



Golf Fundraiser Organisers Guide Golf Fundraisers are becoming increasingly popular among Charities and Not-For-Profit Organisations. The game of golf has a wide appeal right across the community and a high-perceived value, so golfers of all levels will happily pay a premium for a well organised charity golf day. The key to a well-organised day is in careful planning and preparation, and a venue that will work with you and guide you through the process to ensure you achieve your goals for the event.

The best advice we can offer is to start early and work with us. The key to a financially successful golf fundraiser is to ensure you promote your event well, obtain maximum corporate support and fully monetise the day itself. If you simply charge people to play golf, you are leaving a lot of your potential earnings behind. So what follows is a brief guide to putting it all together so your guests have a great day, your organisation gains valuable exposure and you reach your fundraising goals.



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SECTION 1. Planning Your Event: 3 Months Out

Determine Your Fundraising Objectives

Before deciding to conduct a specific golf event for a fundraiser, you should determine the fundraising and strategic goals for your organisation.

If you are seeking a one-off cash influx, then a high profile 'celebrity' golf day could be in order. It will take a little more organisation and planning, and some good connections will help, but people will usually pay more for the opportunity to play golf with celebrities.

If you're looking to generate long-term ongoing revenue, then an annual golf event could be a valuable addition to your fundraising schedule. You can start small and build it up over a number of years, reducing the initial workload and growing an event that will soon sell itself.

Much of the organisation and planning are one-off tasks, so each year your event will be a little bigger, easier to organise, and even more financially rewarding.

Scheduling & Securing A Venue

Friday is generally the day of choice for Golf Fundraisers. With enough notice players can organise a long-weekend, and golf course don't usually have member competitions on that day. However, it can be tough to secure a Friday unless you plan well ahead. Three months ahead would be a bar minimum at most clubs, but at Cammeray Golf Club, 12 months ahead is not excessive or uncommon. In fact, many of our regular Clients rebook their golf day for the following year, on the day, just to be safe.

Mondays could work even better if you can give your players enough time and incentive to arrange a day off. Traditionally it's a quiet day on a golf course, so you could get an even better deal from the club!

Naming & Branding your Event

Once you've locked-in a date, you need to give it a name. And that can be your first fundraising opportunity. Look for a high-profile potential sponsor with a connection to your organisation and ask them if they've be interested in being named as the Event Presenter. Make it clear from the outset that you're not asking for money, just the association and

recognition. Most will agree readily to any good cause and most will then volunteer to contribute cash and/or prizes as well, but the real value for you is their reputation and their connections. (More on that shortly...) You should invite them to enter a team, and offer the opportunity for them to have signage at the presentation area and the option to take part in presentations on the day.

Planning Your Event Format

Next step is to settle on a format that will appeal to your players and match their skill level. Generally this will be a four ball ambrose. Ambrose golf is where all players tee off and the best ball is selected. All players then play from this spot. This format continues until the green where the best shot is chosen and all players putt from this position. This continues until the ball is holed.

This format is popular among regular golfers, and makes the day significantly more enjoyable for non-golfers and beginners. It will also help ensure the field moves are a reasonable pace and you're not stuck waiting around for stragglers.

Securing Sponsorship

Once you have a Naming Rights Sponsor on board, be sure to ask them if they have other friends or associates who might like to get involved. Word-of-mouth referrals will usually get the best results, but however you go about it, it will require some leg-work. A good approach is to 'Sell' each of the 18 holes for the day. For a donation your Sponsors can then set up a stand beside the tee area where they can interact with your players. You should look for businesses that have a connection or relevance to your organisation and your golfers on the day. If you can get a local media business involved that's great as well. Go for that first, and it will make your offer even more appealing to everyone else! Get creative with Sponsorship package and offer your prospects a choice. Always have a high ticket option to make the rest look like excellent value. Here's a few options...

- Silver Sponsor - \$300 plus product to be used as prizes entitles the sponsor to have advertising material on the day plus have a team of 4 play with motorised carts
- Gold Sponsor - \$500 entitles the sponsor to set up advertising material on a specific hole where they can have staff promoting

their business. Includes entry for a team of 4 players with motorised carts.

