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Work With PGA HOPE

Kathy Gildersleeve-Jensen on the importance of working with PGA HOPE:

One of our golf facilities is located within a large military community. Understanding that we are surrounded by people who are directly and indirectly involved in the military, we wanted to reach out to them through golf. We decided to launch a six-week program in partnership with PGA HOPE. Having received our required certification and training, we had to convince Veterans Affairs that our program would be enjoyable and impactful on the lives of veterans in order to gain access to the database of individuals that we would want to work with. After convincing key stakeholders that what we were doing would enrich veterans' lives, we invited them to our initial event to ensure that they understood what we are doing is having a positive impact. Following the success of our events, the local VA now actively supports our projects and helps us reach the right people. The strength of this relationship and the power of word of mouth has helped us avoid time-consuming marketing campaigns. In our initial event we had 10 participants, and at the end of the program we played nine holes together. The best part is that four of the 10 participants formed friendships and play golf together regularly. We are already planning more events like this for this upcoming winter as the feedback has been overwhelmingly positive.

Kathy Gildersleeve-Jensen on the business impact of working with PGA HOPE:

We weren't dedicated to offering this program in partnership with PGA HOPE to increase our bottom line. We saw it as an opportunity to have a positive impact on our community and show our appreciation for the sacrifices veterans have made for us. I strongly believe that reputation is fundamentally important in any business, and working with these incredible people helps enhance the reputation of our facility and encourages other military personnel to enjoy our amenities. This program has helped us build year-round customers and mitigate the risk of becoming overly dependent on tourists during our peak season.



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