



# GOLF OUTING

## FUNDRAISER TOOLKIT

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So you've decided to hold a golf outing! Don't know where to start? We've got the answers for you! After all, there is no reason to reinvent the wheel.

Start off by assembling a core team of reliable, and energetic people at the very start of your planning stages. In addition to participants, you will need a team of volunteers who can contribute to the final planning and execution of this fundraiser.

Working together, you and your team will benefit the Amyloidosis Foundation and contribute to patient support and amyloidosis research.

### **Start planning early**

Many who have had successful fundraising events in the past say the key is to plan ahead with a strong committee. Start at least six months in advance to plan your charity golf event.

Once you select your date and gather quotes from various golf clubs, make a final decision on a venue.

Choose the ultimate location that fits your budget. Finalize the details for the event with the golf venue (blocking off tee times, menu, playing format, set-up, room decorations, rain delay options, etc.) and sign the contract.

Things you may want to include in your budget:

- ✓ Greens Fee and Cart Fee
- ✓ Food and Beverage (pre-event)
- ✓ Food and Beverage (post-event)

- ✓ Volunteer meals
- ✓ Drink Tickets
- ✓ Prizes (trophies, gift certificates)
- ✓ Printing (brochures, entry forms)
- ✓ Hole-in-one contests
- ✓ Gratuities for venue staff (may be included in price quote)
- ✓ Hole-in-one contest insurance
- ✓ Photography, including team pictures for each group
- ✓ Signs and banners to recognize tournament sponsors

### **Invites**

Your invitation should be sent out three months prior to the event and include the following information:

date, time, location (location website), price, sponsorship opportunities (hole, event, dessert, etc.), donation details, RSVP date and volunteer option. If you are having a silent auction include that, plus any raffles or contests. You might plan this as a scramble, so everyone is aware that all skill levels are welcome. Add what is included in the ticket price: greens fee, cart, breakfast and/or lunch, gift bag, etc.

### **Promotion**

Generating enthusiasm is key to the success of your tournament. Make sure people know why you are fundraising for the Amyloidosis Foundation. If this

rare disease has affected you, a friend, or family member, make that part of your awareness and promotion for the event.

Consider using posters, flyers, word of mouth, email, local media and social media such as Facebook, Twitter, etc. We at the foundation are happy to spread the word through our social media channels as well.

We can create an online fundraising page for individuals and groups that allow everyone a quick and easy way to collect donations and spread the word about your tournament online.

Those who cannot attend your event can still support it through your online fundraising page. Once your page is created, you can send the link to your contacts or share your page via Facebook

or Twitter. Be sure to include the foundation web address ([www.amyloidosis.org](http://www.amyloidosis.org)) on all of your promotional materials.

If you are interested in contacting your local media and need help with a press release just contact our Communication Manager for assistance. Media releases should be sent out 6 months and 1 month prior to the event.

### **Set a reasonable fee for entry**

Consult with us at the Amyloidosis Foundation so we can help you set an amount that is reasonable and realistic. Research local outings and check what they have charged. You may want to include a 4-person entry with higher levels of sponsorship. This is usually done for Event and Corporate sponsors only.

### **Hole Sponsors, Contests, Raffles**

Check with the manager of the golf club where you are holding your event for specific details on which holes should be used for closest to the pin, longest drive, straightest drive, etc.

It's a great idea to have insurance for the hole-in-one contest. The insurer will let you know minimum yardage that this hole needs to be. Ask about any details such as insurance, liability, security, tickets for alcohol (or cash bar) and 50/50 raffle licenses that may be needed. They are familiar with these details and will be able to guide you along the way.

Work with your committee and volunteers to start gathering support from the community for all types of sponsorship. Sponsorship can help pay for

your event. Contact local sign companies to get a nonprofit quote for these as well.

Talk to a photographer in your area who owns a photo booth – these are popular at events and they may discount their services for you, or provide photo's of each group for a nice take-away gift.

You may choose to do a basket raffle or a silent auction available throughout the day, so start soliciting those items, too. Many events provide a gift bag with items such as golf balls, tees, water bottles, etc. to each participant. Local businesses are willing to donate these to nonprofits.

Remember, start early and work diligently together to canvass your area. Keep everything organized and meet often with your volunteers to stay on track. Continue to promote the event on social media all the way to the day of the event to meet your goal of participants, sponsorships and volunteers.

