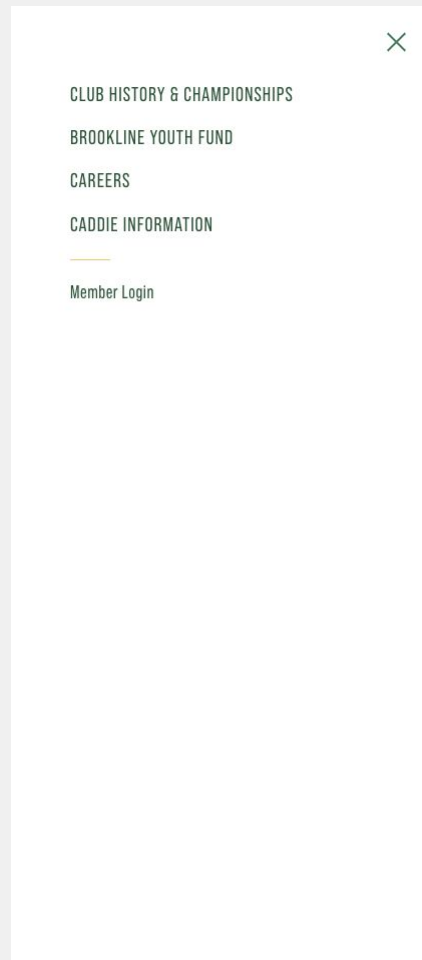
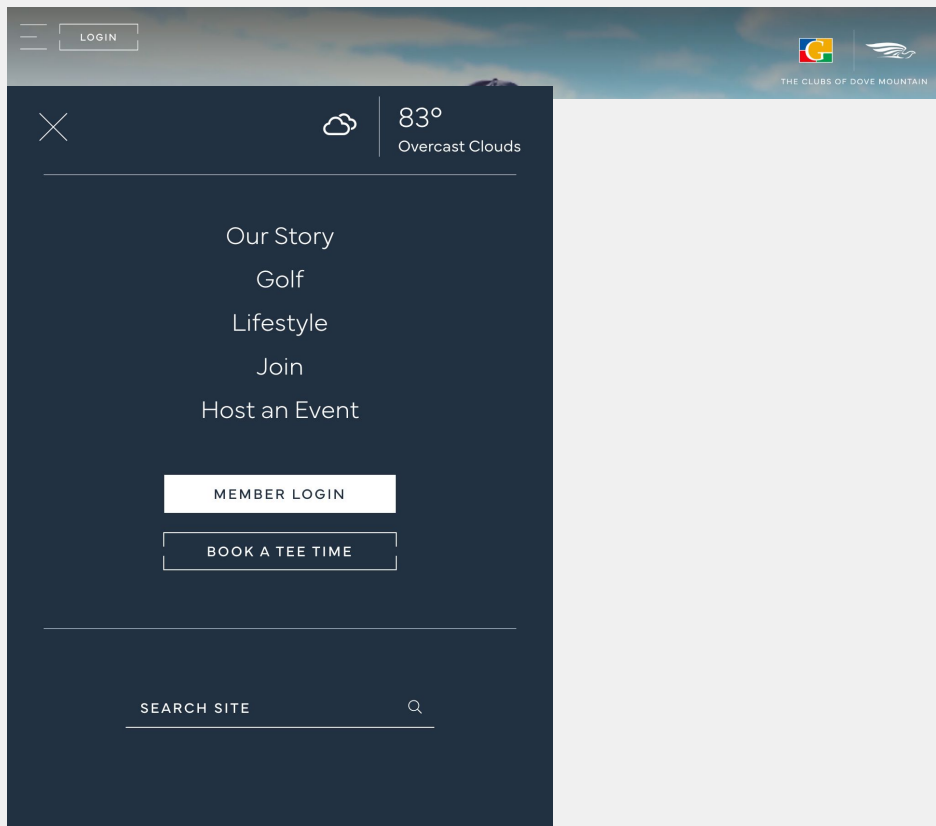
[Golf](#)

[Special Events](#)

[Amenities](#)

[Contact Us](#)

[Member Login](#)



A large blue triangle is positioned on the left side of the slide, pointing towards the bottom right.

# **Formatting & Layout**

*Integrate Your Brand in Every Detail*



# Examples of Reinforcing Your Brand



## LOCAL

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.

[READ MORE](#)



## FISHING

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt labore et.

[READ MORE](#)



## CORPORATE

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. mtempor incididunt ut labore et dolore magna aliqua.

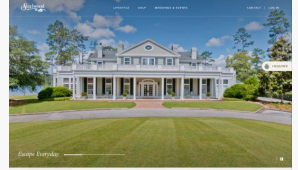
[READ MORE](#)

## WELCOME TO Steelwood Country Club



*Steelwood Country Club is your exclusive escape from everyday life*  
Enjoy the many Amenities of the clubhouse, Play 18 holes on our award-winning golf course, and unlimited fishing and hunting for the whole family.

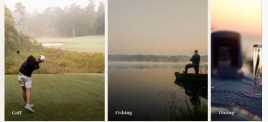
[READ MORE](#)



## Steelwood Country Club

Steelwood Country Club is your exclusive escape from everyday life. Enjoy the many Amenities of the clubhouse, Play 18 holes on our award-winning golf course, and unlimited fishing and hunting for the whole family.

## Escape Everyday



## Steelwood Membership

### LOCAL

Enjoy the many Amenities of the clubhouse, Play 18 holes on our award-winning golf course, and unlimited fishing and hunting for the whole family.

### Corporate

Enjoy the many Amenities of the clubhouse, Play 18 holes on our award-winning golf course, and unlimited fishing and hunting for the whole family.

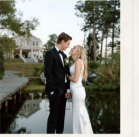
### Individual

Enjoy the many Amenities of the clubhouse, Play 18 holes on our award-winning golf course, and unlimited fishing and hunting for the whole family.

## Events At Steelwood

### WEDDINGS & PARTIES

Enjoy the many Amenities of the clubhouse, Play 18 holes on our award-winning golf course, and unlimited fishing and hunting for the whole family.



### Corporate Events

Enjoy the many Amenities of the clubhouse, Play 18 holes on our award-winning golf course, and unlimited fishing and hunting for the whole family.

## World class Course

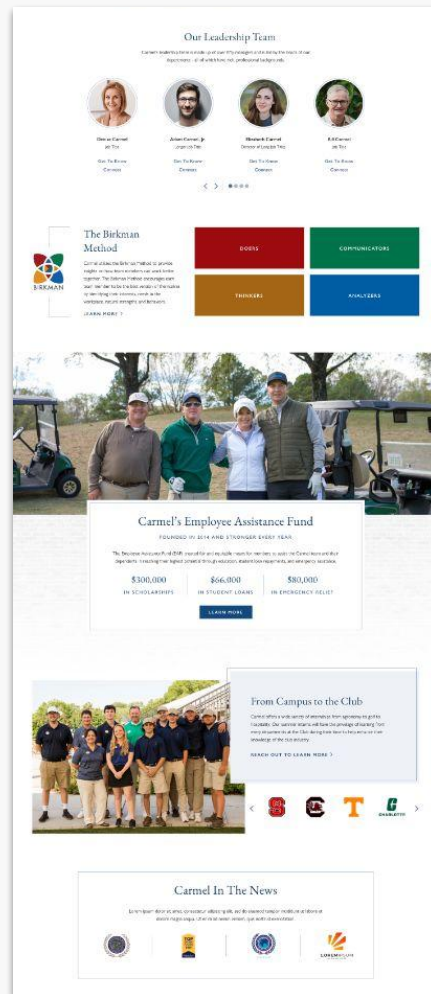
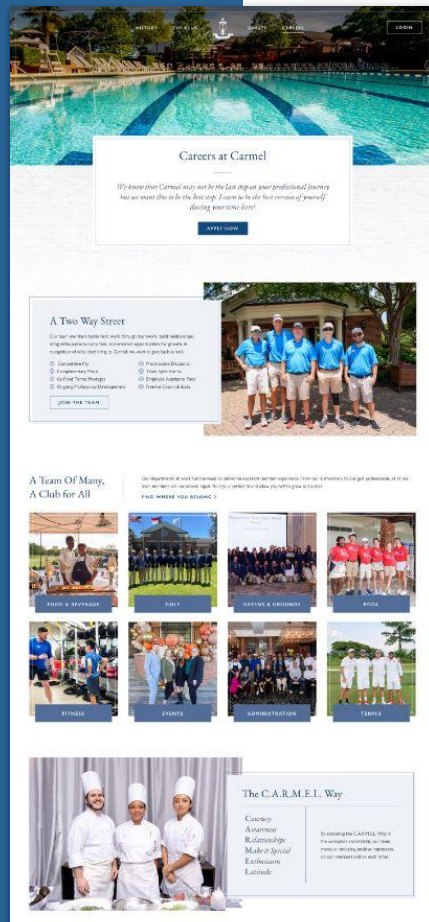
Enjoy the many Amenities of the clubhouse, Play 18 holes on our award-winning golf course, and unlimited fishing and hunting for the whole family.



STEELWOOD LIFESTYLE

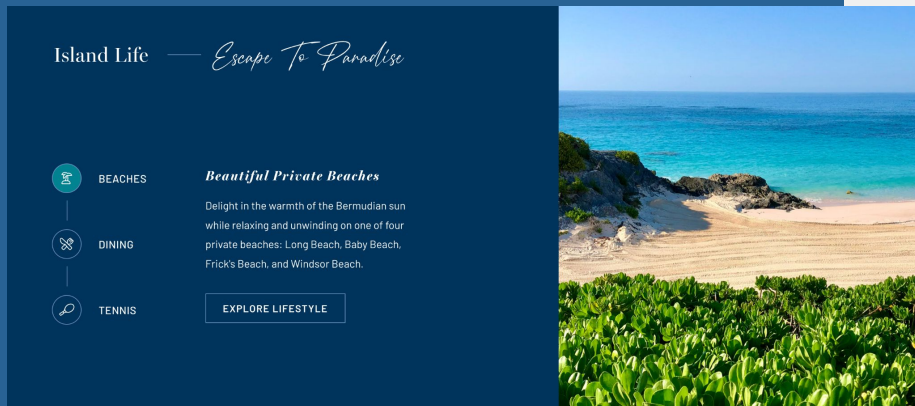


# Examples of Reinforcing Your Brand





Too much text is  
bad. Find better  
ways to convey it.



