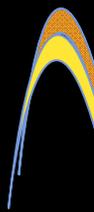


CHARITY GOLF EVENTS

A Monthly Collaboration of Ideas, Expertise, Events & More

Issue 01-February-2011



Proud Sponsor



**PORTABLE GOLF
SOLUTIONS**



WELCOME TO OUR 1ST ISSUE:

The idea behind this NEWSLETTER is very simple...a place where special people can collaborate on TOPICS and IDEAS as it regards Charity Golf Events. We are pleased to report requests from more than 25 people around the world who are willing to share their advice, experience, expertise, and knowledge in this \$3.5 BILLION Dollar Industry! We hope that the void of a single focused publication in this industry will be filled by this exciting new format. Finally, we ask that you share the link on where to find this NEWSLETTER with friends, colleagues, and staff at Non-Profits who will benefit the most....let's take this VIRAL!

this issue

Cover: Intro, humor, & data & opinion
p.2: Retaining sponsors/Volunteer tips
p.3: New ideas and money makers
p.4: Celebrity Golf –Case Study
p.5 Hole in One Insurance

**NFL player Jared Allen takes
charity golf in a very different
direction:**

<http://jaredallen69inc.com/h4ww/news.html?d=69>

CHARITY GOLF DATA

MEASURING ECONOMIC IMPACT

Golf is so much more than just a game. It is a significant industry, a major contributor to the American economy and to the economic vitality of individual states. The GOLF 20/20 report in 2007 confirmed that golf had grown to become a \$76 billion industry, with a total impact on the U.S. economy in 2005 of \$195 billion.

Additionally, the recent report indicates that golf is responsible for contributing about \$3.5 billion annually to charities across the country, more than any other sporting activity.

<http://www.golf2020.com/economicresearch.aspx>

Why You Should Consider a Professional Charity Golf Organizer to help you with Your Charity Golf Tournament

- By investing in a charity golf organizer, you don't even need to know the rules of golf to throw a golf tournament.
- You need an established, creative business-like approach to raising significant money
- You need assistance to help your organization in building the volunteer leadership team necessary to conduct your most successful charity golf tournament.
- You need help with training and the materials for training, recruiting and managing the event.
- You need help organizing a volunteer staff by experienced experts who have helped raise a lot of money through charity golf campaigns.

**Charity Golf Tournaments- Deliver Big No Matter What Your Cause Is For: Author:
Melissa Peterman...a web content specialist for INNUITY!**

<http://www.articlesbase.com/golf-articles/charity-golf-tournaments-deliver-big-no-matter-what-your-cause-is-for-819120.html>

Retaining Sponsors for your Golf Outing

As an active member in two chambers of commerce it was only a matter of time before I was "persuaded" to help organize the golf outing for one of the chambers. After a little wrist twisting and fun I elected to join the committee. Being on the committee was a great experience. I never knew how much work went into putting one of these outings together! It was well worth the effort.

In any economy it can be difficult to get sponsors; today's economy only makes it more difficult. I wanted to try and make this job easier in the future. I gave this task some thought and really tried to turn the tables around. What would I want as a sponsor? I get my name on a hole; I get mentioned in the program materials, I get to pass out my literature, etc. All common place for a golf outing. I looked at other outings to get ideas. There really weren't too many unique value propositions for being a sponsor. So I decided to create one.

Unless you have chosen to be an interactive participant (sponsoring a contest or drinks at a hole) the biggest benefit of being a sponsor is getting your name in front of everyone's eyes. You do this at the hole you sponsor, on the banners thanking the sponsors, in the program, etc. I wanted to find a way to give unique value here.

We elected to spend more. Yes, I said more. We spent more money on signs for the golf outing. I wasn't 100% sure it would work but the committee and I thought it may be a great idea. Here is what we did:

1. Created hole sponsorship signs that were full color and had a very professional look
2. Created sponsorship banners that were in full color and were larger than normal.
3. Created a series of signs to support our Wild West Theme.

