



## FUNDRAISE INFORMATION

### Dear Volunteer

I would like to take this opportunity to thank you for your time and to make this event a complete success. We at **SAMA** would like to have a successful fundraising. Let's work through a few of the basics that you need to get started.

1. Do a little investigation first.
2. Contact your local Chamber of Commerce and scan last years' newspapers to determine if there are too many Golf Tournaments already being played in the area. Over saturation of too many golf fundraisers will possibly lead to failure of our event.
3. It is highly suggested that you get knowledgeable golfers involved on the committee to put this event on. They may not know about fundraising, but they've been to enough of these tournaments to know what to build on.

### The Course

This is a critical first step in setting up your golf tournament. You want to tag the most exclusive and highly rated course in your area. This will give you instant credibility with the golf community, sponsors, and guest pros that attend.

Do not get a local community course just because it fits within your schedule. If it is for "members only", you may want to find out who is on their board and determine if you have any contacts to call on these members to allow participation by your organization.

There are some courses that may cost over \$15,000 per day to rent. Unless you're an expert at predicting the outcome of the money you'll raise I would do everything possible to avoid this method of securing a course. If all else fails and you still have to pay, get a corporate sponsor to pick up the tab.



## The Committee

1. Secure golfers from your organization since they will ensure that rules are followed and know who might sponsor your event.
2. You should select a Chairman, Co-Chair, and possibly one or more Honorary Chairs.
3. Plan on 8 to 10 people serving on the Tournament Committee. You will need the following sub-committees:
  - a. Public Relations Committee -- this includes contacting the media with news on the event, contacting corporate and business PR office (ask them to alert the company executives and owners about attending your worthy cause). This group should arrange to take pictures of individuals or foursomes and obtain their names, addresses and phone numbers. This makes a terrific gesture to golfers.
  - b. Bonus Tip: Include some of these pictures in your next newsletter. Be sure to send to all attendees. That way you start to get them comfortable with knowing about your group. I think that you'll be surprised that some will give again throughout the year as long as you keep sending out your monthly newsletter.
  - c. Prize Committee -- this should be a couple of individuals that will find "door prize" items and promotional items to give to each golfer. The goody bags can include golf balls, tees, or other promotional items. You may want to contact an advertisement promotional company to engrave corporate names on these items (of course you sell the rights to place sponsor names on these items -- since these are advertisements, they do not qualify for tax incentives).
  - d. Judging Panel -- recruit several Marshals to help you keep order on your course.
  - e. Welcome Committee -- includes registration of the incoming golfers as they arrive, handing out scorecards and incentives like T-shirts, customized shirts, caps and arranging for catering of meals, snacks and drinks as appropriate.
  - f. Corporate Sponsorship -- includes contacting corporations and businesses for sponsorships. These are the big dollars. This could be one individual within your PR Committee.
  - g. Printing Committee -- includes printing of tickets, cards, programs and signs that will be placed at the course.

Be sure to be having all of your Tees in a row before your actual tournament. This will make everyone think of you as a pro.



## Volunteer Participation

One of the keys to success is volunteer commitment and participation. It is advisable to recruit at least a handful of helpers for each of the committees above and have them on hand at the event.

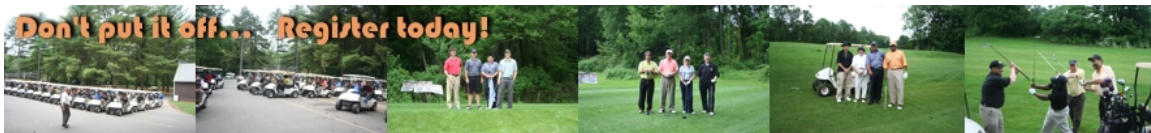
- Each of these volunteers must be kept constantly informed on the progress leading up to the event.
- Send out a weekly newsletter or send a weekly e-mail on the progress and to announce top achievers. This is crucial to keep the momentum going through the last moment before the tournament.
- Ask that each one duplicate the efforts by the various committees to be personally responsible for recruiting golfers to participate.
- Have a contest and give prizes to the volunteer that Recruits The Most Sponsors, Raises The Most In Sponsorship Monies, Puts In The Most Hours, Recruits The Most Golf Participants, The Most Prizes And Gifts Secured, and so on. Come up with your own categories. You may decide to give a 1st, 2nd, and 3rd place in each category.

This will make your event fun and memorable for a long time to come. Your volunteers will readily look forward to help at next year's golf tournament to make it even better.