GOOD

Typography

Union of jargon, marketing,

SEO Terms

Calls to action for  
immediate engagement

BAD

## About Prestige Golf & Country Club

Welcome to the Prestige Golf & Country Club, the best golf and country club you will ever find in this part of the country. Founded over 100 years ago, in the early 1900s, our club has a rich history that dates back to a time when golf was just gaining popularity in the region. Over the decades, we have grown and expanded our facilities, always with an eye towards preserving the past while also looking to the future. Today, our club boasts a top-rated golf course, a world-class clubhouse, and a variety of amenities that cater to members of all ages.

Our golf course is truly a gem. Designed by the renowned architect John D. Fairway, it meanders through rolling hills, lush forests, and pristine water features. Golfers of all skill levels will appreciate the challenging layout and meticulous maintenance. But the golf course is not all we offer. Our clubhouse is a hub of activity, offering fine dining, a fully-stocked pro shop, and various social events throughout the year. For those who prefer racquet sports, we have a state-of-the-art tennis complex. And let's not forget our swimming pool, which is a popular spot during the hot summer months.

Being a member of Prestige Golf & Country Club means more than just access to outstanding facilities. It means being part of a community, a family. Our members form close bonds and lasting friendships. We pride ourselves on being inclusive and welcoming to everyone, regardless of their background or level of experience with golf. So, whether you're a seasoned pro or just picking up a club for the first time, you'll feel right at home here.

Join us and become part of the Prestige Golf & Country Club legacy.

# Renovations



## OLDE CYPRESS UNVEILS TRANSFORMATIVE CLUBHOUSE RENOVATION

TRANSFORMING TRADITION WITH MODERN LUXURY

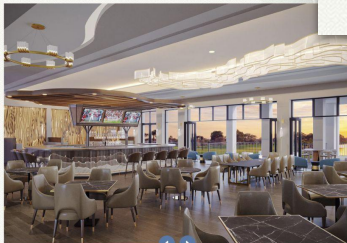
We're thrilled to embark on an exciting journey to reimagine our clubhouse, blending timeless elegance with contemporary amenities. This renovation is designed to enhance every moment spent at the club, offering members a beautifully upgraded space to relax, socialize, and enjoy. From expanded dining areas and state-of-the-art facilities to luxurious new finishes, explore how we're shaping the future of our clubhouse to create unforgettable experiences for years to come.



CREATING LASTING MEMORIES IN A RELAXED  
ATMOSPHERE

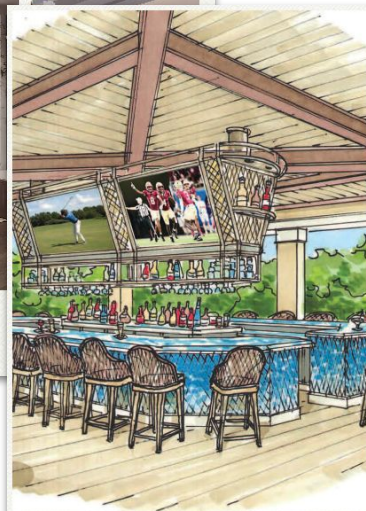
### *The Bar and Members' Grille Room*

Our Bar, Members' Grille Room and Main Dining Room will be enhanced, to provide an even more inviting atmosphere for our members. The new all-bar is a dramatic, elegant bar with expanded seating. These beautifully appointed spaces will be perfect for celebrations and casual gatherings.



SNEAK PEEK

## Image Gallery



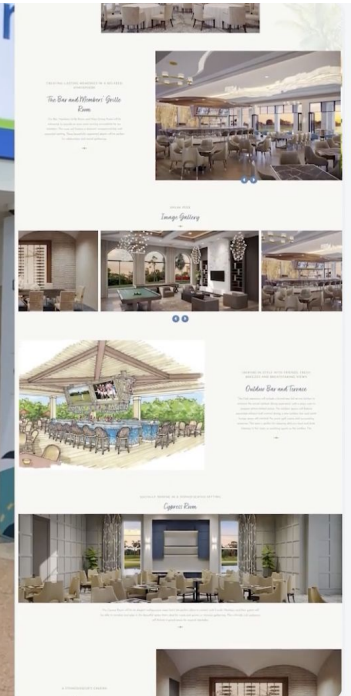
UNWIND IN STYLE WITH  
FRIENDS, FRESH BREEZES AND  
BREATHTAKING VIEWS

## *Outdoor Bar and Terrace*

The Club expansion will include a brand-new full service kitchen to enhance the casual outdoor dining experience, with a pizza oven to prepare artisan-baked pizzas. The outdoor spaces will feature expanded alfresco and covered dining, a new outdoor bar and stylish lounge areas will overlook the scenic golf course and surrounding preserves. This area is perfect for savoring delicious food and drink, listening to live music or watching sports on the outdoor TVs.



# Custom Projects That Strengthen A Club's Brand



Digital Marketing Success→

A solid blue triangle pointing downwards from the top-left corner of the slide, extending towards the bottom-left.

# Marketing

*Strategic, Branded, Effective*

# Where Clubs Struggle With Marketing

- Clubs don't think they need marketing.
- Content feels generic or disconnected from brand story.
- No clear digital campaigns → leads leak out.
- Follow-up inconsistent → prospects drop.
- Onboarding is outdated → members disengage early.



## Digital Campaigns

— *Campaigns that Convert*

- *Landing pages → capture interest.*
- *Thank you pages + content offers → deliver value.*
- *Automated follow-up → keeps prospects engaged.*

*From clicks to conversations*





## MEMBERSHIP GUIDE

Full Golf Members enjoy access to all amenities at Olde Cypress including unlimited golf on our immaculate championship golf course with 18 holes and tee times, and a full calendar of golf events and tournaments. Learn more about the benefits of this membership in our guide including:

- Unlimited Golf
- Events and Tournaments
- Reciprocal Club Access
- Vibrant Social and Networking Events
- Private Indoor/Outdoor Dining
- Tennis, Pickleball and Junior Programs for kids
- And much more...

### GET THE GUIDE

First Name\*

Last Name\*

Email\*



GET THE GUIDE

### Welcome to The Club at Olde Cypress

Explore a warm and inviting atmosphere with an engaging year-round schedule of events, championship golf, tennis, pickleball, and a cutting-edge fitness center. You'll quickly learn why Olde Cypress stands out as one of the most dynamic private clubs in Naples. Join us in celebration and discover the joy of membership!

PLAY OUR VIDEO ▶



The true joy of the Cypress Cup year over year is the camaraderie and social activities that are such an integral part of each day. My guest and I have great fun, regardless if we play well, because of Stay Night and with our spouses at the Awards dinner.



Carl Smolinger



### EXCITING ANNUAL GOLF EVENTS

- The Tradition - Member-Member
- The Cypress Cup - Member-Guest
- Men's Club Championship
- The Stakeford Championship
- Ladies Club Championship
- 18 Hole 8-9 Hole
- Ladies Member-Member
- Ladies Member-Guest
- Monthly Couples Mixers



### GET OUR FULL GOLF MEMBERSHIP GUIDE

Learn all about the benefits of a Full Golf Membership at The Club at Olde Cypress

GET OUR GUIDE

# DIGITAL MARKETING CAMPAIGNS

# Sustained Lead Generation with Real ROI

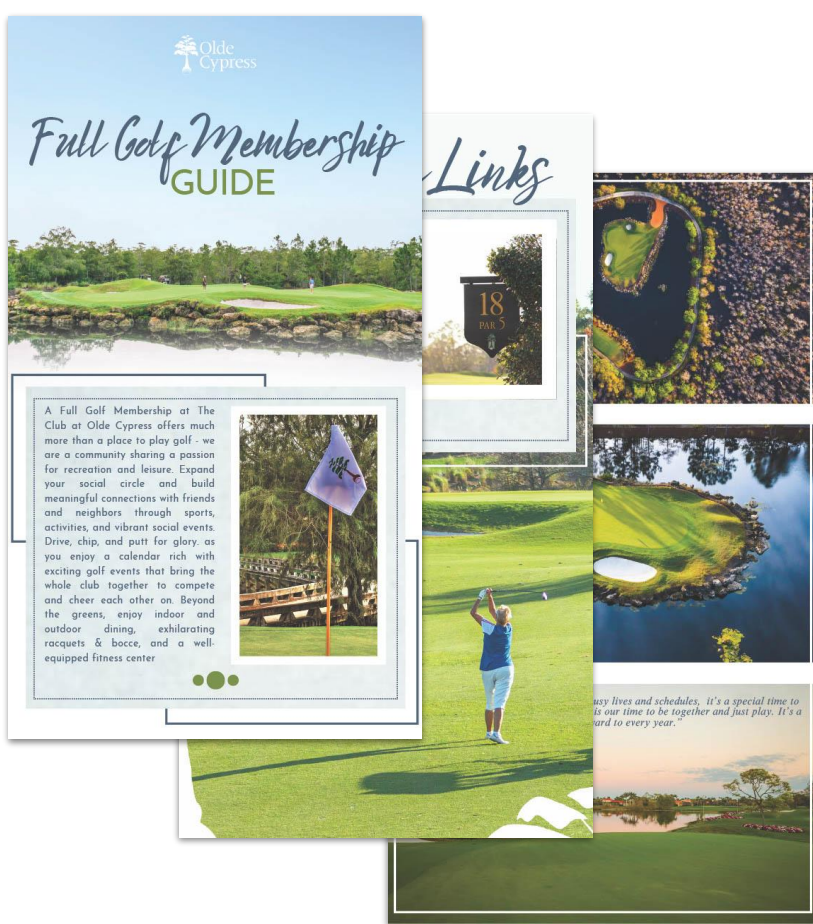
## **Olde Cypress Campaigns:**

- Associate Membership Brochure → 1,250+ leads since Oct 2022 (~40 per month)
- Lifestyle Brochure → 350+ leads since Oct 2023 (~30 per month)
- Full Golf → 180+ leads since Mar 2025 (~45 per month)

**Nashawtuc** (Mar 2025 launch): 428+ leads (~85 per month so far)

**Cedar Hill** (Apr 2023 launch): 1,700+ leads from a single \$5k investment, still active after 2.5 years

## CONTENT OFFERS







## Get Wedding Packages

First Name

Last Name

Email Address

☐ I am human



All Fields Required

SUBMIT

## OUR WEDDING Planning Your Perfect

Andover Country Club has hosted exceptional weddings for over 100 years. Our tradition of excellence in service, the stunning views, and the exceptional catering make our venue the perfect place for your perfect day. We are here to help with all about planning & hosting your wedding here at Andover Country Club destinations including:

- Indoor Ballrooms and Outdoor Ceremony Locations
- Exquisite Catering & Menu Options
- Preferred Vendors & Accommodations
- Frequently Asked Questions and more

Interested in a Weekday Wedding? Inquire on our website.

