



Key Tips in Producing a Successful Fundraiser

Recruiting a Volunteer Committee

1. **Everyone Contributes** - All volunteers must contribute something; they work the event, they bring contacts to the table or they put in money.
2. **Choose the Right Size Committee** - With not enough volunteers, some get over worked. Conversely, too many cooks spoil the soup. You will never make any decisions if you have too many involved in the voting process.
3. **Recruit Individuals who have contacts** – Try to find individuals that are very involved in the community. Two key people to attempt to enlist include one who works with a golf course and one that works in the media. These individuals can help you get a good deal on the course and more media exposure.

Things to Consider

- ✓ **Watch Your Expenses** - Try to get everything donated. Most businesses budget something for charity. They don't mind giving, as long as it is planned for. Give them plenty of notice, 6 months to a year. Businesses give for three reasons: Exposure for their company, giving to a worthwhile cause, and because the company you ask considers you a friend. The more money you spend on your event the more you take away from the bottom line. Calling in person works better than a letter when soliciting donations.
- ✓ **Sponsors are the Profit** - Set the cost of the entry fee so it covers the tournament expenses, then all of the money generated by selling sponsors will be the tournament profit. You can charge more on the entry fee, although you need to be sensitive to the golfer and not overcharge for your event.
- ✓ **Consider Fundraising on the Day Of** – Check out the contests that generate revenue section.

How to Obtain Prizes

Obtaining prizes is not hard work; it just takes some leg work. Here are the steps in obtaining prizes.

1. Put together a prize committee of 1 to 10 people
2. Make a list of all of the prizes you need
3. Develop a list of potential businesses you think will give
4. Send out a letter to all of the businesses on your list
5. Follow up with phone calls to everyone
6. Take anything – Create baskets of multiple small items
7. Collect all items in advance
8. Get everything donated
9. If you must, pay wholesale, not retail
10. Divide up the prizes according to value in each category
11. Don't stop asking. If you have too many prizes, save them for next year.

Helpful Hint: Consider Contra deals – Be flexible with donations. Utilize the exposure the business will gain to make a deal with the prospective donator. Example: In lieu of payment of a hole sponsor, negotiate with a photographer to donate his time and sell the photos for fundraising. Be creative!

Formats for Your Golf Tournament

Scramble - This is a great format for a variety of skilled golfers. A foursome will play together as a team. Everyone hits their own ball from the tee box and they will then pick the best of the four drives. The other three will pick up their ball and hit their second shot from there. Everyone hits their second shot and picks the best one and hits their third shot from there. This is continued until the hole is finished. There will be one score for the team on each hole. Many tournaments will ask every player to use at least three drives of each. This prevents the best player in the group to dominate the round and give everyone a fair chance to contribute.

Best Ball – This format is for better golfers who like to play their own ball. This is also a team effort. Everyone plays his or her own ball throughout the whole round. They will take the best score on each hole and add up the total for the 18 holes.

Modified Scramble - This format is liked by golfers who want to play their own ball yet still keep up with pace of play. It is similar to a scramble in that everyone hits their drive and the best one is chosen and the second shot is hit from there. The difference is each player, plays his own ball in from there. The best score is taken on each hole and the total on all 18. This is also a team effort.

Match Play - This game is played hole by hole. The golfer with the low score on each wins that hole, giving him/ her plus 1. The player that loses that hole is minus. If they tie, it is considered no blood. The golfer that wins the most holes is the winner.

Medal Play or Stroke Play - This is the most basic and simplest way to score a golf game. You just take the total strokes. The winner is the one with the lowest number of strokes.

Handicapped - This format keeps the playing field even. Frequent golfers have established a rating with the GAO called a handicap. In simple terms it is the average score of a golfer over par less 20%.

Nassau - simply, this format has three games in one. You have a winner for the front nine, back nine, and total.

