



Golf Event Planning Kit

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UNLOCKING THE SECRETS OF BRAIN DISEASE[®]

INTRODUCTION

This kit is one of our signature event kits designed to take you through the process of planning and holding a special event. In this kit, we have included an event timeline and a planning guide.

Because a golf outing is a resource-heavy event, you should examine your volunteer base and time frame to see if holding a golf event is feasible for your location. If you are unable to host a full-scale event, consider reserving a smaller number of tee times and planning a meal, then charging golfers a set fee that would allow you to raise money.

It can take about a year to plan a successful golf tournament. If you have less than six months to plan, then you might consider doing it the following year instead. You also may consider joining with a nearby support group and splitting the proceeds to share the planning responsibilities with their supporters.

Also included in this kit are templates to help you develop a budget, a solicitation request letter, and a press release. If you have any questions or comments about this planning kit, please contact Jaclyn Zendrian, Director of Events, at zendrian@curepsp.org.

GOLF OUTING TIMELINE

This timeline lists the ideal planning time first, followed by the minimum planning time required in parentheses. Keep in mind that the more time you give yourself, the greater your prospects of success and the less crisis management you'll have to do.

One Year (Six Months)

(If you have less than six months of planning time, consider holding it the following year.)

1. Develop a steering committee. Duties of the steering committee include:
 - Deciding if a golf outing is a good fundraiser or is right for you
 - Determining how much money you hope to raise
2. Recruit the following volunteer leadership:
 - Event Chair
 - Sponsor Chair
 - Event Director
 - Lunch or Dinner Chair
 - Print and Promotions Chair
3. Choose a location for your outing.
4. Reserve a date and time.

Nine Months (Five Months)

1. Have event leaders enlist additional volunteers for their committees and assign duties.
2. Establish a budget for:
 - Green fees and carts
 - Food and beverages
 - Gifts and prizes
 - Promotional merchandise
 - Publicity and printing
3. Decide on a format for your outing.
4. Determine how much you will charge for golfers and for lunch/dinner attendees only.
5. Choose your games and contests. Possible contests include:
 - Longest drive
 - Closest to the pin
 - Closest to the line
 - Hole-in-one contests (generally requires hole-in-one insurance)
6. Create sponsor packages and develop sponsor letters. CurePSP can assist with this.
7. Meet with facility staff to go over final function sheet and contract.
8. Finalize event activities. Decide if you will offer any additional fundraising opportunities like mulligans, a raffle and/or a silent auction.

Six Months (Four Months)

1. Determine your menu.
2. Choose vendors for tee signs and banners, prizes and awards and photography.
3. Develop a publicity strategy.
4. Sell sponsorships.
5. Print and mail save the date cards.
6. Determine gifts and prizes.

Three Months

1. Print and mail invitations.
2. Order items for golfer gift bags and contest prizes.
3. Submit press releases.
4. Submit sponsor logos to sign company.
5. Begin recruiting golfers.

Two Months

1. Confirm contracts with all outside vendors.
2. Check participation progress.

One Month

1. Confirm tee times.
2. Confirm food and refreshments. Be sure to submit any change in the number of participants.
3. Determine all printed materials that will be distributed on event day and prepare printed materials.

Two Weeks

1. Assign volunteer(s) to deliver prizes, signs, etc. to the golf course.
2. If foursomes are not already determined, group them on a mock pairing sheet.

Three Days

1. Confirm final number of participants and foursomes.
2. Have money and change box ready for volunteers to sell mulligans, raffle tickets or other items.
3. Confirm contests with golf course.

Day Of Event

1. Put up hole-in-one and sponsor signs.
2. Set up registration table and be sure to allow enough room to avoid congestion.
3. Set up the scoreboard.
4. Run over day's events with photographer and discuss what shots are expected.
5. Place contest markers on holes.

Immediately After

1. Total, double-check and post scores.
2. Announce winners and recognize sponsors at the awards ceremony.
3. Clean up.

Within Four Weeks

1. Write and send thank you notes to sponsors and volunteers.
2. Evaluate the event to prepare for next year.

The following guide is by no means all-inclusive, but it is designed to assist you in planning your golf outing. Please adapt this guide to fit your needs.