The sponsorship banners provided WOW factor. Each sponsor could be clearly seen and their logo was captured in its entirety and in full color. The signs we created to support the theme really paid off (wanted posters for our Wild West theme). People engaged with the signs, they enjoyed seeing them and talking about them. They really helped keep people in the theme of the outing. The engagement level of the participants was high.

NOTE: The sponsorship signs were a huge hit! Instead of hoarding them and trying to save money for next year we offered them as a gift to our sponsor. They were excited to have them! They wanted to take them back to their offices and proudly display them for all of their employees and customers to see. At this time we asked each sponsor if they would be interested in signing up for next year. The response was amazing, about 80% of the sponsors re upped on the spot! We can't wait to see if we end up at 90 or 95% retention rate for sponsorship for next year's event.

We tried to make our sponsors feel valued and special. We cared for their brand as much as they cared for their brand. We helped make them look good at the outing. They felt it! And they showed their appreciation by signing up as sponsor in 2011!

<Michael Sobel

Mark Your Space Inc. - "Helping deliver the key to your customers"
(630) 289-7082

www.markyourspaceinc.com

VOLUNTEERS/ COMMITTEE

For those people who want nothing to do with "fundraising," see if they'd be willing to help with any of these activities.

Activities that will absolutely result in more money raised but have nothing to do with asking...

- Call donors after they give and say "thank you"
- Give "behind the scenes" tours of your work in action
- Meet with supporters and ask them what they think of the job you're doing
- Start a [story bank](#)
- Ask supporters and prospects to volunteer
- Go to an organizational event and welcome people
- Send "comped" event tickets to new donors or prospects
- Write personal notes on mail appeals, invitations, newsletters, etc.
- Look at your list of current prospects and supporters and give you the scoop about the people they know

(And this is just the tip of the iceberg!)

Tina Cincotti

Owner & Principal Consultant
Funding Change Training & Consulting
617-477-4505

<http://fundingchangeconsulting.com>

Get expert fundraising advice ·

[subscribe to my monthly newsletter](#)

Follow me on Twitter

www.twitter.com/TinaFCC



http://www.youtube.com/watch?v=fSdJ_keZAWs

NEW IDEA AREA: The MEGA PUTT

I'm often asked to make suggestions of new ideas for activities during the period of time before the shotgun start of a golf tournament. Ideas outside the usual putting & chipping contest or an activity at the driving range.

One idea that is as fresh today as when we first learned about it is the **MEGA PUTT**: The MEGA Putt has to been one of the most fun and entertaining ways to start a tournament. First introduced to us at a tournament in Washington, DC in 2005, the MEGA Putt is simple to administer and a Sponsor will gladly donate the golf balls.

First of all this is NOT another putting contest, it is a conversation starter.

The MEGA Putt: Each golfer receives a numbered golf ball at registration, either as part of the Competition or Mulligan Package or even a part of their entry fee. About 15 minutes prior to the shotgun start, all players are called to the main putting green with their MEGA Putt numbered golf ball. There is one hole located near the center of the green. The MEGA Putt official, lines everyone around the edge of the green. Not all greens are in a perfect circle but that does not matter. That's half the fun. On the count of 3 everyone putts at the same time to the center hole. If one ball goes in they win, if more than one ball goes in, each ball in the hole is a winner, if no ball goes in, then the closest ball to the hole wins.



Doug Kendall is President of LTS LeaderBoard of Los Angeles serving all of Southern California and the Southwest. To learn more about Doug's company you can go to: www.LeaderBoardLA.com
email Doug at: Dkendall@LTSLeaderboard.com
or call toll free (800) 9444563



Overview

There is nothing more satisfying than helping those in need. However, as a charity, it can be difficult to get your cause noticed, raise awareness, and generate giving. It takes a great cause and a great mission. It also requires a contribution that participants are comfortable with, an exciting contest or prizes, a unique method of communicating your message that leverages participation, and a memorable experience that climaxes with a momentum for future events. **Give Through Golf** is the solution.

Picture a helicopter loaded with golf balls, thousands of golf balls, hovering high above a green; an excited crowd eager with anticipation as the chopper maneuvers into position; then, WHOOSH! A river of golf balls are released from above, bouncing and careening as they search for their target. When the balls finally come to settle, one ball rests at the bottom of the cup. That ball, purchased for a mere \$20, is the winner of a brand new car, for example, and has helped to raise over \$200,000 for your cause!