## Weddings AT ANDOVER COUNTRY CLUB EST 1925



With elegant ballrooms, stunning views, and exceptional catering, Andover Country Club has been a favorite wedding destination for greater Boston couples for over 100 years. You have a vision, and we have the wedding professionals to ensure every detail is personalized so *your wedding dreams becomes a reality.*

*Moments That Will Last A Lifetime*

On-Site Ceremonies

Wedding Coordinators

Panoramic Golf Course Views

All-Inclusive

Bridal Suites

In-House Catering

## WEDDING CEREMONY DETAILS

Our wedding ceremonies price come with the set up of up to 300 chairs, removal of chairs, ceremony rehearsal & a back-up location

### WEDDING CEREMONIES

Outdoor Gardens  
Ask your Event Manager About Off-Season Indoor Ceremonies

### CEREMONY TIMING

Friday or Sunday  
30 minutes prior to start of your reception based on availability  
Saturday Morning  
Ask your Event Manager for time availability  
Saturday Evenings  
4:30PM-5:00PM  
Monday-Thursday  
Ask your Event Manager for time availability



### CELEBRATION & RECEPTION TIMING

Our room rental rate covers:  
Lighting, dance floor(s), floor length linens, napkins, gold Chiavari chairs  
at the **Linens & Room Enhancement** Page for more details

### OUR ROOMS FOR FRIDAYS, SATURDAYS & SUNDAYS

(Capacity)

Trumpeters Room (125)

Andover Room (250)

Ballroom (550)

### TRUMPETERS ROOM FOR MONDAY-THURSDAY

Trumpeters Room (125)

### WEDDING

### SATURDAY EVENING TIMING

On-Site Ceremony Reception Time Frame

5:00PM-10:00PM

Off-Site Ceremony Reception Time Frame

6:00PM-12:00PM

Availability

Food & beverage minimums & please add current state & local meals tax to the room rental fee. Minimums do not include service charge, house charge, or state & local meals tax. Minimum 40/room. All prices & menu items subject to change without notice.

Photos by Perla Images



Red  
Angelina Cabernet Sauvignon  
Angelina Pinot Noir  
White  
Angelina Chardonnay  
Angelina Pinot Grigio  
Angelina Sauvignon Blanc  
Rose  
Angelina Rose of Pinot Noir

Tequila  
Jose Cuervo  
Horseshoe Rum  
Patron  
Rum  
Bacardi  
Captain Morgan  
Malibu  
Myer's

Smirnoff  
Absolut  
Absolut Citrus  
Till's  
Ketel One  
Grey Goose

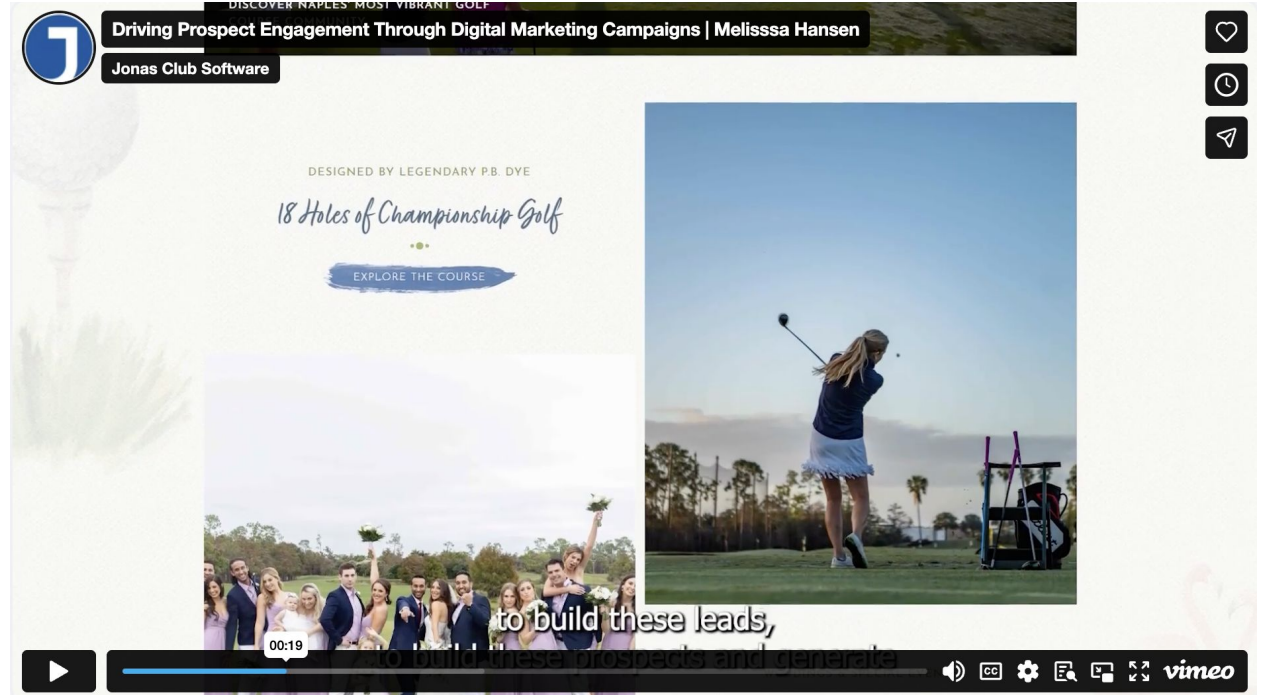
All prices are subject to 12% service charge, 8% house charge, 7% state & local meals tax. Please inform your event coordinator of any food allergies. Menu prices effective 4/1/2021. All prices & menu items subject to change without notice. \*Meats and eggs may be cooked to order, however, the USDA notes that "Consuming rare or undercooked meats, poultry, seafood, shellfish, or eggs may increase risk of food borne illness"



# CONTENT OFFERS

# Competitive Edge

Keeping Club Brands  
Top of Mind



**Digital Marketing Success**→

# Digital Campaigns Driving Real Engagement in the Club Industry



**Melissa Hansen** 🌟 • 1st

Educating & Inspiring Membership and Marketing Directors in the Private Clu...  
1d • 🌐

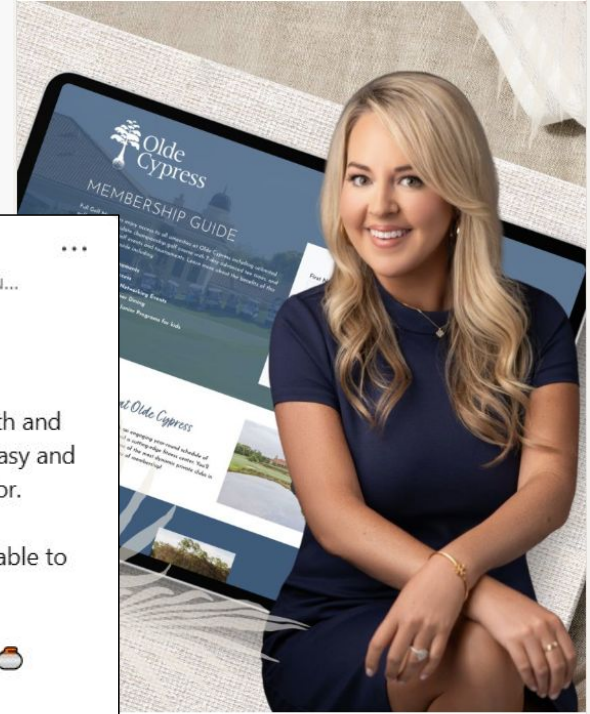
🍾 Champagne with this Campaign, thanks to [MembersFirst](#) 🍾

We officially added another piece of gated content to our website this month and the leads are FLOWING in! I love making the prospective member journey easy and giving the buyers an opportunity to grab the information they are looking for.

Best part? With gated content I get their information in exchange and I am able to follow up (follow up, and follow up).