GETTING STARTED

The first step in planning your golf outing is to develop a steering committee. This committee should include four to six core supporters who are (preferably) golfers. The steering committee will be responsible for making the initial decisions about your golf fundraiser and selecting committee leaders.

Before jumping into planning a golf fundraiser, your steering committee should determine if a golf outing is the right type of fundraiser. Do you have people passionate about golf who are willing to lead the program? Planning a successful golf outing requires a large number of volunteers. If your volunteer base is small, you may want to consider choosing a different fundraiser.

The steering committee should also discuss whether you will be able to recruit enough golfers to make the event profitable. A sell-out is considered 120-144 players. If you are unable to fill up a golf tournament but still have a good number of golfers, consider scaling down to a smaller event. Perhaps you could reserve a small number of tee times, plan a meal and charge participants enough to raise funds.

RECRUITING LEADERSHIP AND VOLUNTEERS

Once the steering committee has decided to move forward with a golf outing, they should begin choosing people to oversee certain aspects of the event. Depending on the size of your volunteer base, you may want to structure your event committees differently than what is outlined. Below are the job descriptions of potential leaders for event committees.

Event Chair

The event chair is the person responsible for overseeing the entire event. Holding this position is an honor, and the event chair should be someone who is able to identify and obtain major sponsors for the event. As well as presenting a timeline of tasks to committee leaders, assign responsibilities and establish deadlines.

Sponsor Chair

The sponsor chair should be a well-connected person in the community and will be responsible for getting local businesses and donors to sponsor different portions of the event.

Event Director

The event director should be an avid golfer and will be responsible for recruiting golfers, choosing the tournament format and planning the golf event itself, including contests and mulligans and obtaining contest prizes and gifts for golfers.

Dinner (or Lunch) Chair

This chair is responsible for choosing the food and beverage menu, developing the dinner and awards ceremony program, soliciting dinner sponsors and handling the silent auction if you choose to hold one.

Print and Promotions Chair

The print and promotions chair will oversee getting communication out about the event and taking care of all printed material, including signs and banners.

Once these leaders have been chosen, they should begin recruiting additional volunteers to fill their committees. Potential volunteers include Masons in your region, co-workers, friends, support group attendees, and suppliers. Commit the same energy to recruiting volunteers as you do to getting sponsors. Look for volunteers with specific talents and assign them tasks that they can use their talents to accomplish.

The event chair should hold regular meetings with committee leaders. Create a schedule for committee meetings, and be sure to prepare agendas to go over at each meeting to keep them productive. Volunteers will meet less frequently in the first few months of planning and more frequently in the final days before the event, when committees will meet as frequently as daily.

CHOOSING A LOCATION

Start looking at courses as early as possible as some courses book outing dates a year or more in advance. Never reserve a course without touring it first, even if it is recommended by a committee member. Thoroughly examine everything that the course offers, and don't just go with the lowest bidder. Don't forget to look at the course's payment schedule. If you will need to put down a deposit first, be sure you have the money available.

Consider your community and the golfers who will be attending your event. If your community and participants are high net-worth individuals, choosing a more exclusive course will be more appealing. In an area with few avid golfers and less giving potential, choosing an expensive course with high greens fees could make it difficult to attract attendees. Because participants will have varying skill levels, try to choose a course that will be a challenge to the better golfers but still will allow inexperienced golfers to find their way around without difficulty.

CHOOSING A DATE AND TIME

Determine what day of the week would work best for your event. Would enough golfers be able to take a half day or full day off work if you're scheduling the event on a weekday? Does the course have weekend dates available if those days would work best? As a general rule, Monday is the easiest day to reserve a course, since many private clubs close their courses to member play on Mondays to leave the day open for outings.

Decide when you would like the event to start. Will you be providing lunch and/or dinner for your golfers or just the meal? Would an early morning start work better for you, so you would only have to serve breakfast and lunch? Remember the more food that's involved the more you'll spend. If you plan to have mostly younger golfers, an afternoon start would draw in more participants. If most of your golfers are seniors, a morning start might work best. Keep in mind that an afternoon start is more popular and easier to reserve.