Having produced several ball-drops, we know how exciting and successful these events can be. Though exhilarating, these events can also be logistically difficult. Finding a helicopter and pilot, buying and numbering the golf balls, locating a suitable golf course, financing the insurance, and hoping for good weather are only a few of the factors involved with a successful event. **Give Through Golf** eliminates all of those problems. We offer an alternative to the rigors of orchestrating a live event.

- **Give Through Golf** has a web-based, animated ball-drop production that can function as a stand-alone event, or work in concert with an existing event, such as a golf tournament or gala. We handle everything behind the scenes so charities can focus on what they do best... helping others.
- **Give Through Golf** sells balls online on a customized web page developed specifically for each charity. Donors can connect to a charity mission, view prizes and buy balls all in one place! Users can track fundraising progress and are able to receive email and text (SMS) alerts as an event approaches. The nature of our customizable animation allows donors to view a Virtual Ball Drop from the dinner table at a charity gala, or, from the comforts of their homes!

Allow the experienced team at **Give Through Golf** to enhance major fundraising and provide charities with dynamic, fun and prosperous events.

Dave Bisbee
Director-eGolfGroup
m: 602.549.8194
t: 928-634-5425

dbisbee@egolfgroup.com---www.egolfgroup.com



WRITTEN BY:
EMILY KAY

[Boston Golf Examiner](#)
[National Golf Examiner](#)
[New England Golf Monthly](#)
[Waggle Room](#)

mlek@comcast.net
<http://twitter.com/golfexaminer>

CELEBRITY GOLF

A Can't Miss Case Study

Just My Opinion:

By Bob Gaudreau

This great story on the right is a wonderful example of how a Celebrity can "make a big difference" at a Charity Golf Event!

However, don't get fooled into thinking by recruiting a Celebrity to play in your event, that it will make it a huge success! The reason this event is a huge success is because Morgan Pressel decided to pour her heart & soul into the cause. Her Mom died of Breast Cancer and Morgan is now giving back to support research that may one day find a cure! She recruits "KEY" peer PRO celebrities to play and puts together a management team to handle all the other particulars! This is a winning FORMULA!

LPGA golfer Morgan Pressel raises \$500,000 for breast cancer research

January 6 -- Thanks to her fourth annual Morgan & Friends golf tourney, LPGA Tour star Morgan Pressel collected another \$500,000 in her ongoing battle against breast cancer, the disease that claimed her mother.

Wednesday's contribution makes a total of \$1.7 million that Pressel and a slew of her superstar pals -- including PGA Tour phenom Rickie Fowler and LPGA colleagues Natalie Gulbis, Paula Creamer, and Angela Stanford -- have raised in four years. Putting gurus Dave and Ron Stockton also participate in the yearly event to honor Pressel's mother, who died at the age of 43.

Mammovan. The tourney raises funds and awareness to fight cancer. With money collected in previous years, the Boca Raton (Fla.) Community Hospital purchased the Kathryn Krickstein Pressel Mammovan, a mobile early-detection van named for Pressel's mother. The vehicle travels the region, helping women obtain affordable mammograms.

Gulbis and Creamer took to Twitter Wednesday to spread the good word about this year's event.

"Morgan Pressel raised over \$500,000 for breast cancer this year!" Gulbis tweeted. "Wow! Amazing! An incredible event. Thanks to everyone involved"

"Collectively in 4 years the event has raised 1.7 million," Creamer chimed in. "So happy to be apart of it"

Pressel launched the yearly tourney to commemorate her mother, who died in 2003. The LPGA standout has pledged to do what she can to combat the deadly disease. Last year, she joined her grandparents and uncle, Aaron Krickstein, to unveil the fully digital, handicapped-accessible MammoVan. Pressel's uncle was once the sixth-ranked tennis player in the world and is tennis director at the course that hosts the tourney, St. Andrews Country Club in Boca Raton.

