



## **PRESIDENT'S 50/50 CLUB Q&A**

### **Q1 What is it?**

Presidents 50/50 club is a potential new membership initiative which unlike your annual subscriptions, all funds raised will be used exclusively for capital expenditure projects (not daily costs, maintenance or repairs).

This is a 50/50 club, and as such, each month a prize draw will take place, where 50% of the ticket price is paid out in prizes.

The other 50% will be ring fenced and will be used only to implement improvements to the club.

### **Q2 Why is this required?**

Attracting members and visitors alike is becoming more and more difficult and I personally would love for our club to be able to have some extra capital to allow us to make long term improvements to the club, our course is already one of the best in the area, and enhancing it would benefit us all.

We currently have a reliance on an overdraft facility over the winter months, so this means that any profit we can make on a yearly basis has to be used to continue to reduce this before embarking on capital expenditure.

Over the past few years, although our Greens budget has increased slightly, there remains a shortage of available capital to complete many tasks that our Head Green Keeper would like to implement. It has also meant that even thinking about the ideas of what we would like to implement has been pointless, as we have known that there would not be the funds to complete this.

By introducing a membership initiative where members can sign-up to, via a monthly standing order or annual payment, we are seeking to replicate a format which is in place at several other sporting clubs, which would provide capital that we don't have at present, to allow the club to continue to improve.

This could be simple things like new Flag Sticks, or upgrading a path, to buying a piece of greens machinery, building a new Tee, remodelling a Green,

introducing more water hazards or bunker, updating our on-course sprinkler system, improving practice facilities, updating the clubhouse furniture etc, the list unfortunately is endless.

Using the flagstick options as a point in case, this winter, over 40 work hours were spent rubbing down and repainting all the flagsticks for the course. At most clubs, this would simply have been the case of let's buy some new ones and use that labour elsewhere, however, at a cost of around £500 this just wasn't an option. At Aboyne we must ensure that every penny spent is the maximum value for money (and the minimum amount possible) and our Head Greenkeeper does an excellent job in ensuring we get the fantastic course we have on a limited budget.

Another example is that for years we have had to use plastic hole cups in the ground, which don't stand up well and last only for a short time period and need continually replaced. We have been looking to replace these with Aluminium cups, however, these are around £500 more upfront in cost and as such we could not afford them. In this instance, we have found a willing sponsor and the new Aluminium cups have been purchased and should last 5 years plus and lead to a long-term saving.

In the clubhouse, we have had to rely on generous personal donations to allow us to make even the small changes that we made over the last 18 months.

You can see from these examples, that funding for long term improvements is extremely difficult, be that updating pathways, walls and fencing or larger projects like spending £3,000 on a new piece of greens equipment or £2,500 renewing our outdated sprinkler systems or £1000's on upgrading clubhouse furniture and these are far from being achievable at present.

***It is not feasible to sponsor every bit of development, although, we are always looking for and willing to listen to, any ideas for any future sponsorship opportunities***

### **Q3 How do I know the money will be spent on improvements and not used for day to day running costs**

All funds received to the Presidents 50/50 Club will be ring fenced and the spending of these funds will be overseen by a committee, which would include the President, the Greens Convenor, The Head Green Keeper and at least 2 Presidents Club ordinary members. Their role would be to discuss, prioritise and agree on proposals for spending of the funds raised and bring these to full council for implementation.

### **Q4 Why are members being asked to contribute more to the club?**

For the Golf club to be successful and continue to improve and evolve, we must explore all avenues to increase revenue and this is just one initiative which has been designed to achieve that goal.

In an increasingly competitive marketplace the club's commercial strategy needs to be diversified

The Presidents 50/50 club committee would also be tasked with looking at the other options available to try and raise additional funds for the on course projects in due course, with a view to increasing the available capital, perhaps by providing opportunities for corporate supporters and local businesses to engage more closely with the club or by other fundraising ideas.

### **Q5 Why should I sign up?**

The Presidents 50/50 club is for all those that wish to help fund capital projects, while having the chance to win a cash prize each month.

**It is completely optional, and no one is expected to take part. This is an opportunity for those who want to and can afford to, give an extra bit to enhance the Golf Club that we all love.**

As an example, based on £10 a head, if 50 members opted in, this would provide £3,000 of working capital for capital improvements per season, as well as £3,000 in prizes for those taking part.

Dependant on the ticket numbers sold, we would expect to offer monthly prizes in the region of

<b>Tickets sold</b>	<b>50</b>	<b>100</b>	<b>150</b>
1 <sup>st</sup>	£100	£200	£300
2 <sup>nd</sup>	£60	£120	£180
3 <sup>rd</sup>	£40	£80	£120
Annual Capital Budget	£3,000	£6,000	£9,000

With a bumper December Christmas Draw of

<b>Tickets sold</b>	<b>50</b>	<b>100</b>	<b>150</b>
1 <sup>st</sup>	£500	2 x £500	3 x £500
2 <sup>nd</sup>	£200	2 x £200	3 x £200
3 <sup>rd</sup>	£100	2 x £100	3 x £100

**Q6. Do I have to sign-up for a certain period of time?**

We would be looking for each member to commit to a minimum of 12 months, as prizes and expenditure will be set and based on this at outset.

All members will be contacted ahead of their renewal date.

**Q7. What does it cost**

This will be decided based on feedback received from members

**Q8. How do I sign up?**

At this stage, we are just gauging interest in this opportunity, if there are not sufficient numbers to proceed then it will not work.

If you are interested in this idea, I would be grateful if you could take 2 minutes to answer a couple of questions, by clicking on this link

<https://www.surveymonkey.co.uk/r/5050club>

This will allow me to gather feedback and gauge interest.

If there are enough willing participants, we will aim to get this off the ground in the next couple of weeks.

**Justin Grant**  
**President**  
**May 2018**