

6-21-19



**2019 Board of Directors**

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## Board-O-Gram 2019-13

To our Membership:

Our Fawn Lake Country Club Membership Committee continues to be hard at work promoting our club and attracting new members. We have an exciting upcoming event that is specifically designed to attract new golfers to our club. We'd like to share the details of this campaign with you so that you might consider inviting your golfing friends who are not yet members of our club.

**A Fawn Lake Country Club Open House is scheduled for Sunday, June 30th, noon to 3:00pm.** We are planning an exciting event that showcases all that Fawn Lake Country Club has to offer. Prospective members will have the opportunity to participate in a variety of stations at the practice facility including 10-minute private lessons with Drew and Garret, 15-min computerized golf mobility analysis with Chrissy Griffiths, miniature golf set up on the putting green, free range balls, and a large inflatable Godzilla target. From there participants may choose to take a short tour of the golf course, play tennis, view the exterior of our two new Harbor Club venues, and go into the Harbor Club for a sampling of our typical Harbor Club dining offerings. We will have music and raffle prizes. Fawn Lake Real Estate has graciously offered to sponsor this event and will be on site to meet and greet potential home buyers and club members.

A substantial marketing campaign for this Open House has been launched. 12,600 postcards were mailed to targeted residences outside of the community, postcards were hand delivered to nonmembers within our community, an online pay-per-click (PPC) campaign was launched, and a

public event was created on our Facebook page. The postcards and ads direct responders to this website landing page <https://fawnlakeecc.com/golfexperience/>. A copy of the postcard can be found by clicking [here](#).

Here's where we could use your help:

- Please forward the postcard and website link to your friends who are not yet members of the club and who may be interested in joining. Registration is required to attend.
- We especially appreciate our golfing members' patience and flexibility as we guide small tours on holes #1 and #9 Sunday the 30th between 12pm and 3pm. If you are playing those holes during that time we will do our very best to not disrupt your game. Please know we are showing off these beautiful holes to prospective golfing members who will hopefully be future playing partners.
- If you are a Social or Tennis member of the club and interested in upgrading to golf, please contact Bret Shifflett, FLCC General Manager, directly at 540-972-6200 ext 4. This event is created specifically for people who are not yet members of the club.
- If you are a golfer and feel you would be a strong ambassador for our program, please contact Drew Falvey or Brett DeGallery to volunteer. Drew is also looking for 4-seat golf carts to use for the event.

Our club would like to thank Fawn Lake Real Estate for underwriting the marketing costs associated with this campaign. Without their support this event would not be possible. We would also like to thank the golf committee who has graciously agreed to assist with many of the golf related stations.

Thank you also to our valued membership. You are an incredible asset that has created a warm and welcoming club atmosphere that continues to attract new members. We are inspired by your continued positive energy and commitment to our club.

Thank you,  
Your Board of Directors  
[yourboard@fawnlakeecc.com](mailto:yourboard@fawnlakeecc.com)

**FAWN LAKE COUNTRY CLUB**

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