Contests That Generate Revenue

1. **Mulligan** – Sell Mulligan's. A mulligan is an extra shot or a redo that can be used at anytime throughout the round. Prior to golf tournament starting, select a designated spot to sell Mulligans. Normally can be done at the registration table. Mulligans can be sold at any price.
2. **Raffle Tickets/ Door Prizes** – Sell Raffle tickets. This is fun for everyone. At the end of the round at the awards ceremony, start drawing tickets. For every ticket drawn a prize is awarded to the golfer. It is up to the Tournament Committee to gather prizes.
3. **Silent Auction** – All items are placed on a table with a bid sheet attached. Individuals can then started bidding on the items. Have items out during registration to start early bidding. Have a live auction for a couple bigger prizes.
4. **Pro Shot** – Can buy a shot from a pro to be used on a long hole. (could be a celebrity or high profile person)
5. **Flat Rate Game Ticket** – Offer a flat rate to participate in all the games and contests at the golf tournament. Sell these tickets at registration. Prizes will be awarded accordingly. Players who are participating should receive a button or pin to identify themselves. Suggested ticket price \$20.00

Helpful Hint: Offer Dinner Only Option - Open up the market to non-golfers only and mark up the dinner rate at your discretion.

Games & Contests

Games will add more to the excitement to your event. Beginner golfers can get frustrated just playing golf. The activities you have on the course, the better. A long drawn out day can turn into a fun, action packed day. Plus the more games you have, the more winners you have. Consider prizing for game winners or have sponsors provide gifts.

Long Drive Contest - Choose a straight hole, designate it as the long drive contest. Golfers will attempt to hit their longest drive on this hole. A marker is placed in the fairway to designate the distance of their drive. It must be in the fairway. The golfer with the longest drive of the day wins a prize. Often this is a Men's or Ladies option.

Straightest Drive – A rope tied between to stakes will be drawn down a fairway. The golfer that hits the ball the longest and closest to the rope wins the contest. Gender Neutral game for every player.

Closest to the Pin – The closest shot to the pin on a par 3 hole. A marker is placed on the green for the golfer's name. The golfer that hits the ball closest for the day is the winner. Also an equal chance for everyone

5 Iron Hole – Pick out 1 hole on the course and have everyone play with one club for the entire hole, even putting. Suggested club is a 5 Iron. The lowest score on that hole wins.

Putting Contest – A putting contest can be done a couple of ways, either before and/ or after the tournament. One way is to have a straightaway putt and the other is to set up a mini course on the practice green. In both cases, you can charge a small fee to raise money.

Skins - Skins is a game where everyone puts cash into a pot. The winner is the one that scores the best on a particular hole. If more than one hole has the lowest score, the pot is divided into how many holes are won.

Name that Tune – Players will guess the song, artist or group from the music sample played on the cd. If guessed correctly, players can advance to next tee deck.



THE TOURNAMENT COORDINATORS' CHECKLIST

Tournament Process (*The Beginning*)

- ☐ Contact the course to set up a meeting over the phone or face to face will be set up to talk about your tournament
- ☐ Set a date for the tournament – always better to decide in advance to ensure the day is yours
- ☐ Fax, email or drop off the signed contract at your earliest convenience with the deposit
- ☐ Think about meal options - keeping the golfer in mind. We are mindful of allergies and food sensitivities and can tailor the menu to suit.
- ☐ Consider extra “swag” for Tournament – personalized hats, shirts, golf towels with YOUR logo

Six to Eight Weeks before Tournament

- ☐ Confirm details regarding Food & Beverage options, golf details, etc... registration location
- ☐ Update coordinator with number of players
- ☐ Last chance to order swag

One Week before Tournament

- ☐ Ensure final numbers are sent to the course – *It is always best to underestimate than to overestimate!!*
- ☐ Provide the course with player names and pairings for cart tags, confirm contest holes
- ☐ Remind your guests to come early to register (one hour prior to tee off)

After the Tournament

- ☐ Thank all your sponsors and participants for their support
- ☐ Confirm date for next year's tournament!
- ☐ **Relax and congratulate yourself on a job well done!**