

# CHARITY GOLF EVENTS

March-2011

“New trends, ideas, & results in Golf Tournament Marketing”

Vol. 1 Issue 2



## Golf event websites for raising green on the green

FROM \$399!

CharityGolfSites.com (CGS) offers a turnkey website to easily promote & manage your golf outing. Your CGS website is customized with complete event information, sponsor recognition, online registration and more! Raise more at your Golf Outing with CGS!

Paid Advertisement



### Choices

### Choices

Volunteers  
Playing Format  
Golf Course Choice  
On Course Contests  
Super Ticket Package  
Photography-Audio/Visual  
Committee Planning  
Award Purchases  
Dinner/Lunch  
Registration  
Player Gifts  
Auctions

## Welcome To Issue #2

We are so proud of the response we received from our 1<sup>st</sup> issue in February that we decided to continue this thing we call Charity Golf Events Newsletter! We knew that we filled a need for this type of publication when we received KUDOS from experts in this industry for a job well done last month! We vow to continue to work hard to keep your interest, if you are kind enough to share it with colleagues, friends, and most importantly charities who need the help and advice. Our content will improve over time as well as the look to make your reading an enjoyable experience! (Call us about an exclusive page ad!)

**SIT BACK & ENJOY OUR MARCH ISSUE!**

.....how much to spend, etc., etc.! My confidence stems from the fact I play & manage charity events for a living. With 300+ charity golf committees in my portfolio, I have the experience and proven results to make everything come together very nicely.

### TODAY'S TIP: COURSE SELECTION:

Public, Semi-Private, or a Private Golf Course? Let's use some simple MATH logic: You book the golf course type by first factoring in the "cash-capability" of your potential players. If non-corporate you will play a "MUNI", if corporate, you need to step up & play a Semi-P, or Private. Finally, treat the planning like any sales drive or business goal..... & get the Committee Members to buy in and be held accountable. **(TRUST IT)**

**Bob Gaudreau-PGS**

## Are you ready to BEGIN?

As a Golf Tournament Manager I am very precise when it comes to the selection of what to buy, where to play, who to recruit,

## **AUCTION CORNER**

### **How to Electrify Your Golf Fundraiser: Make Your Silent Auction Sizzle**

**(1 of 3 TIPS---To be continued next month!)**

Bid sheets be gone. The silent auction, a bastion of tradition at many fundraising silent auctions, has undergone a transformation in recent months.

Who's the instigator of change? Technology.

Electronic gadgets reached their tipping point in 2010 and seemingly appeared out of nowhere to be spotted at many of the trendiest events in major cities. Each vendor has a slightly different system and pricing structure, though they share the same general approach.

Picture a silent auction with no bid sheets. Instead, guests bid using an electronic device. Depending on the vendor, the device resembles a television remote, an iPhone, or a hotel key card. Guests' swipe a card, punch a screen, or text in a number to bid on their desired item. Bids are recorded instantly, digitally.

So what are some advantages of these devices?

## **1. Ease of bidding**

By far, the biggest advantage is how easy it is to bid. At least one system will allow your golfers to bid from anywhere on the course, even though the auction items sit back at the clubhouse. Or imagine your 150 golfers and 50 items squeezed into an ill-shaped space. These devices make it easy to bid without leaving your group conversation. You can stand in the bar line and *still* actively bid on that trip to Tahoe. Talk about convenience!



....Guests still seem to take an interest in browsing through each item upon arrival, but once they've seen it, they tend to not return. They often place their first bid during their initial walk-around while standing in front of the package.

Thereafter, they bid from wherever they happen to be.

So if your event is widely dispersed or if your silent auction is crowded (lots of people with no room to maneuver), this technology is a definite plus.

It's also helpful for tight timelines. For instance, one of my clients had an exceptionally long program. To allow time for the additional awards during the dinner, the cocktail reception was slashed from 90 to 45 minutes. Had they used the devices, the silent auction could have closed later, during the meal or program. Guests would have had more time to peruse the items online and bid.