## Media Relations

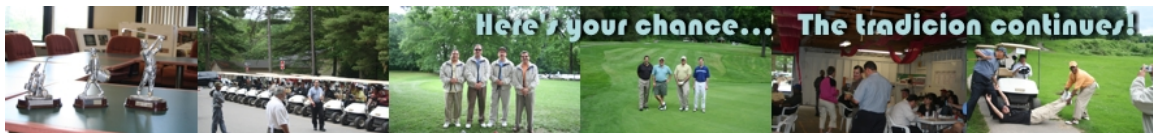
During the tournament it will be a great idea to attract the media (Hartford Courant, La Voz, Identidad Latina, Hartford News, Registro, Univision, Telemundo, Chanel 3, PBS, etc) about including a big write-up in tomorrow's paper or promotion on the nightly news.

- The best way to do this is to invite plenty of celebrities to participate in the tournament. Don't limit yourself to Golf Pros only. You should make a big effort to attract high-profile politicians, CEO's and other celebrities. Look to some of your volunteers for the talents that they offer.
- The second best way is to treat your media attendees like celebrities themselves. Even include them in their own foursome or mix them up with other teams without their fourth member. Or have them take a free shot at your Hole In One.



## Alternative Activities

- Hole In One event either before or after the tournament. You must have exciting prizes to attract attention. Sometimes you can get a car dealer or other high ticket item to supply the prize. This dealership then buys "insurance" so that they are covered in the event that someone actually makes the Hole In One.  
Allow non team members to participate in this special side event. This will help you bring in another revenue stream as your tournament proceeds. Perhaps someone couldn't take off from work, but will come during lunch or after work to participate.
- Golf Marathon or Golf-a-thon as an alternative to a corporate sponsored event. This allows the golfers to be the fundraisers by obtaining pledge sponsors to raise money before they show up to play.  
The Golf-a-thon will not generate the big money like a corporate sponsored event. Depending on your volunteer manpower and how aggressive your golfers at securing pledge it could generate a considerable amount of funds. A Golf Marathon can be held by playing for a specified period of time trying to get as many holes completed as possible. Or even raise money by the hour played or the amount under par made. Offer prizes for the top generated sponsor recruiters.
  - Give a t-shirt and a hat for their attendance.
  - Provide a continental breakfast with coffee, juice breakfast sandwiches, donuts and muffins.
- Raffles. This alone will generate some revenue that you hadn't planned on.
- A Night Golf Tournament could be another alternative to the typical golf tournament. Organize it any way you want, just include glow-in-the-dark golf balls. It is advisable to choose a night with a full moon.
- Charge for mulligans (a shot that, against the rules, a golfer allows an opponent to take again)  
You can charge \$5.00 for mulligans at the beginning of the event kickoff. Give a ticket, good for redeeming any mulligan, when a golfer gives \$5.00 for each mulligan. This alone will generate many hundreds of dollars. When the golfer wants to use the ticket, he simple gives it to his team mates to cash it in.



## Committee Activities

The committees should be responsible for closing out their portion of your golf tournament. These "To-Do's" are just as important as what was done before the event:

1. Public Relations Committee – (PR)
  - a. Contact media with the outcome of your tournament
  - b. Contact the corporate and business PR offices and alert them of any winners and remarkable golfers from their company
2. It may be good to include some humorous or special comment that dealt with their employee entrants
  - a. Taking pictures during the event (to all foursome and others)
  - b. Thank them for their support and help
3. Prize Committee
  - a. This group should properly dispense of all "door prize" items and promotional items.
  - b. Send letters of appreciation to each donor of items.
4. Judging Panel
  - a. Marshals should report any irregularities or problem golfers so that these may be avoided next year.
  - b. Tally scores and report who the top golfers are by score.
5. Welcome Committee
  - a. Should handle proper accounting of all monies and then deposit.
  - b. This group should send letters of participants thanking them for their attendance.
  - c. Obtain from the PR Committee the pictures taken and send them out to the golfers while thanking them for their participating.
  - d. Compile names and addresses of participants for next year's invitation
  - e. Set up tables for the lunch and dinner
6. Corporate Sponsorship
  - a. Contact the business owners or CEO's personally by letter and by telephone.
  - b. Thank them for the big part that they played in making your event successful.
  - c. Work in the benefit package
7. Printing Committee
  - a. Make sure that you place corporate sponsor signs in the proper places.
  - b. Assist in distribution of printed material at registration.
  - c. Work in the Program Book design
  - d. Sale advertisements for the program book.
  - e. Ask your printer what you should charge to get the directory printed and make a profit.
  - f. Some suggestions for a smaller tournament: 1/12 page - \$50, 1/6 page - \$75, 1/4 page - \$100, 1/2 page - \$200, and Full page - \$400.
  - g. For a larger more sophisticated tournament you could easily double these prices.
  - h. None of these advertisements are tax-deductible since the business will receive a benefit from the support.



