



June 7, 2023

Dear NCGA Club Officers,

We hope this letter finds you well and you are having a great golf season! Thank you for all you do to lead your club and ensure that your members are fully benefiting from their NCGA memberships.

We wanted to inform you in advance of several changes that we are making to our club billing process and member dues that will be effective 1/1/2024, as well as [invite you to a special NCGA Spotlight webinar on the topic on Tuesday June 27 at 10 a.m. PST.](#)

For 2024, annual NCGA dues for current members will increase from \$39 to \$46 per member, and for new members they will decrease from \$49 to \$46 (eliminating the \$10 initiation fee). Notably, since 2010 the NCGA has only raised dues once, +8% in 2018. Youth on Course membership dues will remain unchanged.

In connection with the change in our dues, we are eliminating club dues completely. This will simplify the billing processes and ensure equity across all our club types.

We have continued to innovate and enhance our member benefits and club services greatly since the last dues increase in 2018, including:

Investments into Member Benefits:

- Added over 100 days of new tournaments, events, trips and outings
- Created a Customer Service Hub providing <24-hour turn-around for questions
- Improved member and club communications, including new *NCGA PLUS* monthly digital newsletter, new bi-monthly Women's NewsLinks and monthly newsletters to Club Officers and Club Ambassadors to ensure awareness of breadth of benefits and events
- Delivering more member exclusive discounts across new partners including stay and plays, green fees, equipment and apparel

Investments into Technology:

- Added Member Planet Membership Platform to assist clubs with roster management, billing, ecommerce, club websites and communications
- Created Online Knowledge Center for club officers as well as Renewal Hub at NCGA.org
- Improved and simplified NCGA.org
- Provide complimentary tournament management program for clubs through BlueGolf

Investments into Growth of the Game:

- Youth on Course: Now serving over >30,000 kids at more than 200 facilities in Northern California
- NCGA REACH: Grant program for improving diversity and inclusion across the region
- Increased advocacy and legislative efforts on behalf of Northern California golf community

We are proud of our expanded list of services, and we feel confident that your NCGA membership provides the best value in golf. We will continue to look for new ways to support our clubs and the game of golf, and you can rest assured that all of us at the NCGA will continue to work hard for you and your members.

We encourage you to join us on June 27 for the NCGA Spotlight webinar when we'll review the changes in more detail. Link: https://webinar.ringcentral.com/webinar/register/WN_bTqumwNXRaOfS-g8Dx-stw

Sincerely,
The NCGA Team