It's personal. "Through my personal experience with breast cancer, I am now using golf as a platform to raise awareness and make a difference -- not only in treatment, but in prevention and diagnosis," Pressel said in an e-mail prior to last year's tournament. "I am thankful that my current position in the golf world has enabled me to raise significant funds to help in the quest to vanquish this dreaded disease that seems to affect every one of us through family or friends."

Pressel has been a force on tour since she first teed it up professionally in 2006. In her sophomore year, she became the youngest professional woman golfer to win a major championship, the 2007 Kraft Nabisco Championship.

Watch [Morgan Pressel's moving story](http://www.thegolfchannel.com/golf-videos/morgan-friends-fight-cancer-tournament-8463/?ref=26000&rsec=208) about losing her mother and her personal endeavors to raise money and awareness about breast cancer.
<http://www.thegolfchannel.com/golf-videos/morgan-friends-fight-cancer-tournament-8463/?ref=26000&rsec=208>



Make “Hole In One” Insurance a Thing of the Past

Almost every single golf outing does some type of hole in one contest. Almost every single golf outing also has this hole sponsored by a local car dealer because the grand prize is usually a new automobile. The car dealer gets to play the hero, while showing off a brand new car on the tee box.

The golfers are usually asked to “donate” \$10 or \$20 for a chance at a hole-in- one on the particular par 3 hole with the slimmest of hopes of making the elusive hole-in-one on this particular day, on this particular hole. The charity then gets to keep all the money the volunteers collect.

Here’s the new twist, which will guarantee a cash payout to 2 golfers in your outing, while still letting the sponsor (be it a car dealer or other type of business) promote themselves AND support your cause.

Have the sponsor take the \$450 - \$750 they were going to spend on the insurance and divide the money into two separate money bags. Put one bag on the green, and the other bag just off the green.

As the golfers approach the tee box, have your volunteer, or better yet, a representative from the sponsor company, explain that they don’t want the golfer to take a long-shot chance on a single hole-in-one. Instead, your charity wants to offer them the chance to win one of the bags of money containing \$225 - \$375 that the SPONSOR was kind enough to donate. Remember...the sponsor was going to front the cost of the insurance anyway.

Have the golfers make the same \$10 or \$20 donation, only this time they’re competing to be either the closest to the pin on the green or the closest to the green. The two golfers, at the end of the day, who are 1.) Closest to the pin, and 2.) Closest to the green, will each receive a bag of money.

Using this format, you are guaranteeing that at least 2 people will leave your event actually winning something that cost you nothing instead of having 144 people leave knowing that nobody ever makes the hole in one. Best of all, you still get to keep all the donation money the contest collects! The winners may even spend their new found wealth on one of your auction items (that’s a whole other article!) after golf.

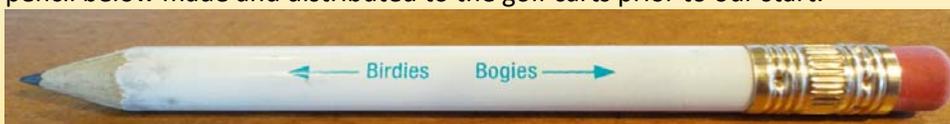
Your sponsor will still get to bring out a brand new car and display it on the tee box. Better yet, allow a representative from their company on the tee box to explain the contest, hand out business cards and network with your golfers while getting to be the hero for supplying a cool prize like \$250 (or more!). Think your event will stand out in the minds of at least the 2 people who won, and everyone else who had the chance at the money? Think the sponsor might finally get a real return on investment?

Written and submitted by Darren Barr
Owner, LeaderBoard of Chicago
January 18, 2011

Drive, Chip, Putt, Laugh

(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.)

Golf tournaments should be fun – plain and simple. Yes, you’ll have a few foursomes of serious, scratch golfers. But, most of the golfers I’ve played with at tournaments are just looking for a fun day on the links. I’ve always tried to add an element of humor to the golf tournaments I’ve run. Years ago, I had the pencil below made and distributed to the golf carts prior to our start.



Bob Gaudreau

CEO-Portable Golf Solutions

bob@portablegolfsolutions.com

www.portablegolfsolutions.com

813-685-1509