- Major Sponsorship – \$1,000 and entitles the sponsor to have their name and logo on all flyers, nomination form and brochures. Entitles the sponsor to 2 teams of 4 players playing with motorised carts and a six pack of drinks for each cart plus a specific hole where they can have staff promoting their business. Gold sponsors will be asked to participate in the Presentation.

Promoting Your Event

If you're a not-for-profit organisation you probably have this one under control already, but don't forget to tap into the golf community as well. A couple of local radio stations have golf programs on the weekend and are always looking for news items, and the local newspapers run regular golf news as well. Make sure you get some event details to those contacts as your event draws near.

Other Free Promotion Ideas

Have some simple A4 flyers available that people can post to their work and social club notice boards. As people register, make sure you give them a couple and ask them to put them up 'somewhere'. You can also send these to all the golf courses in the region... check the website for a full list... golfers like these events and like the chance to play other courses. Set up a web page for the event – or a Facebook Fan Page – and as people register, ask them to share the event with their friends and colleagues via their social media accounts.

Setting Up A Mailing

List Make sure you ask everyone who registers for an email address. Then you can send out updates and special announcements as the event draws near, to generate some additional buzz and possibly fill any remaining places.

Planning Golf & Raffle Prizes

Ideally you should get all your prizes for the day from sponsors, so make a details list of the prizes you plan to give out, and then check them off as you receive pledges and again as you actually receive the goods or donations. Generally you should plan to award prizes for 1st, 2nd & 3rd, and with a full field of players, possibly 4th as well. (Remember there's

four people in each team, so that's 12 or 16 individual prizes respectively!) Usually you'll have some nearest-the-pin prizes and longest drives, for both Men and Women. And a prize for the worse score can be a bit of fun. You should also hold back some valuable/appealing item(s) for a raffle you can sell on the day. You have a captive audience before everyone tees off and when they return to the clubhouse for presentation, and the same people will often buy tickets at either end!

Food & Beverage Service

Alcohol will usually be arranged by the host golf club to meet liquor licensing obligations, so the days of 'free drinks' on course are all but gone. Some 'sampling' may be possible by individual hole sponsors, but you should confirm all that with the golf club well in advance to avoid any problems. Cammeray Golf Club operates an on-course drinks cart to supply your visitors with food and refreshments while they play. You can also encourage your hole-sponsors to supply non-alcoholic beverages and snacks to look after your players. Food before and after the golf can also be arranged by the Golf Club. For early starts a breakfast roll always goes down well, and after 4-5 hours on the course most people are more than ready for something when they come back in. Cammeray Golf Club has in-house caterers able to supply a range of menu options, but make sure you discuss your needs early.

SECTION 2. The Run Up: 2 Weeks Out

On Course Arrangements

The most important thing is to keep in touch with your host golf club. You'll usually need to supply a list of registered players to the golf club so they can organise score cards for each team, a starting sheet and golf carts (if required). If you're short on players, the Club may be able to find a few players to complete teams.

Local Media Coverage

You'll need to revisit your media contacts and remind them the day is on and encourage them to call out and cover the event. Make sure you give the start time (tee off) and the expected presentation time. Offer to send photos or a write up of the days results if they say they can't make it.

Player Follow Ups

A week out, make sure you send all registered players an email update, reminding them the event is on and asking them to confirm all their team members are still available to play. If you have any gaps in the field, this is a good opportunity to ask your players to put the word out. Repeat any special instructions regarding registration times, what to bring, fancy dress, what food will be available etc. Mention some of your sponsors by name and even some of the prizes. Encourage your players to talk about the event on their own social media accounts, and don't be afraid to ask for donations of extra prizes.

Social Media Updates

Increase the frequency of these as the day draws closer... short and sweet works best. Talk up the golf day, the prizes, any special guests. Post photos or video clips of the course with tips for playing the hole, add sponsor logos, maybe even make a short promo video that your players can share. Make your players feel good about being involved and supporting your organisation, and make sure you ask them to share your posts with their own social connections.

Sponsor Signage & Banners

Make sure your sponsors know when they have to deliver their signage to the golf course and make sure you are clear on where it's going and who's responsible for putting it up. Likewise if they require marquees or tables etc, you need to liaise with the golf club to arrange a suitable time for the equipment to be delivered and erected. Generally marquees can be erected the day before your event, and other equipment can be driven onto the course early on the day, but you should confirm this with the host club.