This campaign would not be a success without my dream team, [Sean Bleyl](#) 🍷  
[Victoria Burns](#), [Jarrod Fitzgerald](#) and [Brendon Albrizio](#). Ya'll killed it!  
Cheers to Q1, my friends! 🍷

[View LinkedIn Post – Melissa Hansen](#)



4 comments

Reactions



Celebrate

Comment

Repost

Send



## New Member Onboarding

— *Creating the Experience Members Expect*

- **Copywriting that connects** → messaging written to welcome and guide
- **Dedicated website/app space** → answers questions before they're even asked
- **Automated email series** → keeps new members engaged early and often

*Early Engagement → Long-Term Success*

## AR.

## ADDIS

**GOLF MEMBERSHIP**

A Golf Membership entitles Members are not charged green or annual trail fees. Golf Members must book tee times 7 days in advance of play. Golf

Equity: \$100,000 (Equity)

## ONE TIME CAPITAL CONTRI

Operating Dues (taxable):  
Capital Dues (non-taxable)

Quarterly Service Charge

### SPORTS MEMBERSHIP

A Sports Membership entitles Members are not charged in addition, Sports Members \$30th each year, upon payment off-season, upon payment of Member has unlimited use when using one of the six fees, the Sports Member

Equity: \$55,000 (Equity)

## ONE TIME CAPITAL CONTR

Operating Dues (taxable):  
Capital Dues (non-taxable)

**Greens Fees:** \$70 per person

### ADDITIONAL FEES

\*Members are responsible for

\*Annual Food &amp; Beverage F

\*Golf Guest Fees (per person)

November—April	\$70**	\$35**
May & October	\$45**	\$25**
June—September	\$35	\$35
*Cart Fees (per person):	\$30	\$16

Handicap Fee	\$25 per person/per year (required)
--------------	-------------------------------------

*Bag Storage Fee:	\$125 per year
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*Locker Fee:	\$125 per year (whole)	\$62.50 per year (half)
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\*Annual Trail Fee: \$1,850 for private cart owners

\*Tennis Guest Fees and Fitness Guest Fees: (per person per day) \$10\*\* \*\*Subject to 50% discount for direct lineage guests

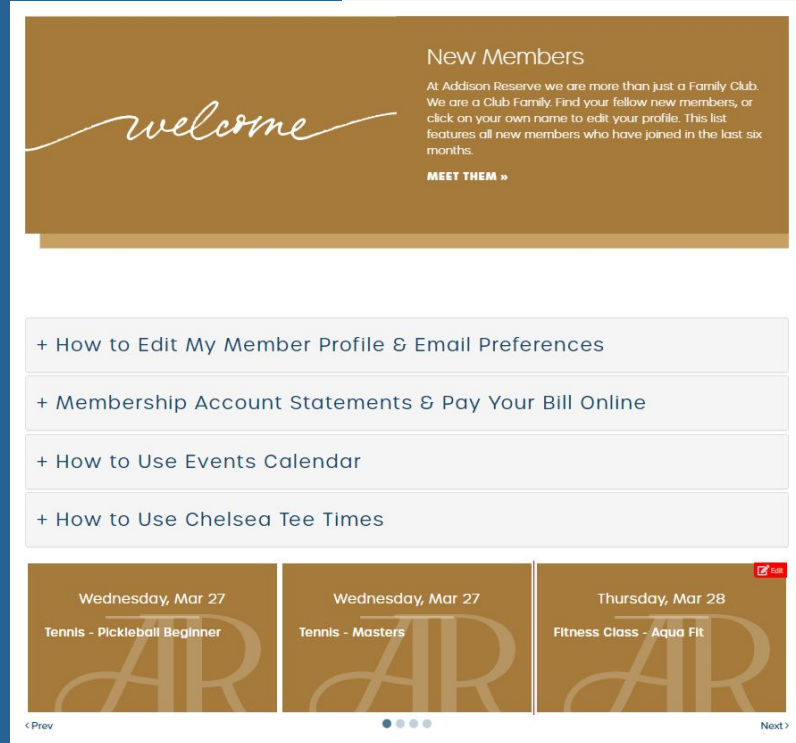
7701 Addison Reserve Blvd., Delray Beach, FL 33446 561.637.4004 [www.addisonreserve.co](http://www.addisonreserve.co)





# What Onboarding Often Looks Like

A Centralized Digital Hub



# What Onboarding Often Looks Like

Where Everything Lives

## Dining at Your Club



Your club offers an exquisite dining experience no matter the occasion, from formal fine dining to casual pub style eats, to grill, or home delivery. Order lunch or dinner delivery service to dine at home or order from our market menu to prepare meals from fresh ingredients.

[VISIT DINING](#)[VIEW OUR MENUS](#)[DINING HOURS](#)[STAFF DIRECTORY](#)[IMPORTANT NUMBERS](#)[HOURS OF OPERATION](#)[CLUB & ARMPQA INFORMATION](#)

### New Member Questions

Do you have a question or suggestion? Please submit it here, and a member of our staff will get back to you shortly.

<input type="text"/>	<input type="text"/>	<input type="text"/>
<small>Name</small>	<small>Email Address</small>	<small>Email</small>
<input type="text"/>		<small>Comments</small>
<small>Type Here</small>		
<input type="button" value="SUBMIT"/>		

## Dress Code

To uphold our quality standards we've developed a simple dress code to preserve our level of expected decorum and tradition of excellence at Addison Reserve Country Club.

**Dress Code**



# Why This Works – For the Club and the Member



Central Information Hub



Time Efficiency



Engagement Booster



Resource Throughout  
Membership



# AUTOMATED EMAIL SERIES



## ADDISON AR RESERVE



### Golf Life at Addison

As a Golf Member, you are entitled to unlimited usage of our three 9-hole championship courses designed by renowned architect Arthur Hills including: no greens fees, unlimited use of driving range & putting facility, golf tee times available - six days in advance of play, golf cart fees or annual trail fees apply. For everything golf at Addison including hours, and guest policy - [download our Golf Guide](#). The Golf Pro Shop is your point of contact for getting started, but you can make a tee time with our online reservation system available on the private side of our website or our mobile app.

#### MAKE A TEE TIME

Find your game at Addison with private instruction from our golf pros, group clinics, weekly events and club tournaments. The practice facilities consist of 10,000 sq ft practice putting green and a chipping/pitching area of 25,000 sq ft, where you will be able to hone your touch on and around the greens.

#### GOLF LESSONS & CLINICS

If you haven't already, be sure to visit our New Member Welcome Center which is our central hub of information for new members on all things dining, golf, recreation, wellness, account management and more. Find all the important links and documents contained in this email and much more.

#### NEW MEMBER WELCOME CENTER

## Addison Reserve Country Club



7201 Addison Reserve Blvd, Delray Beach, FL 33446  
[View this email in your browser](#)

If you have not yet logged into the website, you will need to create your password using the reset password function. [Visit this page](#) and enter your username and email address. Follow the instructions on the page to set up your password.

## ADDISON AR RESERVE



### Dining Reservations

Offering distinct settings for dining out - whether it's a formal dinner or a casual meal you have options. We have private rooms available for more intimate events and large parties. Reservations are not out highly suggested and can easily be made on our mobile app or by calling ahead [561-455-1206](#). We offer delivery from our menus or market items. If you're looking to stay in or cook yourself. Visit our [pricing](#) page what's available for delivery or call [561-455-1251](#).

#### DINING, DELIVERY & CATERING MENU

### Facilities

signature restaurant of the Clubhouse. Taste's menu specializes in unique fishes, the finest prime beef and seafood. Grab a seat next to the window for a picturesque dinner with our lighted waterfall in the background.

LifeStyle Complex, the Club's health and wellness center, The Grill is our casual dining venue. Offering fresh and lighter fare, one may dine at fresco by the pool or enjoy the air conditioned comfort inside the clubhouse.

Terrace is the gathering spot of Addison with an inviting ambiance which welcomes you afternoon through weekends, live music complements the tapas, sushi and sweet treat menu that accompany our signature cocktails.

#### DINING & DELIVERY HOURS OF OPERATION

### Event Spaces

Our private event spaces are graciously designed to accommodate small to medium sized social occasions or social gatherings. Each room seats around 60 or are combinable to entertain 130 guests.

Truly the premier dining room at the Club, enjoyed by Members for that "extra special" dining experience, the dining and bricked ceilings accent this room, which seats up to 18. Our Executive Chef prepares and hosts the menu that are individually paired with wines from our extensive collection.

It already, be sure to visit our New Member Welcome Center which is our central hub of information for new members on all things dining, golf, recreation, wellness, account management and more. Find all the important links and documents contained in this email and much more.

#### NEW MEMBER WELCOME CENTER

## Addison Reserve Country Club



7201 Addison Reserve Blvd, Delray Beach, FL 33446  
[View this email in your browser](#)

If you have not yet logged into the website, you will need to create your password using the reset password function. [Visit this page](#) and enter your username and email address. Follow the instructions on the page to set up your password.

## ADDISON AR RESERVE



### Member Survey

We value your feedback and your input. Your survey process for new members, and our Club experience overall, we would only take a few minutes, but the impact will be significant.

We appreciate your experience so far. Your answers will greatly help us improve our Club experience for all members.

#### START THE SURVEY

## Reserve Country Club



7201 Addison Reserve Blvd, Delray Beach, FL 33446  
[View this email in your browser](#)

You will need to create your password using the reset password function. [Visit this page](#) and enter your username and email address. Follow the instructions on the page to set up your password.



# Proven Success with New Member Onboarding

Automated, yet personal. High engagement with real results.

*From day one builds loyalty for the long term*



EMAILS SENT  
**100**



OPEN RATE  
**100%**



CLICK  
THROUGH  
RATE  
**86%**



# Building a Branded, Behavior-Shaping Journey

*"We wanted to provide **brand awareness** and a plan that **benefited the member** and **saved time.**"*



**Denise Saari**

Membership/Marketing/  
Communications  
Director

# Crafting Your Website Experience

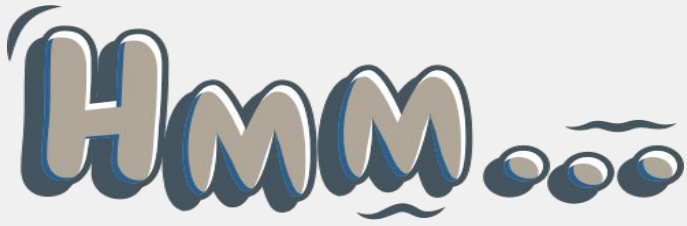
Don't overwhelm  
your users

Create the first  
impression

Help prioritize  
their attention

Reduce their  
learning curve

Invite to engage  
with your story  
through thoughtful  
design



What is your evaluation of your current website design?



Does your current website reflect your brand and mission well or not?



What are the opportunities for  
improvement?



# Strategy

[Download Project Planner](#)→



## MARCOMM PROJECT PLANNER

*Strategizing Member-Centric Communication Solutions*

Utilize the MarComm Project Planner to organize a communications strategy that is proactive, member-focused, and strategically aligned with your club's vision. By planning each step and aligning with broader objectives, your communications will not only resonate with members but also drive your club's success forward.

### IDENTIFY CHALLENGES / OPPORTUNITIES

List current challenges your club faces regarding member communication. For each challenge, brainstorm potential opportunities that could emerge from addressing them.

