

MEDIA APPLICATIONS GROUP · FOR PRIVATE CLUBS

The Member Referral Blueprint.

The program that took a Florida shooting club from roughly 970 members to its 1,000 cap and a waitlist. How it was built, and how to run it at your club, with or without us.

WHY IT WORKS

Your best members already sell the club. Nobody's asked them to.

A member who brings a friend through the gate does more for your application count than any ad. The friend already trusts the place before the tour starts. The referral program just gives that member a reason, a card, and a thank-you worth wearing.

We built this at South Florida Shooting Club in Palm City starting in late 2025. The club was sitting near 970 members with a 1,000 cap it had never reached. The program ran on one incentive, one printed card, one line added to the application, and three emails to the membership. Here's where it stood by late spring.

970 to 1,000	Members. From roughly 970 to the club's cap, with a waitlist behind it.
More than 100	New memberships the general manager credits to the referral program.
$180,000	Black Friday 2025, the largest single revenue day in the club's history. Owned content and email, no paid ads.

"I don't know how many new members we got from that. It's got to be more than 100."

EMMA HOWELLS, GENERAL MANAGER, SOUTH FLORIDA SHOOTING CLUB

One new member pays for the whole program.

Take whatever a standard membership at your club is worth in year one, initiation plus dues. Call it $2,500 for the sake of the example. The incentive at South Florida Shooting Club was a custom embroidered shooting vest, about $350 with the member's name and the club logo. One new member covers seven vests. Ten referred members in a season is $25,000 in year one and $25,000 again every year they stay.

That's why the incentive can be generous. The club isn't spending marketing money. It's giving back a slice of dues it would never have collected.

Fill in yours.

Year-one value of one new member	_____
Incentive cost	_____
Incentives one member pays for	_____
Members you want this season	_____



Scorecard, No Boundaries veterans' day Palm City

Not cash. Not a dues credit. Something from the culture of the club, made special.

The thing your members already wear or use and would gladly own another of. A limited run, a custom version, their name on it. A credit disappears into a statement. An earned vest walks the course every Saturday.

The rules

It comes from your club's own world, so members already want it. It carries their name and the club's mark, which is the part they can't buy. It's visible where members gather: the course, the dock, the first tee, the bar. And it costs the club less than a fifth of one new member's first year.

At the gun club

Every member there already owns a shooting vest. That's the point. An earned one, embroidered with their name and the club logo, about $350, says something a bought one doesn't. The general manager offered the vest. We built the program around it.

By club

Shooting and hunting clubs: an embroidered shooting vest or a custom gun sock. Yacht clubs: a club-crested foul-weather jacket. Golf and country clubs: a fitted bag or a custom headcover set. Any club: a named locker plate and a guided day with the pro.

Two tiers, no more

One referred member who joins earns the incentive. Five in a season earns something bigger: dinner for eight in the clubhouse, a day with the pro, a private event in the member's name. Two tiers is enough. A third turns it into a points program and nobody reads those.

Before launch

Order a dozen. The first ones need to be on members within 30 days of the first email, and they need to be photographed when they're handed over. That photo is the second email.



A member's name on the back of his vest. South Florida Shooting Club members' shoot.

One printed card and one question is the whole tracking system.

Print 200, pocket sized, heavy stock. Stack them at the front desk, the pro shop and the bar. A member hands one to a friend. The friend hands it in with the application. The referrer's name goes on the application itself, which is the line that made it possible for South Florida Shooting Club to say "more than 100" instead of guessing.

Then the front desk asks one question of everyone who joins, referred or not, and writes the answer on the form: "Who sent you?" If nobody did, they write "walk-in." Thirty days of that and you know your real sources for the first time.

Add one field to your membership application today: *Referred by (member name and number).* Nothing else about your system has to change.

FRONT

[Club name] grows by invitation.
Bring someone who belongs here.

BACK

Referred by _____

Member number _____

Hand this in with your application.
Referring members receive [the incentive].

THE THREE LAUNCH EMAILS

Member list only. Three sends, one month.

EMAIL ONE · LAUNCH

You know someone who belongs here

Howdy [first name], we're opening [number] memberships this [season] and we'd rather fill them with people our members vouch for. Bring someone in, and when they join, [the incentive] is yours with your name on it. Cards are at the front desk, or reply here and we'll send one.

EMAIL TWO · TWO WEEKS LATER

First [incentive] went out

[Member first name] brought in [new member first name]. [Photo of the handover.] [Number] spots left this season. Who are you bringing?

EMAIL THREE · END OF MONTH

[Number] spots left

Last call for this round. Your guest shoots, plays or sails free on their first visit if they come with you. Reply with a name and we'll set the date.

