

AWGA Ambassador Program

This is a program designed to introduce new women golfers to the game and keep them in the game. We will start by establishing key relationships between the women who play regularly at a specific golf course and the PGA Professional at that same course. Through this relationship, the PGA Professional and the women golfers (AWGA Ambassadors) will work together to create an environment where women with little or no experience can come out and learn everything from how the game is played, to swing and playing basics, to establishing relationships within the golf community that will help them feel comfortable navigating the golf course on their own. The key to this program is including women golfers (AWGA Ambassadors) in the lesson environment. We know from experience that the average new woman golfer is much more likely to develop a strong lasting interest in the game if she has a support network of other women with whom to learn, practice, and play. It is also important that the AWGA Ambassadors represent the “average woman golfer”, meaning that they will not typically be a scratch golfer. She will usually be a player who maintains a Handicap between a 21 and 26.

Program basics (exact details may vary by location)

Suggested Ratios: 1 PGA Pro for every 6-9 golfers
 1 AWGA Ambassador for every 3 golfers

Schedule of events:

Week 1

- 1 hour orientation: This will include the first meeting with the PGA Professional, AWGA Ambassadors, and group to serve as an “icebreaker” and provide an introduction to the program. The basic topics covered will be:
 - Object of the game
 - Etiquette
 - Rules
 - Making Tee Times
 - Where to get golf clothes
 - What to carry in your bag
 - Basic Handicapping
 - Playing on your own
 - Joining a club or league
- 30 minute group lesson covering basic fundamentals – Grip, Posture, Alignment, and Ball Position.
- Optional practice after lesson. (AWGA Ambassador and PGA Professional will be available at driving range after lesson if any students wish to stay and practice; additional range balls will be included.)

Week 2

- 30 minute review of previous week’s lesson.
- 45 minute group lesson introducing the Short Game
- Optional practice after lesson with more individual instruction.

Week 3

- 30 minute review of previous week’s lesson.
- 45 minute group lesson introducing the Full Swing
- Optional practice after lesson with more individual instruction.

Week 4

- 30 minute review of previous week’s lesson.
- 3 Hole Scramble with AWGA Ambassador – PGA Professional supervising. (1 hour)
- 30 minute review with PGA Professional and AWGA Ambassador to talk about the experience and discuss the difference between scramble, individual play, and other formats.

Week 5

- 15 minute warm up on practice facility.
- 45 minute group lesson reviewing fundamentals and short game.
- 3 Holes of play, format TBD based on the groups ability level. (1 hour)

Week 6

- 15 minute warm up on practice facility
 - 45 minute group lesson reviewing full swing
 - 30 Minute – Program review
- Optional 9 holes of play, format TBD based on students' readiness and preference.

Follow-up on program with AWGA Ambassadors only

Week 7 & 8 - 9 holes with Ambassadors