Be sure to look at your community calendar before choosing a date to prevent scheduling your outing on the same day as a major community event. Avoid religious holidays and other potential conflicts.

CREATING A BUDGET

A budget template is available to help you keep track of your expenses and proceeds. The template has been created to automatically calculate total costs and includes places to add additional expenses you may incur. If you prefer to keep track of your expenses manually, download the printable budget sheet, print the sheet and fill in your expenses by hand.

After you have created a budget for your event, determine how much you will need for a large group of people to participate. Player cost should include green and cart fees, food and beverage costs and the player's welcome gift. One easy way to determine an appropriate player cost is to take the total cost of participating and multiply it by 1.25. Keep in mind that your player cost should be chosen based on the economic level of your community. Be clear about what percentage is a tax deductible donation when it comes to pricing.

SETTING FUNDRAISING GOALS

Player registration will only make up a portion of your fundraising proceeds. Set goals for how much you hope to raise through sponsors, pay-to-play contests, mulligans, dinner-only attendees, event program advertising and any additional money makers you have planned such as a raffle or silent auction. Use the budget template to get an idea of how much your event will raise and adapt the sheet to fit your needs.

CHOOSING A FORMAT

The most popular golf tournament format is the scramble. In this format, play begins with all four golfers teeing off. The group determines the best ball, and each golfer plays from that position. The process continues until the hole is completed. A scramble usually begins with foursomes starting at different holes. A shotgun start ensures that everyone begins play at the same time.

Talk to the pro at your golf course to help choose the format that is best for your event. Golfers in your volunteer base may also offer insight in choosing a format.

CHOOSING GAMES AND CONTESTS

In addition to the traditional 18 holes of golf, contests can add extra excitement to your outing and provide additional opportunities for you to raise money. Beyond the four listed below, there are many more contests to choose from. Once again, talk to your golf pro and other golfers for ideas. For each contest you will need to station at least one volunteer to act as the judge.

Hole-in-One

A popular outing event, the hole-in-one contest is often accompanied with a major prize like an automobile or a large cash winning. Many courses can provide you with information on purchasing hole-in-one insurance that will cover the cost of the prize if someone does happen to succeed. Of course, the most profitable option for a hole-in-one contest would be to have the prize donated, or to sell sponsorships that would cover the cost of the prize.

Longest Drive

The longest drive event will be the most recognizable contest to your golfers. Choose a hole that is long and fairly straight. The object is to hit the longest and straightest drive during the course of play. In order to win the contest, a golfer's shot must be in the fairway when it comes to rest. Check with the golf course to obtain a marker to mark the distance of the longest drive and identify the winner.

Closest to the Pin

Held on a par 3, this contest can be run at the same time as your hole-in-one contest. The object is to be the golfer that hits the ball closest to the hole for the day. Obtain a marker from the golf course to keep track of the closest shot to the hole, and keep a measuring tape near the green to measure the distance.

Closest to the Line

This contest is held on a hole that is long and fairly straight. Lay a chalk line down the center of the fairway. The object is to be the golfer that hits the ball closest to the line. A marker will be provided by the golf course to identify the winner. This is another chance to sell a sponsorship and add to your profit.

CREATING SPONSOR PACKAGES

Sponsor packages will vary widely depending on your community and its economy. A price for a title sponsor in an affluent community would not be appropriate in an area with less giving potential. Make your packages something that local businesses and donors would be interested in having. Offer lots of exposure, especially for the higher sponsor levels. Develop a compelling way to present CurePSP's mission and need in both print and spoken form.

Title Sponsor

(1) Your major sponsor of the event, the name of the title sponsor will be prominently displayed on everything that displays your event name, including invitations, publicity signs, brochures and other promotional materials. The title sponsor should also receive two foursomes, and the sponsor package should be priced accordingly.

Presenting Sponsors

(2-4) Subordinate to the title sponsor, presenting sponsors will get some publicity, but less than the title sponsor. Their names will be displayed smaller than the title sponsor's and their package will include one foursome.