Prizes & Appreciation Certificates

Make sure you have all prizes delivered well in advance so you have time to fill any gaps. Make sure prizes are all clearly labelled to ensure a smooth presentation.

You should also have some token of appreciation for your major supporters, and a complete list of all supporters to be acknowledged during the presentation. Do that part right and your job will be ten times easier next year!

Additional On-Course Revenue Options

You should definitely implement some additional on-course fundraiser activities on the day. If you only charge for golf, you are leaving money on the course!

Decide early on what you'd like to implement and have all the arrangements made well before your event. We've got a detailed list of these explained in a separate PDF, but here's a brief list to get you started...

Putting/Chipping Competition. Great while people are waiting to tee off and when the first few teams return to the club house. We'll set up a starting line and a difficult hole position on our practice green. You charge a small fee per attempt, and the closest putt at the end of the day takes half the pot or a sponsored prize.

Sell Mulligan Cards. In golf a Mulligan is a do-over and it's not actually allowed, but for a fundraiser you can put them to good use. If you have 100 players and you sell them 2 cards at \$5 a card, that's an extra \$1000 in your kitty for the day!

Beat The Pro. This is held on a par 3, and as each team arrives, the organiser will take a small wager from any player who wants to take on the Pro. The Pro will take first shot and if the player can't beat him, the wager is lost. If the player does put the ball closer, they double their money. (Check with the Pro in advance to see how much they charge!)

Pro For Hire. Here you arrange for the pro to be stationed on the toughest/longest hole for the day, and for a fee, will be available to take the shot for the team. The price might be say \$25 if they pay before they hit, and \$50 if they hit first (badly) and change their minds! With 120 players that's 30 teams, at \$25 that's an extra \$750 for the day if they all pay!

Nearest To The Pins. These are fairly standard and generally included in the tournament entry fee, but for an extra special prize, you could have one of your organisers on one of the par 3's to take 'wagers' and another to measure, will half the pot going to the eventual winner. This is usually a smaller fee and any regular golfers will normally pay a couple of dollars for a chance.

Straightest Drive. Our Greenkeepers will happily mark a line down the middle of the fairway on one of the holes and you station a volunteer to collect a small entry fee from players. At the end of the day, the player who's tee shot finished closest to the line wins half the pot. This is one most players will enter, as distance is not a factor!

Yellow Tees. On a difficult driving hole we set up a second set of tee markers well in front of the standard set. For a fixed fee, any team can tee off the much easier markers.

SECTION 3. Golf Day Running Sheet

Send A Reminder Email To All Registered Players

Keep it short and light... just a morning reminder to get here on time, what to bring and what a great day they're going to have. If you've held back a good prize for a raffle, hint at a special surprise waiting for them... especially if the weather isn't looking too favourable!

Social Media Updates

Same as above, just a quick reminder to keep the social buzz happening and to let those who can't make it know you'll be posting some fun photos

and updates throughout the day. If you have corporate supporters on board, most of them will have left someone back at the office to run the show. If they watch an amazing fun day unfold via social media you can guarantee they'll want their turn to play next year!

Player Registration

Cammeray Golf Club will have staff available to handle this, but it makes for a captive audience, so it's great opportunity for you to have someone on hand to sell some raffle tickets to your players while they wait to register, or send them over to the putting competition after they register.

Starting The Field

Our Golf Administrator will run your players through the rules for the day, handicaps and basic course etiquette. As they organiser, you can welcome the players first, remind them of the great cause they're supporting and where their contributions will go. It's also good practice to thank & recognise your sponsors and supporters all day long as well!

On-Course Revenue Options

There's a host of ideas for additional on course fundraisers you can run on the day listed in our separate guide. Most involve teams paying for some assistance or advantage on a hole, so you'll need to have volunteers available to monitor those.

Managing Your Players

As organiser, it is your choice whether to play in the tournament or float. Many organisers find it is useful exercise to spend a period of time on each tee, networking with your supporters and meeting your players. This also gives you the opportunity to post updates and photos to your social media accounts but it's up to you.

Presentation & Wrap Up

Our golf Administrator will collect scorecards and the nearest the pins etc, and tally the results. We'll put that into a simple running sheet for you, to make the presentation a breeze. We'll also have the PA ready, food service if required, and plenty of cold beverages.