### **ABOUT THE AUTHOR**

*Benefit auctioneer Sherry Truhlar, CMP, BAS teaches planners of fundraising auctions how to maximize revenues for greater success with their nonprofit or school gala. Her expertise has been tapped by national publications (e.g. Town & Country, The Washington Post Magazine, AUCTIONEER, The Eleusis) television programs (e.g. E! Style, TLC), and conferences (CMP Conclave, National Auctioneers Association Convention, regional MPI groups). Her company, Red Apple Auctions, offers auctioneers, classes, and*

*products. Learn more at*  
<http://www.RedAppleAuctions.com>

## Charity Golf Alternatives To Think About:

2009 Kinsmen Club annual Snow Golf Tournament in Invermere, B.C. raised \$3400 for Cystic Fibrosis. There were 27 teams that participated.

[http://www.youtube.com/watch?v=D-1DJi\\_8LfM](http://www.youtube.com/watch?v=D-1DJi_8LfM)



Dolphin's Youth Football Team-Tampa, raises \$10,000.00 using Putt-a-Thon Fund Raising with Portable Golf Solutions!

<http://www.portablegolfsolutions.com/newsletter.htm>

*Click on NOV-2009 Newsletter to read more!*

[http://www.4shared.com/video/MxoG-9mB/Dolphins\\_Putt-](http://www.4shared.com/video/MxoG-9mB/Dolphins_Putt-)



*120 players and cheerleaders*

## Beverage sponsor:

Check this out for your next  
Golf Tournament!

<http://www.youtube.com/watch?v=hVap-ZxSDeE>



## THEMED EVENT Golfiesta 2010...

<http://www.youtube.com/watch?v=ThzWXSylpP8>



### Courtesy of:

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[www.golfforcause.com](http://www.golfforcause.com)

## PGA PROS WHITE OUT IN NY CITY FOR CHARITY

<http://www.youtube.com/watch?v=vEG5vMTVB4A&feature=relmfu>





# CHARITY GOLF EVENTS

## Why will golfers play in your golf outing? Is it the Cause, Course or Incentive?

As long as you get a full field, more than likely you don't care and moreover, never even bothered to find out the reason why. You are too busy counting money and thanking heaven that the whole thing is over for another year.

But it really isn't. This day, you have unlimited face to face access of every single "customer" in your field and you need repeat customers. Take advantage of this precious time. Ask questions, shake hands, thank everyone personally and invite them back verbally next year!

Golf outings are like the three corners of a triangle. None are more important than the other, but each are absolutely critical to the structure itself. Your goal is to make sure that your particular "triangle" remains intact and strong. Allow me to explain. Read more at... <http://smtgolfoutings.com/blog-2/>

**Mike Tait--SMT Golf** [www.smtgolf.com](http://www.smtgolf.com) 888-693-4001

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Photography

?

Memories



Videography

\$

Audio-Visuals



Competition in the business world is as fierce as ever, this is why it is important to take advantage of every opportunity to set yourself apart from the competition. Live events and presentations are used more and more frequently by corporations and small companies to make a lasting impression on customers, investors and the press. With a plethora of audio visual presentation options available at an affordable price to any business there is no excuse not to make your next live presentation a stunning spectacle that drives home the message of your event.....

*Read more @*

<http://www.allbestarticles.com/business/corporate-events/av-systems-are-an-important-part-of-any-live-business-event.html>

Article Submitted By: Kathryn Dawson

## Five Tips for Successful Event Fundraising in 2011

**1. Make it easy!** Today's guests and sponsors need immediate access and trouble-free online purchases. Easy to find and easy to use shopping carts with ticket sales are a must. In addition, sponsor packages and journal ad levels should be easy to understand and offer an immediate next step for easy purchase. Traditional printed materials must point users to a web page or website for online purchases for those who prefer that method.

**2. Offer More!** Today's sponsors (both corporate and individuals) are barraged by solicitations from many sources and, generally, have less to donate. Organizations that offer more recognition and exposure to sponsors have a better chance of securing limited donation dollars versus those who continue to offer the status quo. Online logos, online journal ads and click throughs to company websites expand visibility for sponsors support not only to those interested in the event, but to any and all who find listings on Google and other search engines. Offering corporate supporter the opportunity for good will to the public in support of your mission also opens the door to their spending "marketing" budgets in addition to drawing from shrinking charitable allocations.