### SOLUTION STRATEGIES

For each identified challenge and opportunity, develop actionable strategies. Detail the steps, resources needed, and potential hurdles.



# Strategy

[Download Task Organizer](#)→



# 03

## A Digital Renovation Story

Witness tangible transformations and the power of modern design.

# *Great websites come about when the process is a collaboration*



*Behind-the-Scenes  
Video Series*

[Watch Now→](#)



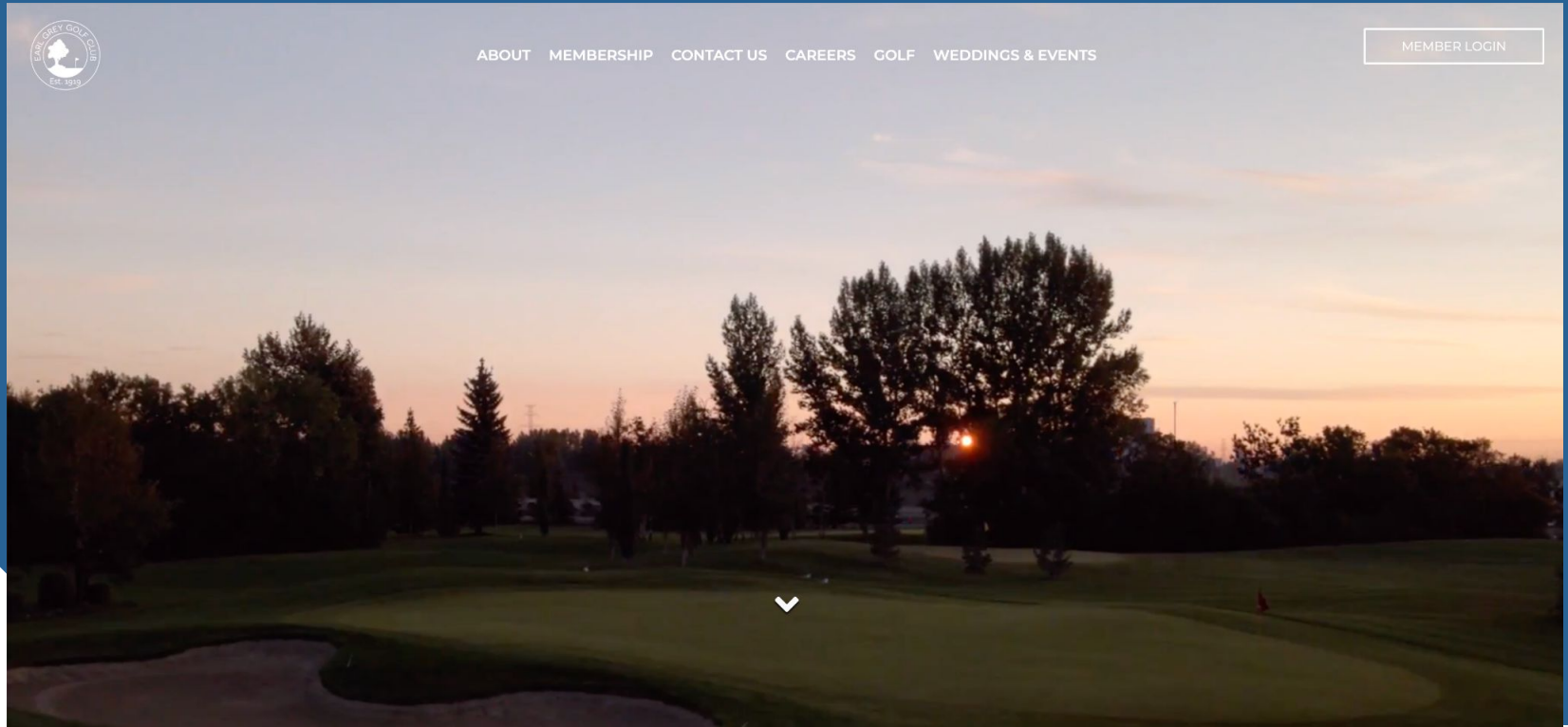
# A Reimagined Digital Home for Members

Earl Grey Golf Club  
Calgary, Alberta  
[earlgreygolfclub.com](http://earlgreygolfclub.com)

**Christa Abbott**

Director of Marketing &  
Communications

# Creating a One-Stop Hub for the Member Experience



# Creating a One-Stop Hub for the Member Experience



ABOUT MEMBERSHIP CONTACT US CAREERS GOLF WEDDINGS & EVENTS

MEMBER LOGIN

	Front 9		Back 9				Slopes & Rating			
HOLE	1	2	3	4	5	6	7	8	9	OUT
Black	569	433	411	400	475	334	164	403	217	341
Black/Blue	528	395	411	400	405	334	152	403	217	321
Blue	528	395	378	376	405	310	152	381	186	311
Blue/White	517	371	378	376	358	310	125	381	156	291
White	517	372	365	319	358	283	125	321	156	281
White/Gold	479	344	365	319	358	283	92	321	147	271
Gold	479	344	311	295	322	279	92	291	147	251
Family	370	250	240	230	260	215	90	230	110	195
Family/Gold	370	250	311	295	322	279	90	291	110	231
PAR	5	4	4	4	4	4	3	4	3	31
Men's Handicap	5	9	3	11	1	13	17	7	15	
Women's Handicap	1	7	3	11	5	13	15	9	17	



# Creating a One-Stop Hub for the Member Experience



# Tools That Transform the Member Experience



1 Column



1 Column Full Width

1 Column Full Width  
Login

2 Column 30/70



2 Column 50/50



2 Column 70/30

CHO Blog template  
2015

Dining Module



DiningSearch



Edit Roster

Event Management:  
CalendarEvents Module  
ResponsiveMember  
ConfirmationMember  
Registration

Member Validation

Module with  
property

Passthrough



Pdf Viewer



Roster



Site map

Statements with  
Property

## HOURS

### Administration

Mon - Thu 9 am - 4 pm

Fri 9 am - 12 pm

Sat/Sun Closed

[VIEW FULL HOURS](#)

## QUICK LINKS

[SIM & TEE BOOKINGS](#)[EVENT CALENDAR](#)[STATEMENTS](#)[2025 SEASON GUIDE](#)[NEWSLETTERS](#)[STAFF DIRECTORY](#)

# Immediate Impact and Brand Alignment

- Strong **brand alignment** across all digital touchpoints.
- **Fewer member inquiries** — members now find what they need independently.
- **Positive feedback** from members and staff on navigation, design, and clarity.



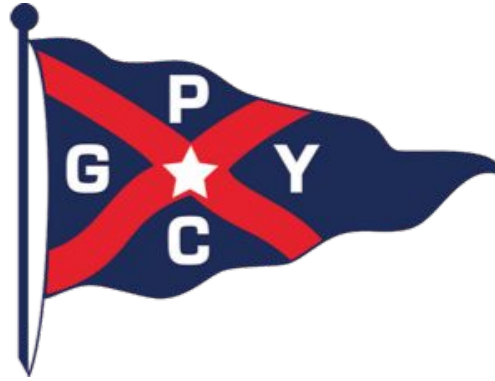
# Building on Integration and App Enhancements

- Transition more departments from third-party tools to **Jonas Club Modules** for better integration and time savings.
- Leverage **premium mobile app** features to deepen engagement and capture data-driven insights.
- Continue improving the digital connection between staff workflows and member convenience.



*“Simplicity is the new luxury — when members can navigate with ease, your brand promise comes to life.”*





# A Reimagined Digital Home for Members

Grosse Pointe Yacht Club  
Grosse Pointe Shores, MI  
[gpyc.org](http://gpyc.org)

**Alexa Coole**  
Membership Director

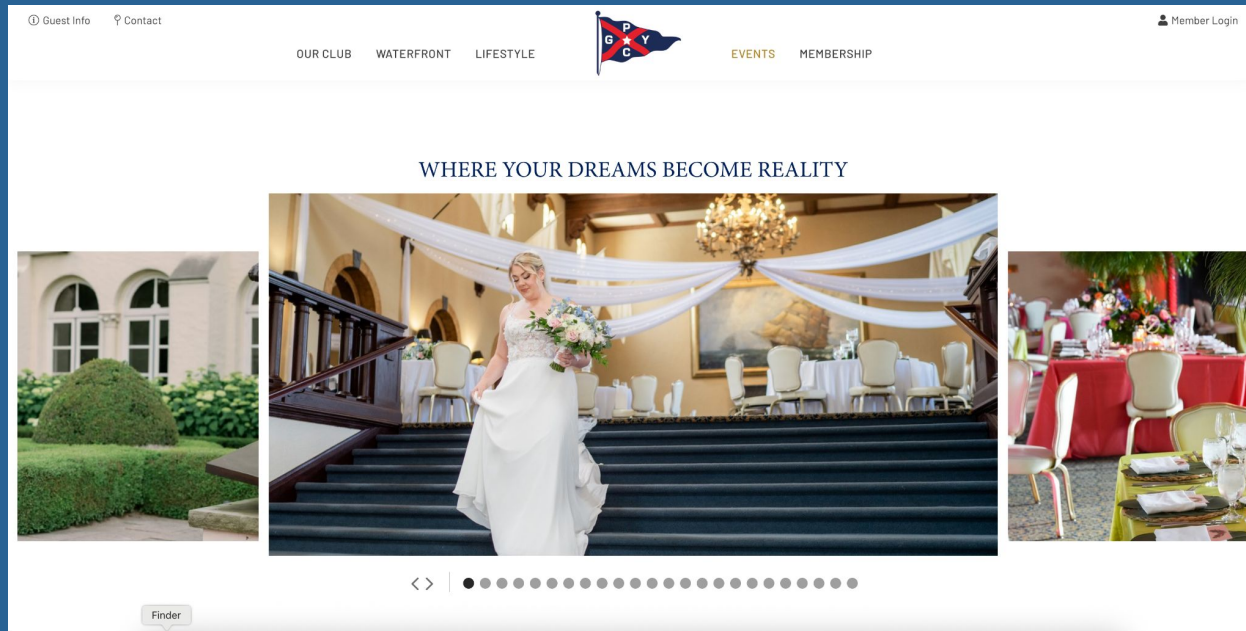
# Setting a Vision for a True Digital Extension of the Club

- Create a user-friendly, intuitive, and welcoming digital experience that mirrors the in-person club environment
- Overcome low member engagement and awareness of the old website
- Build a platform that feels like home — simple, efficient, and enjoyable to use
- Treat the website as both a communication hub and a reflection of the club's brand and standards






# Bringing the Member Experience to Life



# Bringing the Member Experience to Life

[Guest Info](#) [Contact](#)

[OUR CLUB](#) [WATERFRONT](#) [LIFESTYLE](#)



[EVENTS](#) [MEMBERSHIP](#)

[Member Login](#)

## MEMBERSHIP

Our esteemed membership community is thoughtfully curated by our Board of Directors to uphold the legacy and prestige of our Club. Available by sponsorship only, membership at GPYC provides access to our historic facilities, including the Clubhouse and dining areas, the harbor, pool, tennis and pickleball courts, paddle tennis house, Bowling Recreation Center, and Fitness Center. Members also enjoy exclusive Club-hosted social events, the opportunity to host private gatherings, and access to other distinguished clubs worldwide through our reciprocal program.