Contest Sponsors

(number varies) An optional sponsor package, contest sponsors can help offset the costs of prizes and raise additional funds for your cause.

Meal Sponsors

(number varies) Solicit sponsors to contribute to the cost of the food and beverages you will be serving at your event. If you are able to bring in outside food to the golf course, consider asking local vendors to contribute food or drink items to your breakfast or lunch spread.

Hole Sponsors

(18) The lowest and least expensive sponsor package, hole sponsors will have their names displayed on signs at each hole. Often times care dealerships will sponsor holes.

Additional Sponsorship Opportunities

These could include anything from golf cart signs, raffle ticket sponsors and additional contest sponsors.

ESTABLISHING YOUR MENU

Check what your venue offers for food and beverage menus. Boxed lunches waiting for your golfers on their carts can be a fast, simple alternative to a traditional buffet-style lunch, especially if you plan to offer a more elaborate dinner for your closing ceremony. A good meal will be something your participants will remember and will increase their chances of attending next year's event but be sure that it fits within the budget.

CONTRACTING VENDORS

Vendors in your community will be handling everything from signs, trophies, prizes and photography. Keep in mind that you need to balance the amount you spend on vendors with the amount of income you hope to receive from your event. It's easy to go overboard. Similarly, it's easy to be cheap, and your future events will suffer for it.

Signs and Banners

When ordering your signs, talk to your vendor about designing a banner that you can re-use and simply change the date. CurePSP also has backdrops you can borrow.

- **Event Banner:** the most prominent signage at your event, the event banner should be displayed near the golfer registration table and include the name of the event and the title sponsor and presenting sponsors' names and logos.
- **Hole Sponsor Signs:** one hole sign should be set up at each hole displaying the name and logo of the hole's sponsor.
- **Contest Sponsor Signs:** should be displayed at each contest that has been sponsored.
- **Meal Sponsor Sign:** this sign would be displayed inside on an easel at the entrance of the banquet room.

Photographer

If the size and budget of your event merits it, consider sourcing for a volunteer photographer to take pictures at your outing. The photos could be given away as gifts, and the extra addition will add to the spirit of your event and be a good investment in your future success. If you do choose to have pictures taken at your event, make sure you recruit someone with experience to handle the task. Use the photos to promote the event next year. CurePSP may also be able to add them to our newsletter or website.

DEVELOPING A PUBLICITY STRATEGY

Take advantage of every opportunity available to your community to publicize your event. Notes in company newsletters, local newspapers and announcements at organizations your committee members are involved with can help to spread the word and recruit additional golfers to your event.

Another good way to increase your chances of publicity is to seek an honorary golf chairman to attend the event and appear at the awards banquet. Look for someone who is locally famous, like a sports or media figure.

SELLING SPONSORSHIPS

Nothing beats a face-to-face request for support. Use your community contacts and approach businesses that are familiar with you or with members of your committees. Begin by putting together a list of potential sponsors and assigning committee members to approach a certain number of potential sponsors. Volunteers are especially valuable in soliciting sponsors since they will be able to tell compelling, personal stories about the way CurePSP has touched their families and friends.

A letter template is available to help you put together donation request letters, but the letter should be used as a last resort or as a formality if someone has already made a verbal commitment to make a donation to your event. Don't blindly send out letters until you have used up all of your community contacts.

In addition to sponsorships, consider incorporating other fundraising events into your outing. Awards program advertising, 50/50 raffles and silent auctions are all good ways to raise additional funds for your event.

RECRUITING GOLFERS

Begin by setting a goal of how many golfers you'd like to have at your event. Check with your golf course to see if there are different pricing levels based on the number of participants, and set your goal accordingly. Typically, a sell-out is considered 120-144 players, or 30-36 foursomes.

One simple way to fill your outing is the 9-4-4 rule: start by recruiting 9 committee members (preferably golfers) who can recruit 4 other golfers to bring a team of 4 golfers. Don't forget to factor in the player spots included in your sponsor packages.

Potential golfers include:

- members of local course
- members of other local Masonic bodies
- golfers who are friends, family or co-workers of committee members
- local small business owners

Start with sending out save the date cards approximately six months prior to the event.