Section 4. After The Event

Website & Social Media

Hopefully you've grabbed a heap of photos of the Golf and the presentation, so make sure you post those to your Website or Facebook page. Make sure you get plenty that include your sponsor's signage!

Whichever platform you choose, you should encourage all your players to connection with you to view the photos ... and so you can contact them easily next year!

Mailing List

Another option is to keep a mailing list of all players. Offer a lucky door prize on the day: only condition is they have to give you their name and email address on the entry form!

Photo Gallery – Donation Buttons If you have the email list, you can let everyone know as soon as the photos and videos of the day are posted online. Make sure you add a PayPal donate button to the page as well.

Sponsor & Supporter Recognition

Make sure you send your sponsors some formal recognition and thanks. Make it personal... comment on their teams uniform or their tee display etc. Be sure to let them know the final results... and plant the idea of having them back next year!

Media Follow Ups The media outlets also appreciate a follow up. Everyone is quick to ask for free advertising but very few go back after the event with a wrap up and results info. They might not use it, but it lets them know you appreciate their contribution and they will remember that next year!

Final Considerations:

That covers most of the practical steps to hosting a successful Golf Fundraiser Day. There are a few other items that are worth keeping in mind though...

- **Form A Committee** ... while there isn't a huge amount of work to be done, it does involve a lot of different tasks, so get some help and delegate specific tasks to people with relevant experience or skills.
- **Look For Golfing Experience** ... try to ensure at least couple of your committee are golfers. It will help with every aspect of your event.
- **People On The Day** ... make sure you have everyone you need lined up, and even a couple of spares. A good emcee to welcome everyone and run the presentation is a must. And don't forget volunteers for any on course fundraisers you run.
- **Start Early** ... the work involved isn't all that difficult and it shouldn't take up too much time, but it can involve a bit of waiting time... setting up meetings, waiting for responses etc, so start early.

We hope this guide has been helpful for you and we look forward to answering any questions you might have. If you're ready to move ahead with your own Golf Fundraiser Day we encourage you to make contact ASAP. We only have a limited number of days available and they go very quickly!

Call Cammeray Golf Club to discuss your plans (02) 9953 1522
Or Email the Manager: manager@cammeraygolf.com.au

Golf Tournament Charity Earnings

Let's take a look at pricing. Let's say the green fees are \$25 and the catering is \$20 per person. If you charge a \$100 entry fee, a full \$55 dollars per person can go to your charity! That's \$220 per foursome and a whopping \$3960 for a full set of eighteen foursomes.

In addition to the profits from the entry fees, you can expect to raise additional funds by selling hole sponsorships, raffle tickets, "Mulligans", beverages, and spots on a 50/50 board.

A hole sponsorship allows local businesses to pay a fee in exchange for golf sponsor signs or a company representative at a particular hole. If you charge \$100 per hole, your charity event can raise an additional \$1800. Assign a committee member to approach local businesses about becoming charity golf tournament sponsors. If the business is unable or unwilling to sponsor a hole, ask them if they can donate an item to be raffled off. Many businesses are more than willing to donate golf prizes.

Another golf committee member can assist in obtaining raffle items and golf prizes by approaching other businesses. Don't overlook people within your organisation when drumming up raffle donations. Many people have unopened goodies that are cluttering their homes and would love to donate them as golf prizes. Be selective though, you don't want to raffle off used or junky items.

Use a computer and blank business card stock to print up a bunch of "Mulligans" to sell to the golfers at check-in. These are good for a free shot should they dislike one of their drives or putts. Mulligans are a fun, inexpensive way to squeeze a little extra cash out of your golfers and are incredibly popular.

When approaching businesses for donations, be sure and approach a retailer for donations of soda and water. On the day of the charity golf tournament, ice down the beverages in an ice chest, load it onto an available golf cart, and circulate the links offering ice cold drinks for sale. Some golf courses restrict food and beverage sales so be sure to get permission beforehand.

A 50/50 board is a game you can hold during the meal after the charity tournament. Create a board with numbered squares on it. Golfers can buy as many squares as they want. Throughout the meal, draw numbers and slowly eliminate the spots from the board. The owner of the last square wins the pot and splits it 50/50 with the charity. If you sell one hundred

squares for \$10 each, the pot is worth \$1000 which means the winning golfer will get \$500 and your charity will get \$500. This popular game doesn't cost a penny to put on and yields terrific results.