[REQUEST A TOUR](#)

### MEMBERSHIP CATEGORIES

Active members have access to all Club facilities and amenities, including a well in the Harbor and voting privileges.

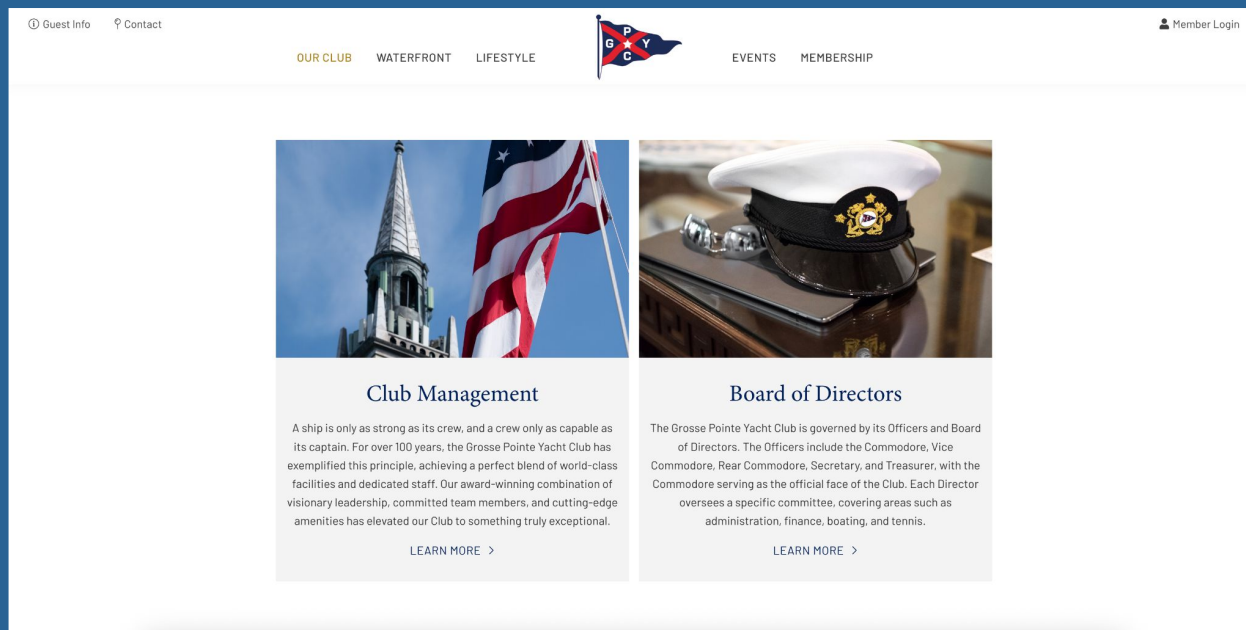
Social members have full Club privileges except well- renting in the Harbor and the right to vote.

Legacy members are children of a GPYC member with access to full Club privileges except well-renting in the Harbor and voting privileges.

Non- Resident members do not have their main residence or place of business within 75 miles of the Club and have full Club privileges.



# Bringing the Member Experience to Life



# Bringing the Member Experience to Life



**Navigation:** Streamlined and intuitive, making it easy to find information without friction



# Bringing the Member Experience to Life

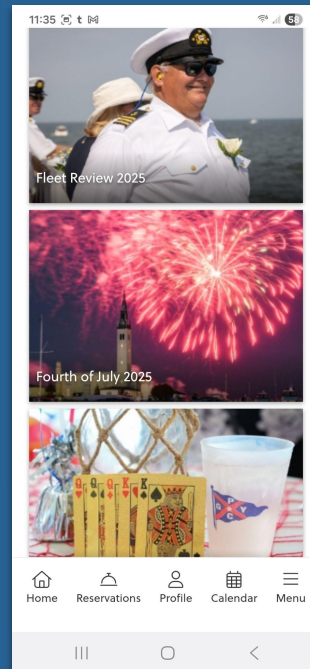
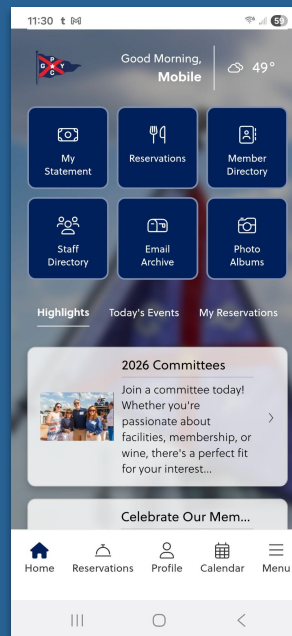
**Photo Albums Quicklink:** Extends the club's community feeling into digital — members relive events almost instantly



## DOWNLOAD OUR NEW MOBILE APP

Visit the Apple App Store or Google Play Store from your mobile phone and search for Grosse Pointe Yacht Club or if you're on your device now use the links below.

**Download for iPhone/iPad**  
**Download for Android**



# Bringing the Member Experience to Life

Email Archive: Solves the “I didn’t see the email” challenge by giving members one-click access to all communications



Club Calendar

Hours of Operation

The Grosse Pointer

11:30

📶

📶

📶

Email Archive

Filter

Month/Year:

Message Group:

Show All

Search

General Announcement

October Membership Posting

In Memoriam: Michael A. Meda

New Membership Incentive

A Message from the Commodore

New Date - Celebration of Life: Kishor Oza

In Memoriam: William J. Champion III

eNewsletter

The Weekly Buzz - October 21

Home

Reservations

Profile

Calendar

Menu

## EMAIL ARCHIVE

[View All](#)

Select Year:

2025 (135)

Select Month:

October

## GENERAL ANNOUNCEMENT

Date	Time	From	Subject
10/10/2025	4:30 pm	Grosse Pointe Yacht Club	October Membership Posting
10/10/2025	3:00 pm	Grosse Pointe Yacht Club	In Memoriam: Michael A. Meda
10/8/2025	4:00 pm	Grosse Pointe Yacht Club	New Membership Incentive
10/6/2025	3:00 pm	Grosse Pointe Yacht Club	A Message from the Commodore
10/4/2025	10:00 am	Grosse Pointe Yacht Club	New Date - Celebration of Life: Kishor Oza
10/2/2025	10:59 am	Grosse Pointe Yacht Club	In Memoriam: William J. Champion III

## ENEWSLETTER

Date	Time	From	Subject
10/21/2025	6:00 pm	Grosse Pointe Yacht Club	The Weekly Buzz - October 21
10/16/2025	6:00 pm	Grosse Pointe Yacht Club	Your Weekend Ahead-October 16-19
10/14/2025	6:00 pm	Grosse Pointe Yacht Club	The Weekly Buzz - October 14
10/9/2025	6:00 pm	Grosse Pointe Yacht Club	Your Weekend Ahead-October 8-12
10/7/2025	6:00 pm	Grosse Pointe Yacht Club	The Weekly Buzz - October 7
10/2/2025	6:00 pm	Grosse Pointe Yacht Club	Your Weekend Ahead: October 2-5

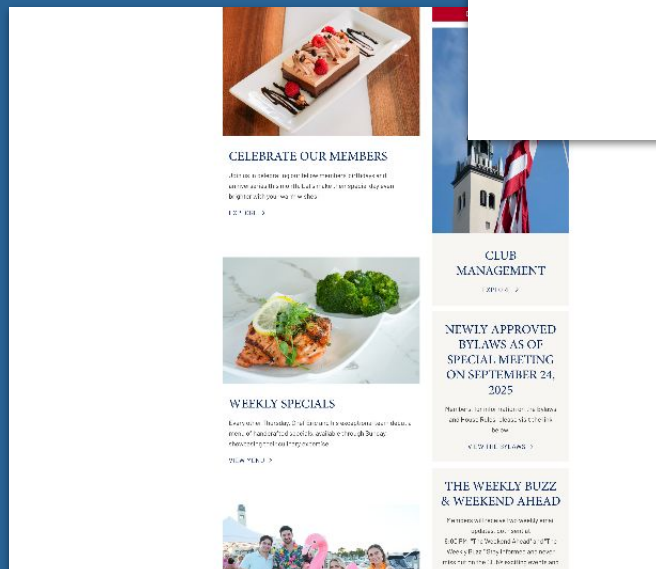
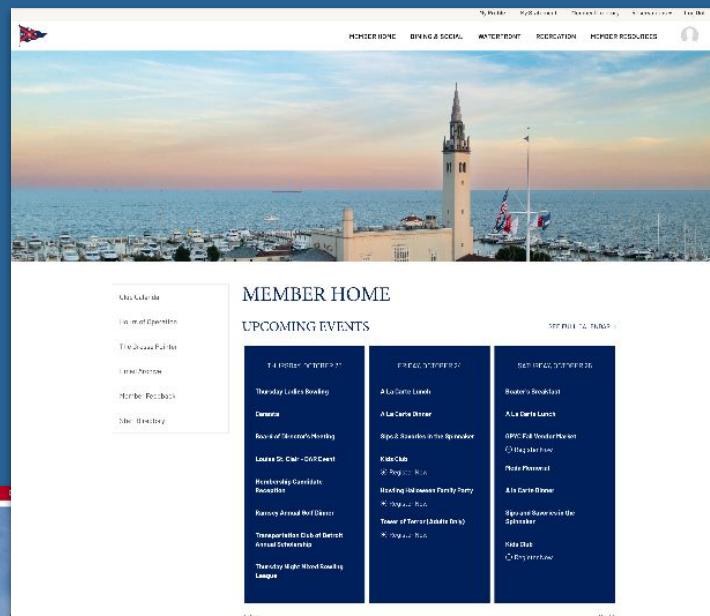


788 Lake Shore Rd

THE GROSSE POINTER >

# Turning Familiarity Into Engagement

Grosse Pointe Yacht Club's redesign proves that when your website feels familiar and effortless to use, members naturally engage more often. The digital front door becomes an extension of the community — a place members want to visit, not just need to.