**(Click below to access: Tips 3, 4 & 5)**

[http://eventjournal.com/images/stories/homepage/news/successful\\_event\\_fundraising\\_2011.pdf](http://eventjournal.com/images/stories/homepage/news/successful_event_fundraising_2011.pdf)

### About The Author:

Karen Perry, MSW is the originator of Event Journal, Inc. Her combined marketing expertise and fundraising skills led to the development EVENTjournal.com system—an interactive, paperless ad journal solution for major fundraising events. Most recently, she's launched CharityGolfSites.com, providing golf outing websites to facilitate outreach and fundraising from these events.

### On Course Sponsorship Signage Ideas

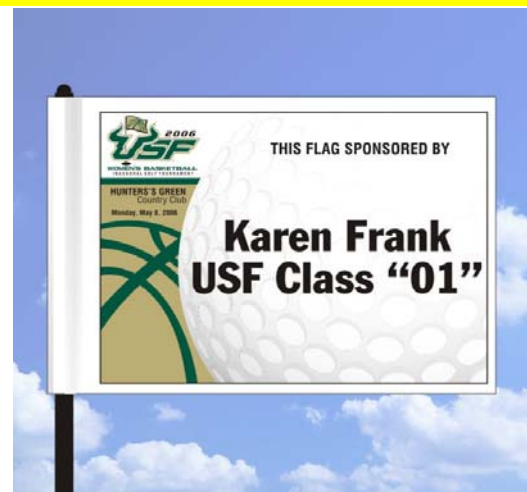


This past year, I was looking for a different take on those boring, yet essential hole sponsorship signs. The sign on the left would be placed at the tee and the sign on the right would be placed 150-200 yards down the middle of the fairway on a par-4 or par-5 hole... In addition to getting a chuckle, every golfer is sure to look at the second sign, even if they didn't see the first. This guarantees the hole sponsor the exposure they desired when they sponsored the hole. It also gives you the opportunity to tell a little about the sponsor in the event that their company name doesn't tell you what they do.

Jeff Mendola is the Director of Development for Mercy Flight Western New York, a non-profit provider of emergency air medical services in 10 counties of Western New York and NW Pennsylvania

Pin Flags can be personalized and sold to individuals close to the cause!

**\*\*Call Portable Golf Solutions to learn how to raise \$1,000.00 + for each of 18 Pin Flags, and we'll even buy your Pin Flags!**



# CHARITY GOLF EVENTS

## SPONSORSHIP CORNER

### HOW TO OFFER YOUR EVENT SPONSORS MORE AND INCREASE YOUR GOLF OUTINGS RETURN ON ENGAGEMENT

As event planners get ready for a year that offers a ray of hope to generate more revenue from their golf outings, an opportunity exists to take your event to the next level. The way to do that is, to do in real-time what use to take a long time. Today's High Tech / High Touch consumer has a high comfort level of things digital and video. Long gone are the days when you mailed brochures with a Tear Off Form to be completed and returned by mail with a check or credit card info and then logged in manually and then sent a confirmation and receipt back to the golfer(s). This process that use to take weeks, now is done in minutes.

Golf outings are supported by a demographic group that represents "heavy users" of computers and Smartphones. This season, those who pay \$250 and up to play in a charity golf outing, expect to have the option to register and pay electronically for themselves and their guest(s).

Read more..... @ <http://charitygolfsites.com/blog.html>

#### ***The-CGS-GolfOuting,Blog, by Steven M. Wilson, Golf Event Marketing Specialist***

*Steve Wilson is a featured guest blogger with a broad and impressive resume in the world of golf events and marketing. At Golf Digest, Steve managed the Special Events Division and created the World Amateur Handicap Championship in Myrtle Beach, SC, now the largest golf event in the World.*

## COMING SOON:

### The \$0 Golf Tournament Solutions For Charities

### "GivingThroughSports"<sup>TM</sup>

(By: Portable Golf Solutions)

- \$0 Player Entry Fees
- \$0 Charity Course Cost
- \$\$\$\$\$\$\$ Raise More Money Than Ever Before
- Turn Your Golfers Into Fund Raisers and Increase Your Support Base

### "The New Social Media Golf Tournament Plan"

Bob Gaudreau-CEO

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