



NEW BUDDY SYSTEM MEMBERSHIP DRIVE

The Membership Committee and the Board of Directors of Moon Brook are pleased to announce a new "BUDDY SYSTEM" Membership Campaign. This is a huge opportunity for a potential New Member as well as our Existing Members.

Why are we running the program? Quite simply to get new members. I'm often asked how we are doing financially and it's a difficult question to answer. When compared to budget we are generally okay and certainly not in financial trouble, however we have a very conservative budget. Membership has been on the decline for the past 20 years. If we want to grow our club, and continue to improve and enhance it, we need turn our membership trend around. This program allows us to do that. It gives us the opportunity to bring in new members to the club, at a VERY reasonable first year cost, with no additional cost to the club. It also allows us to offer our current members an incentive for helping to strengthen the membership, thereby strengthening the club.

The way the program works is quite simple. If you find a "Buddy" of equal or higher classification to join Moon Brook with you, the two of you will each receive 50% off your dues for 2012. If a member gets two of their buddies to join the recruiting members dues next year are FREE and the two "Buddies" each join for 50% off. Everyone is still responsible for their Assessments and Initiation fees, BUT, to sweeten the pot, if the new member joins by December 31st of this year we will cut the initiation fee in half. They will also be entitled to play the balance of this year for free. If they join after January 1st they are responsible for the full initiation but they have the option of paying 50% of it in year one and 50% in year two.

Can you bring in someone at a lower classification? Of course! They will pay 1/2 price for their classifications dues and you would receive a credit in the same amount against your dues!

I know you're thinking this is too good to be true but it's not. The only stipulation is that any new member coming in cannot have been a member of the club this past year. Their last year as a member would have to be 2010 or before.

You don't think this deal can get any better? You're wrong! Our goal is to get back to 240 Class A members. We currently have 189 Class A Members and our intention is to continue this promotion until we reach the 240 number. When we hit the 240 Class A member goal the promotion will end BUT we will reduce the dues of All Classes of Members by 10%!

You're wondering if you can convert from a Class E member to a Class A Member? Absolutely. If a current Class E member wishes to change to a Class A member they would receive 1/2 the difference between the A and E dues amount and the same amount would be awarded to the member who did the recruiting.

How are we making money on this deal?? It costs the club nothing. We are receiving the same membership income but spreading it across new and existing members. We will generate additional income in House Sales, Cart Rentals, Driving Range fees, Club Storage, Pool activity, etc.. It's a win/win for everyone involved.

As always, all perspective members must be posted and approved in accordance with our bylaws.

So get out there and start recruiting! The more you recruit, the more you save, and the better off our club will be in the long run!

Thanks,

Dave Johnson

President
Moon Brook Board of Directors