# When members visit your website, does it feel like walking through your club doors?



[Watch Now→](#)







# Elevating a Prestigious Brand's Digital Front Door

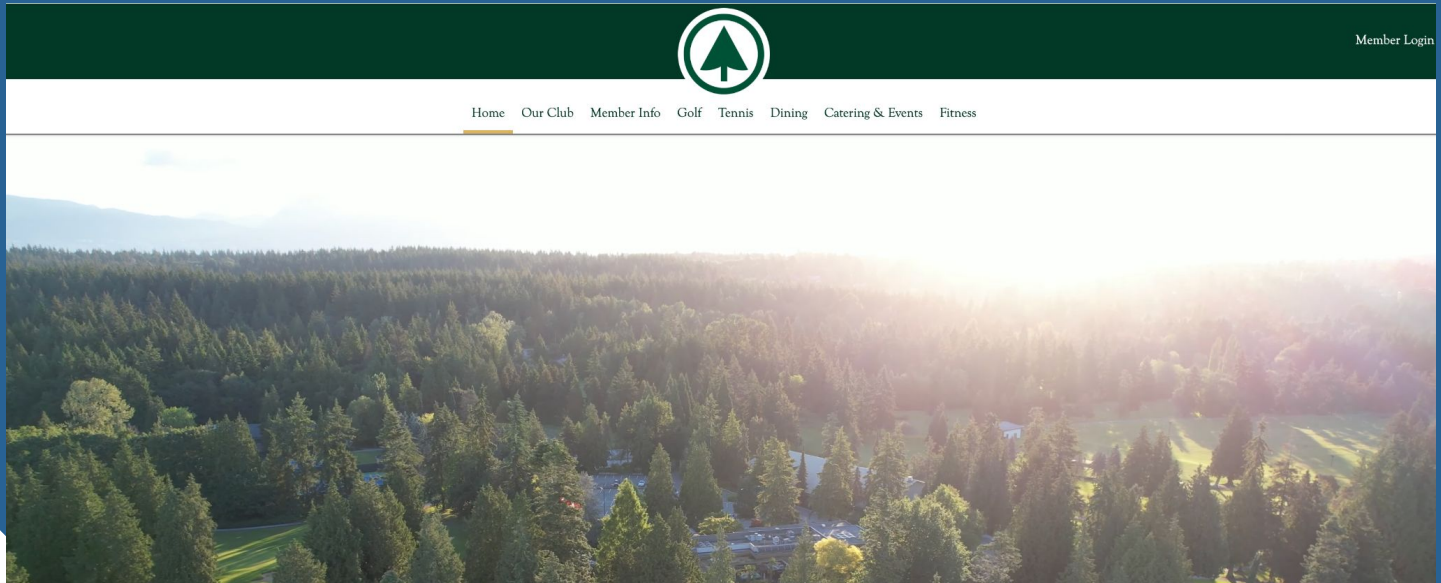
Shaughnessy Golf & Country Club  
Vancouver, BC  
[shaughnessy.org](http://shaughnessy.org)

**Adam Markus**

Marketing and Communications Coordinator

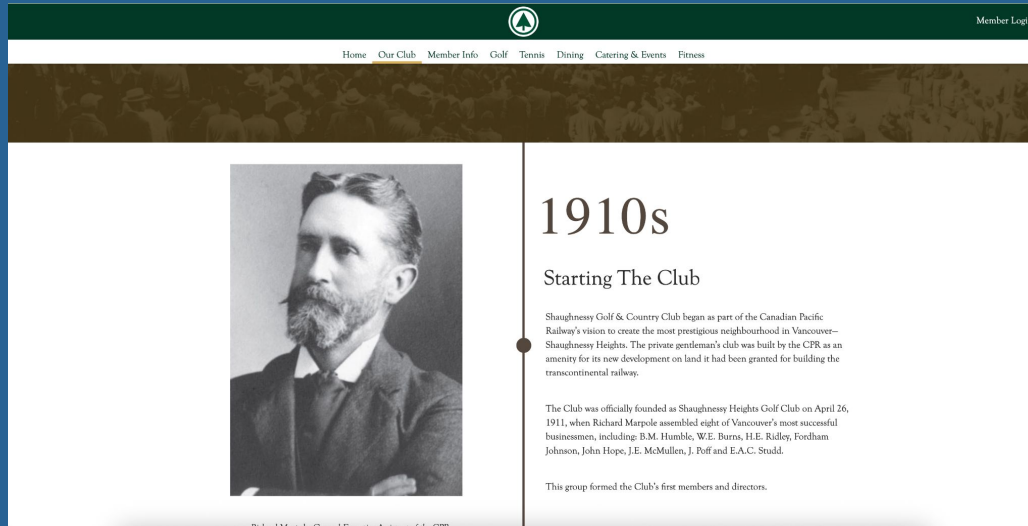
# What the Team Set Out to Achieve

- Present updates and key information in a clear, digestible format
- Refine the club's visual language to reflect its elegance and legacy
- Showcase the property's beauty and community through high-quality imagery
- Create a homepage that serves as an intuitive hub for members and visitors
- Simplify access to policies, guest information, and essential resources
- Streamline daily-use features like the lineup and event details for quick access



# Turning Clarity into an Experience

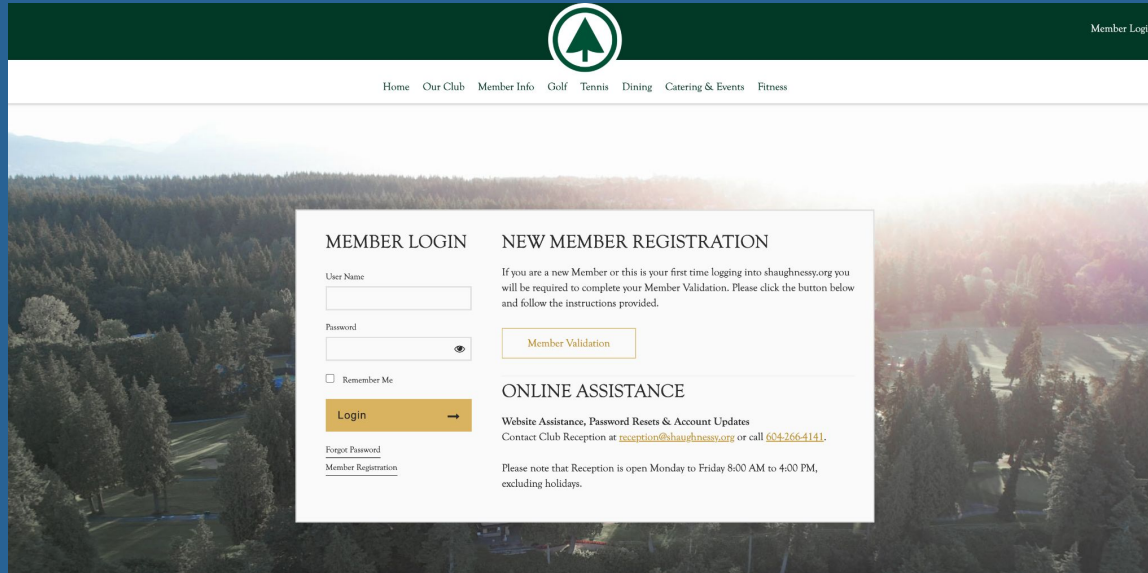
- Homepage sections that surface updates and key links and now functions as a launchpad, reducing clicks to core areas
- History reworked into a single scroll for narrative continuity and easier reading
- Consistent typography and imagery build an elegant, brand-true feel



[View the History →](#)

# Roadmap Items Under Consideration

- More individualized member portal experiences by category
- · Interactive maps and virtual tours for orientation and storytelling
- · Member input loops through surveys
- · Feature ideas to extend convenience: automatic bag drop workflows, galleries, livestream webcam, wine ordering, tennis bookings, online shop, online food ordering



The screenshot displays the member portal interface for Shaughnessy Golf & Country Club. The page features a dark green header with the club's logo (a stylized tree) and a "Member Login" link. Below the header is a navigation bar with links: Home, Our Club, Member Info, Golf, Tennis, Dining, Catering & Events, and Fitness. The main content area is divided into two columns. The left column, titled "MEMBER LOGIN", contains fields for "User Name" and "Password", a "Remember Me" checkbox, and a "Login" button with a right arrow. Below these fields are links for "Forgot Password" and "Member Registration". The right column, titled "NEW MEMBER REGISTRATION", includes a paragraph explaining the registration process and a "Member Validation" button. Below this is a section titled "ONLINE ASSISTANCE" with text about website assistance, password resets, and account updates, along with contact information for Club Reception (email: [reception@shaughnessy.org](mailto:reception@shaughnessy.org) or phone: 604-266-4141). A note at the bottom states that reception is open Monday to Friday from 8:00 AM to 4:00 PM, excluding holidays. The background of the page is a scenic image of a golf course with trees and mountains.