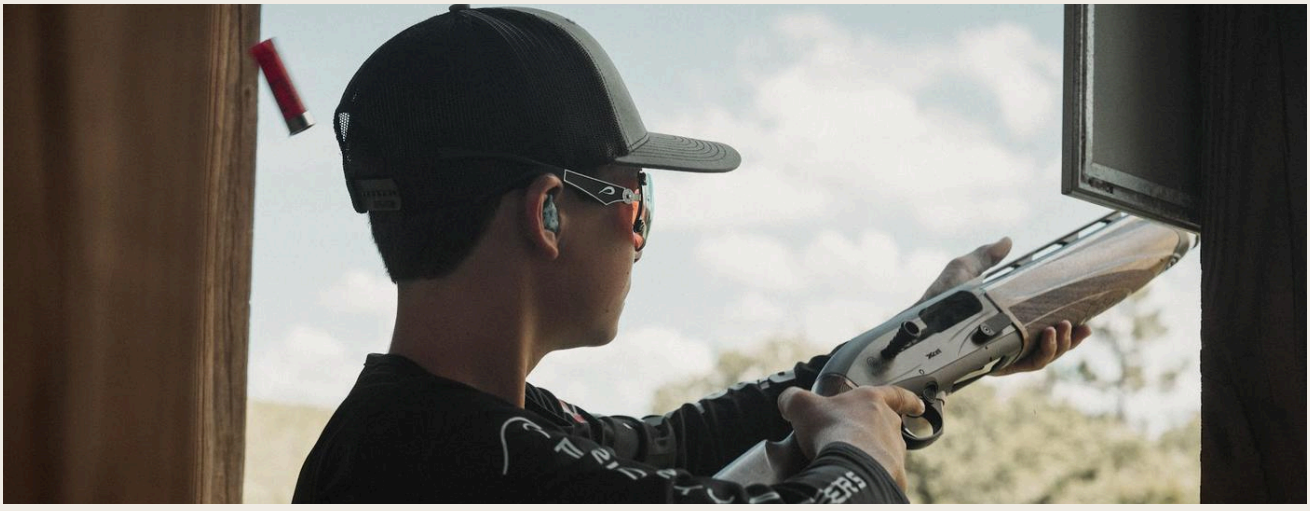
Send from the club's own email platform, from the GM's name. Plain text or close to it. No stock photos, no templates. The photo in email two is the only image, and it should be a real member holding the real thing.

THE TRACKING SHEET

One tab. Whoever processes applications fills it in.

Review it at the monthly staff meeting. At quarter's end it's the board slide, and it answers the question every board asks about marketing: what did we get for it.

DATE	NEW MEMBER	CATEGORY	REFERRED BY	MEMBER NO.	INCENTIVE OWED	DELIVERED	NOTES



HotShots youth squad

South Florida Shooting Club

Four weeks from decision to the first vest on a member.

Week one	Pick the incentive and order a dozen. Print 200 cards. Add "Referred by" to the application. Brief the front desk on the one question.
Week two	Email one goes out. Cards go out to the desk, the pro shop and the bar. One post on the club's social with the card in frame.
Week three	First incentive delivered, on camera. Email two goes out with that photo.
Week four	Email three. Tally the sheet. Decide the next round and the next incentive.

After the first round the program runs itself if someone owns it. The card stays at the desk, the question stays on the form, the sheet gets reviewed monthly, and the incentive gets handed over in public. Most clubs that stall stall at the handover, because nobody photographed it and nobody told the membership it happened.

EVERY MONTH AFTER

The program dies the month you stop talking about it. Three things, every month.

One email	Not a sales ask. What their dues got them this month. One member story. One event coming up. End with the referral line and a photo of the latest incentive going out.
One moment	A member recognized in front of other members. The incentive handed over at the bar, at the monthly shoot, on the dock. That's the ad.
One experience	Something that adds to what they already pay for. A vendor night, a demo day, a dinner. It doesn't have to cost much. It has to be regular.

Ten minutes at the staff meeting covers it. Read the sheet. Pick the member to recognize. Pick the story for the email.



HotShots youth squad

South Florida Shooting Club



IF YOU'D RATHER WE RAN IT

Run this yourself and it works. Run it with content behind it every month and it compounds.

The Club Engine is one shoot day a quarter at your club, turned into 24 to 30 reels and a photo library, eight to ten reels posted a month, four to six emails a month written and sent by us, the referral program run month to month with your front desk, and one page a month for the board packet. We never log into your POS, your member database or your accounting. Your numbers stay yours.

Twenty minutes with Ryan Snyder, founder. Bring your dues, your initiation and your membership category. You leave with this blueprint sized to them, whether or not we work together.

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