### **Event day**

Finally, the big day! The day of the tournament is exciting, busy and hectic. Make sure your team is ready with the following items to keep everything running smooth:

- ✓ Create an event schedule and use clipboards for all volunteers
- ✓ Make sure everyone is at the course early to set-up the registration table and display the Amyloidosis Foundation banners, balloons and brochures.
- ✓ Set up the basket raffle/auction tables
- ✓ Welcome golfers when they arrive, confirm registration and payment (some may pay for the entire team). Assign one committee member to be in charge of the master list for all donations, payments, etc.
- ✓ Explain the details for the tournament show them where the breakfast is located, carts, etc.
- ✓ Don't forget to hand out their gift bags, or simply add to each of their golf carts.
- ✓ Assign a volunteer to be the photographer and take pictures throughout the day on the course. Remember, you need a shot of each group, plus candid shots and during awards dinner or lunch. Again, some events provide a complimentary photo for each participant, which is a nice gift.

Before the event ends, make a short speech thanking supporters and volunteers for taking time to participate in this special event. Also, if you

have a patient or family member who has been affected by this rare disease please allow him or her to speak and share their story.

Include information about the Amyloidosis Foundation if anyone would like to contact us for future events or to make a donation.

### **Event Wrap-Up**

Hold one last committee meeting to say thank you to everybody who took part or contributed in any way. Create a thank-you letter to all vendors, supporters and volunteers plus those who donated items.

Review event agenda and ask for feedback and suggestions on how to make things stronger next year.

Please send pictures to the Amyloidosis Foundation so we can keep promoting these successful fundraising events and show others how important it is to fight this disease and raise awareness in our community.

## **A Sample Golf Outing Timetable**

### **Six Months in Advance:**

- ✓ Research and make final decision on a golf course.
- ✓ Block off tee times.
- ✓ Review and choose menus.
- ✓ Sign and return contract to the golf course.
- ✓ Decide on playing format.
- ✓ Prepare your invitation list.
- ✓ Send out first publicity announcement.
- ✓ Begin creating an invitation.

### **Three Months in Advance:**

- ✓ Place orders for any special gifts that require logos.
- ✓ Order sponsor banners, hole sponsor signs and other graphic materials.
- ✓ Select a photographer or videographer.
- ✓ Mail out formal invitations for the event.

### **One Month in Advance:**

- ✓ Review start time and arrangements with your golf course contact person.
- ✓ Check the status of any gifts you have on order, confirm delivery times.
- ✓ Mail second publicity announcement to remind people of the event.
- ✓ Mail confirmation letters to those who have already signed up.
- ✓ Schedule final review meeting with your golf course contact person.

### Two Weeks in Advance:

- ✓ Review your checklist.
- ✓ Begin arranging your final guest list.
- ✓ Call golf course with final guarantee for the event.

### One Week in Advance:

- ✓ Make sure gifts and prizes have been received.
- ✓ Reconfirm all outside suppliers.
- ✓ Send your team list to the head golf professional or director of golf.

### Day Prior to the Event:

- ✓ Review pairings list with golf courses and spelling of all names.
- ✓ Alert golf course of last minute changes.
- ✓ Review final numbers.

### Day of the Event:

- ✓ Arrive at the golf course at least two hours prior to the event.
- ✓ Ensure that all volunteers arrive at the golf course two hours prior to the event.
- ✓ Hold a short meeting with your immediate volunteers at least two hours before the event.
- ✓ Check arrival of special event contest props (automobiles or other hole-in-one prizes)
- ✓ Make sure your registration table is set up and staffed two hours before the event begins.
- ✓ Stay in close touch with the golf staff regarding last minute changes of the player list.
- ✓ Obtain copies of the alphabetized player list that will be supplied by the golf staff.
- ✓ Arrange for placement of tee gifts and rule sheets on the golf carts.
- ✓ Consult with the golf course about the placement of hole sponsor signs.
- ✓ Confirm the beverage cart and the times it will be on the course.
- ✓ Reconfirm timing of meal service following the event.
- ✓ Double check on availability of practice facility for the group.
- ✓ In case of inclement weather, review rain options and start time.

We appreciate all that you and your volunteers do to make a difference in the lives of patients and their families. The Amyloidosis Foundation thanks you for your support and hard work!

[info@amyloidosis.org](mailto:info@amyloidosis.org)

(248) 922-9610

[www.amyloidosis.org](http://www.amyloidosis.org)