DETERMINING GIFTS AND PRIZES

Participant Gifts

Every golfer participating in your outing should receive a gift bag with golf and CurePSP-related goodies to thank them for being a part of your fundraiser. The higher the entry fee, the better the gifts should be. Try to get as many gifts donated as possible, and don't forget to factor the cost of the gifts into the player cost. Check with your golf course to see if they can offer you a deal on gifts. Offer to place sponsor logos on giveaways in exchange for businesses covering all or part of your gift cost.

Contest and Tournament Prizes

Determine how many prizes you will be giving for tournament play and contest winners. Consider awarding the first, second and third place foursomes, and, if you'd like to add some humor to your event, award the last place group or the shortest drive. As with gifts, try to have your prizes donated, and find out if your golf course offers gift certificates to the pro shop that can be used as prizes. If you are considering offering a major prize for your hole-in-one contest, look into hole-in-one insurance.

REGISTERING GOLFERS

Set up a system of obtaining and processing registration funds, Eventbrite has a great system for this, and assign two administrators to oversee the money coming in to assure accuracy of the accounting. This site handles credit card transactions as well as self-promotion of the event. It has a great system for tracking how people found out about the event as well as the ability to pull reports. It can also assist with onsite registration.

EVENT DAY TASKS

Arrive early, at least two hours before the outing begins. Begin by putting up sponsor signs and hole signs.

Registration

Determine ahead of time how you will handle and process registration fees on the day of the event. Set up the registration table in a highly visible area, and allow plenty of room to avoid congestion. Be sure to have the area marked well with a prominent sign and post a schedule of the day's events next to the table in addition to giving golfers their own schedule. Near the registration table, display the foursomes along with their starting holes.

Golfing

Any volunteers with responsibilities after the tournament who plan to golf should start on the hole that will ensure they finish first and closest to the clubhouse. Don't forget to provide beverages for your golfers when they are out on the course.

Scoring

Check with your golf course to see how they handle scoring. Many golf courses will have staff to oversee this task. If yours doesn't, plan to display a scoreboard for player scores and schedule volunteers to update and maintain it.

Awards Banquet

The awards banquet is the perfect opportunity to recognize contest winners as well as the sponsors and volunteers that helped make your outing a success.

POST-EVENT WRAP UP

Thank You Notes

Within four weeks following your event, send personal thank you notes to your volunteers and sponsors. Showing appreciation to your contributors will increase the chances that they will be a part of your event next year, and overlooking them is a sure way to keep them from helping with future events.

Planning for Next Year

Don't close the books on your golf outing before evaluating its successes and failures. Hold a meeting with committee chairs to find what strategies worked best and how you could improve the event in the future. Consider sending event evaluation forms via email to individual committee members to round out the evaluation process.

ADDITIONAL SUPPORT MATERIALS

Budget Template & Sheet

The Budget Template is designed for you to maintain on your computer. Because it is created in template form, the document will open as a new untitled document. As you enter anticipated and actual expenses, the sheet will automatically calculate your total expenses.

Don't forget to re-name and save the document to your computer once you have opened it. If it is easier for you to keep track of your expenses manually instead of on the computer, use the Printable Budget Sheet. Simply print out the sheet and write in your expenses as they accrue. Both budget sheets should be adapted to fit your needs.

Sponsor Request Letter Template

The Sponsor Request Letter Template is designed to assist you in drafting a letter to local businesses and individuals in your community requesting support for your golf outing. The words in red indicate text that needs to be changed to reflect your event. When sending out the letter, be sure to include a sheet reflecting the different sponsor packages you have developed along with the benefits for each level.

Press Release Template

The Press Release Template should be used to alert your community of your upcoming golf outing. The release should be sent to newspapers and other publications several weeks before your event date. Like the previous template, the release contains words in red that need to be personalized. Adapt the template to fit your needs and don't forget to change the red text to black.

Conclusion

CurePSP is here to support your efforts! We want you to know you are part of our family, community, and team so please don't hesitate to contact us. Email: zendrian@curepsp.org, Director of Events Jaclyn Zendrian. We want you to put on the best possible event!



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