

Dear Member,

Thank you for making my first few months at Fauquier Springs Country Club (FSCC) one of the best experiences of my career. Being involved with such a great group of people – both club members and fellow staff members alike – makes me look forward to each and every day.

We have an outstanding club. Our golf course is always a pleasure to play. Our food is excellent. Chef Tom and his staff do a wonderful job of consistently creating culinary treats for everyone to enjoy. This is why we keep hearing that FSCC has the best restaurant around. Last, but not least, we have the best group of members I have ever known. Our members are friendly and welcoming and just want to relax and enjoy our piece of heaven.

Our membership is the lifeblood of our Club. We need to find ways to introduce our friends, business associates and relatives to FSCC. The best way for people to appreciate what we have is for them to experience it themselves.

One way to do this is through a Member Referral Program. This program does not ask our members to be sales people for the club. All we need from you are the names of friends, family and business associates you would like me to contact on your behalf along with their contact information. These types of programs have been very successful since the referred person already has friends at the club.

How the Member Referral Program works:

- Provide me with the names and contact information of your prospects.
- I will send them an invitation by mail or email (we will create a template so the member's name and the prospect's name will appear on the invitation to personalize it). The invitation will say that on behalf of Member, Mr. John Doe, Fauquier Springs Country Club would like to invite them to the club to experience why his club is so special.
- I will provide a tour of the facility, invite them to play a round of golf and welcome them to dine with us to see why people say we have the best restaurant in town.

- **Incentives for Members**

- ❖ **If your referral becomes a member, you may choose between one month's free dues or \$50 a month for 12 months to be used in the Grille Room or Pro Shop. (The monthly allocation must be used by the end of each month - there are no carryovers)**
- ❖ **If you have two or more referrals who become members, you will be entered into a drawing for a set of irons, a dinner prepared by Chef Tom for up to a party of eight at your home* or something of equal value. You will receive one entry for each referral who becomes a member.**
- ❖ **All members who have one referral that becomes a member will be placed in a drawing for a driver, putter, dinner for four*, dinner for two* or something of equal value. The number of members who are eligible for this drawing will determine how many drawings we will have.**

***(Some limitations may apply)**

Continuing to grow our membership is essential for the future of our club. As is the case with every club – we need to replace members who leave the club due to moves or for other reasons. It is important that we create channels through which we can add new members to offset this attrition. The Member Referral Program has proven to be one of the most effective ways to increase membership.

I look forward to receiving many of your friends' and associates' names and contact information so we can introduce them to their **"New Home for Great Golf, Great Fun, Great Food & Great People."**

Fauquier Springs Country Club is a truly special place. Let's bring our friends and colleagues here to enjoy it with us.

See you at the club!