



**CHARTING THE
COURSE TOGETHER:**

29,000 Professionals,
41 Sections, \$84B industry

MISSION

Serve the Member
and Grow the Game

OUR PURPOSE

Elevate and Advance the Member, Profession and
Game



GOALS

STRATEGIC PRIORITIES



MEMBERS

Partner with Sections to substantially enhance value of the PGA Member, Associate and Student

- Provide lifelong learning opportunities
- Promote the value of the PGA Member in the marketplace
- Drive relevance of PGA and member brand globally
- Deliver meaningful Member benefits that conform to inurement regulations



GAME

Be a leader at the epicenter driving the future and growth of the game

- Make golf a “For Me” activity for all
- Deliver best in class programs and tools to drive engagement in the game
- Expand inclusion and philanthropic impact



BUSINESS

Drive financial and brand health of organization to maximize value for our PGA Members, Sections and initiatives

- Expand economic impact and relevance of our championships
- Align ourselves with partners that enhance our brand and the lives of our members
- Create platforms to activate scale of membership and Sections



PEOPLE

Association-wide become a peak performing organization to deliver on our mission

- Foster alignment Association-wide through enhanced communication
- Create best in class spaces to engage Membership, Sections and Staff
- Drive a culture of innovation, collaboration and trust
- Recruit and retain great talent throughout governance and staff