Member Login

Home Our Club Member Info Golf Tennis Dining Catering & Events Fitness

### MEMBER LOGIN

User Name

Password

☐ Remember Me

Login →

[Forgot Password](#)  
[Member Registration](#)

### NEW MEMBER REGISTRATION

If you are a new Member or this is your first time logging into shaughnessy.org you will be required to complete your Member Validation. Please click the button below and follow the instructions provided.

Member Validation

### ONLINE ASSISTANCE

Website Assistance, Password Resets & Account Updates  
Contact Club Reception at [reception@shaughnessy.org](mailto:reception@shaughnessy.org) or call 604-266-4141.

Please note that Reception is open Monday to Friday 8:00 AM to 4:00 PM, excluding holidays.



*The feeling you create  
online should mirror  
the one they feel when  
they arrive.*



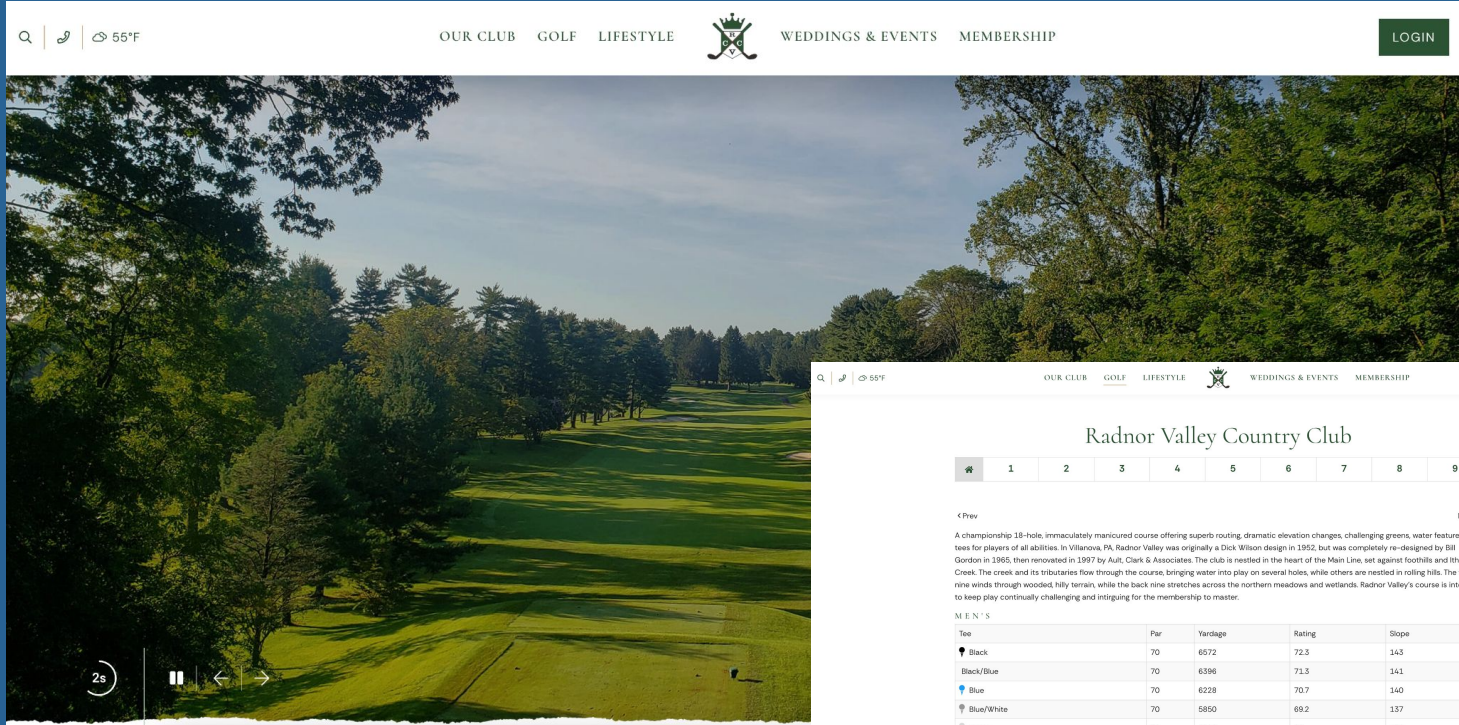


# Redefining Digital Reputation on the Main Line


Rendtor Valley Country Club  
Villanova, PA  
[radnorvalleycc.com](http://radnorvalleycc.com)

**Halie Kay Vermillion**  
Membership & Marketing Manager

# Four Words That Defined the Redesign



Q | 📍 | ☁ 55°F

OUR CLUB | GOLF | LIFESTYLE |  WEDDINGS & EVENTS | MEMBERSHIP

LOGIN

## Radnor Valley Country Club

🏠

1

2

3

4

5

6

7

8

9

< Prev

Next >

A championship 18-hole, immaculately manicured course offering superb routing, dramatic elevation changes, challenging greens, water features, and tees for players of all abilities. In Villanova, PA, Radnor Valley was originally a Dick Wilson design in 1952, but was completely re-designed by Bill Gordon in 1985, then renovated in 1997 by Ault, Clark & Associates. The club is nestled in the heart of the Main Line, set against foothills and Ithan Creek. The creek and its tributaries flow through the course, bringing water into play on several holes, while others are nestled in rolling hills. The front nine winds through wooded, hilly terrain, while the back nine stretches across the northern meadows and wetlands. Radnor Valley's course is intended to keep play continually challenging and intriguing for the membership to master.

MEN'S

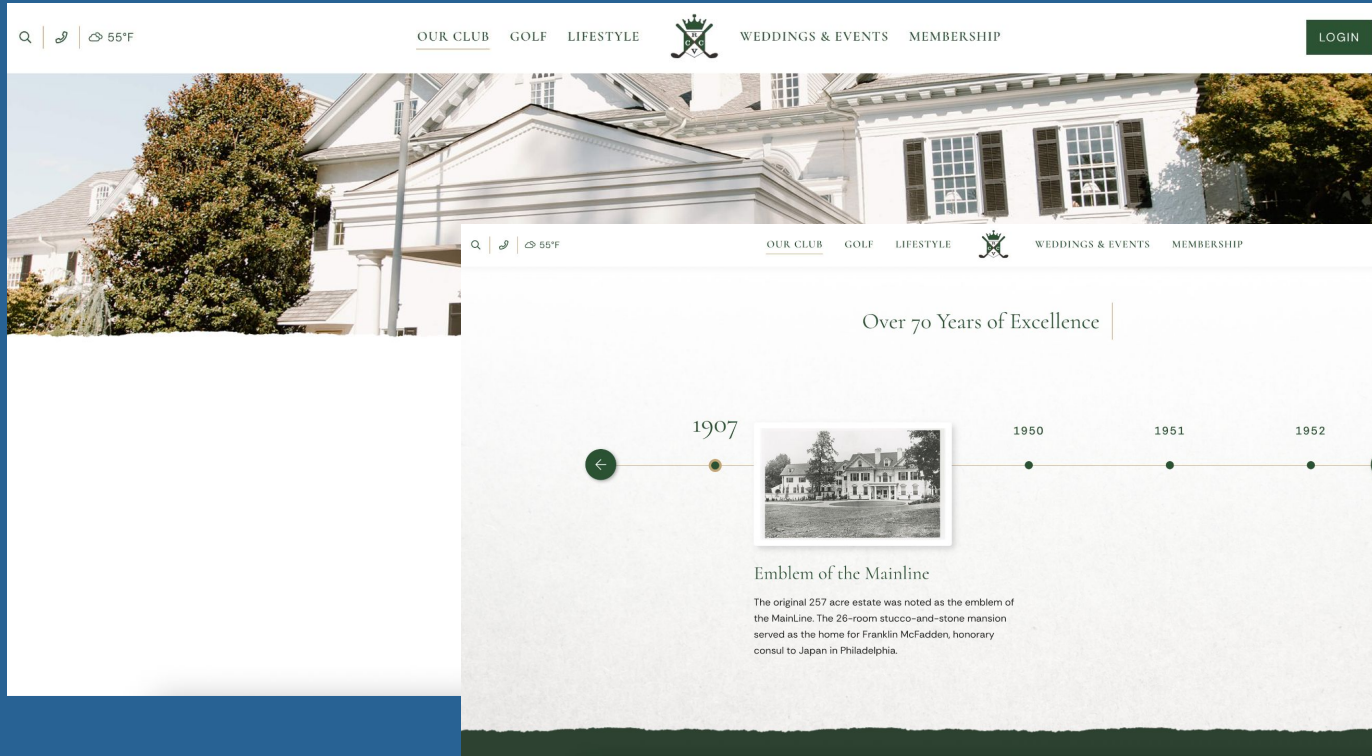
Tee	Par	Yardage	Rating	Slope
🟦 Black	70	6572	72.5	143
🟦 Black/Blue	70	6396	71.5	141
🟦 Blue	70	6228	70.7	140
🟦 Blue/White	70	5850	69.2	137
🟦 White	70	5580	68	136

LADIES

Tee	Par	Yardage	Rating	Slope
-----	-----	---------	--------	-------



# Tradition, Storytelling, and Modern Utility





# Tradition, Storytelling, and Modern Utility

## *Radnor Valley* | By the Numbers

400+

RADNOR VALLEY  
FAMILIES

85+

MEMBERSHIP EVENTS  
PER YEAR

47

YEARS

AVERAGE MEMBERSHIP  
AGE

154

YEARS

COMBINED  
MANAGEMENT TENURE

MEMBERSHIP



# Measurable Engagement and Member Excitement

- Over 30,000 logins within the first two months post-launch — far exceeding prior usage levels.
- Event attendance has “skyrocketed” since moving away from manual email sign-ups.
- Entire families now use the website and app as a shared hub for activities and communications
- Departments are more connected, saving time and improving communication flow.



*Your digital front door  
shapes perception  
before anyone walks  
through your real one.*





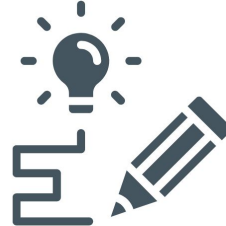
**Start your digital renovation now →**



**Analyze**



**Get Inspired**



**Make Plan**



**See Impact**