## Proper Accounting Procedures

Send the official tax receipt to the individual or company that actually paid for the event.

- If one person paid for a foursome, then only send a receipt to that person.
- If a company, then the receipt should be made out to the company, not one of the individuals at the event.
- If one of the participants was the owner or CEO, then address the receipt to the company, but with a letter of thanks to that person.
- You must make sure that any benefits like t-shirts, food and drinks and hats that provide a direct benefit to the registrant be deducted from the allowable tax-deduction according to IRS rules.

## Sponsorships and Fees

A sponsor is a company, individual or group that agrees to pay for or provide a service or item. You then give them recognition for this in your Program Guide

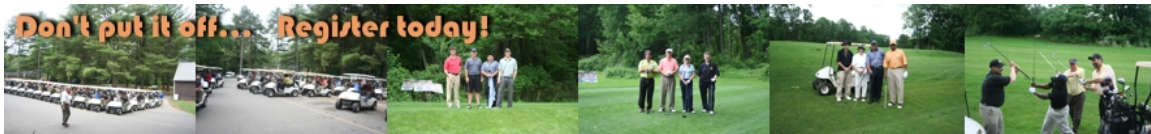
You may want to offer sponsorships for the following:

1. Shirt /Jacket Sponsor
  - a. If you have 200 participants and the wholesale cost is \$800 then charge \$1,000 or more for the privilege of putting their name on the shirt prominently.
  - b. This is not exclusive as you may want to list the Major Corporate Sponsors on the back of T-shirts.
  - c. For Collared Sports Shirts place their name and the Corporate Sponsor whose name identifies your tournament.
2. Hole Sponsor
  - a. There are 18 holes that you might want to charge \$600 to \$1,000 apiece.
  - b. Don't forget your Hole-In-One hole too which you would double the price because of increased exposure.
  - c. Additional hole sponsor may be offered on the holes at the practice putting green. Charge these \$250.00 each.
3. Lunch Provided By
  - a. Ask local restaurants like barbecue, chicken or other quick prepared lunches that can be catered to the tournament.
  - b. Your welcoming committee should set up tables for the lunch
4. Tournament Host -- This is the really big money maker. Ask for \$5,000 to \$10,000 to name the entire event after this sponsor. Example: ABC Corporation's Help A Kid Golf Tournament where the "Help A Kid" can be replaced with your organization's name.
5. Special Activities -- If you have special activities for the Putting Contest, Longest Drive, Most Accurate Drive, and Closest To Hole; you might want to consider a category for these that you may charge from \$250 to \$1,000 each. Post their names in the Tournament Program and on signs at each event.
6. Dinner Buffet
  - a. Again, ask a local restaurant to cater a final Awards Buffet Dinner to present the various awards.
  - b. Be sure to include costs for invited spouses that could attend.
  - c. Your welcoming committee should set up tables for the dinner
7. Tee/Hole Sponsors

- a. Another revenue maker is the sponsorship of Tees/Holes. Charge around \$100 to \$300 for these spots.
- b. Clearly mark the sponsor of each Tee/Hole with a sign.
8. Support Sponsors
  - a. Recognize any company that provides you services and products at no cost
  - b. These may include photography, prizes, graphic design and printing, awards emcee, announcers, beverage suppliers, free pro appearances and lessons, and more
  - c. If you have one company that supplies most of the prizes, then certainly provide them with recognition.
  - d. Finally, do not forget to recognize your volunteers that put on the event.

### **Alternative Event Fees**

- You may have the opportunity to charge by the person for events like a Four Man Scramble at \$35 to \$50 per person, or
- Hole-In-One Event charging \$25 to \$40 each.
- These charges could include a light lunch, cart fees, and t-shirt for the chance to participate.



**For more information and see how you can help please visit our website**

**[www.SAMAct.org](http://www.SAMAct.org)**

**Or contact**

**Ana Sanchez Adorno**

**860.278.5825**