

HOW TO ORGANISE...

A CHARITY GOLF DAY

VENUE

This will need to be selected nine to twelve months in advance. Pick a golf club that is willing to provide you with a concession for holding the event (discounts, a free four ball for the raffle etc); you will have some bargaining power as your event will promote their club. Avoid corporate hotel chains with golf courses/spa's as these tend to be very expensive.

Agree on prices for two types of attendee. Firstly you will need to accommodate golfers; they will require breakfast on arrival, golf and dinner for the evening. The second attendee will be for the non golfers only requiring dinner.

Use the golf clubs facilities in your planning of the event – their golf professional will be able to advise on scoring, set up of the event and team or individual games and they can organise scoring for the golf cards etc.



PLANNING

You will need helpers, both for planning and preparing for the event and on the day, so recruit early! You will need to get together regularly to brainstorm ideas, set a timetable for completing tasks and create a budget. From this you can determine your entry fee by what your target market can afford and plan your expenses around that, such as food. It will be a long day for the golfers so you will need to think about what food is provided in the cost, and when you will begin the day. Your venue will be able to provide guidance.

Entertainment can vary but an after dinner speaker who will also comper the evening is ideal, as they can run an auction too.

SPONSORSHIP

Selling sponsorship can provide guaranteed income, prizes and promotional materials. The key to selling sponsorship is to convey that they are getting their money's worth. You could design various levels of sponsorship:

- Title – company name could appear on all event marketing materials, tee sponsor signs and reception signs
- Supporting – company name could appear on all event marketing materials
- Hole – company name could appear on one tee; you could also offer this sponsorship to family and friends.

If you are employed by a large company you could start by asking them as well as local businesses, don't forget to encourage them to enter a team. If you are mailing local businesses concentrate on industries that are linked e.g. Insurance, Legal, Property. You will be amazed at what a small local business world it can be!



www.cftrust.org.uk

11 London Road Bromley Kent BR1 1BY Tel: 020 8464 7211 Fax: 020 8313 0472 events@cftrust.org.uk

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PROMOTION

The more exposure your tournament receives the more participants and sponsors you will get. There are many ways to market your event including local press, radio, websites (free listings websites), council run calendars of events, press releases, signs and banners (place these in highly visible areas), flyers and posters which can be displayed in offices, community halls, the venue, local shops etc.

Your invitation is your most powerful promotional tool so ensure it is appealing and contains essential pieces of information such as name of event, date, time, sponsors logo, entry fee, entry deadline, what's included in the fee, prizes, participant(s) details, handicap etc.

Don't forget to advertise your golf day with your Regional Fundraising Manager!

AUCTION

A maximum of five or six items is recommended as people will lose interest after that. Ensure there are lower value items as well as one or two key prizes and make sure you choose a good auctioneer. Consider hosting a silent auction as well with smaller prizes where the items (or a description of the auction item) are placed on display throughout the evening, and guests write their bids on open forms next to each item. This continues throughout the evening, with each person bidding higher than the previous one – especially successful after a drink or two!

Prizes you source could be signed sporting goods, golfing holidays, golf equipment however they can be non golf related too. If these cannot be donated don't be afraid to ask for the items at 'cost' price.

RAISING EXTRA FUNDS

Raffles - these are very easy to organise and run - leave envelopes on the table during dinner and invite guests to put £10 per head into them and write their name on – you can either pull one out per table or put them all together and pull them out at random! Make sure you have sourced enough prizes per table and they are all over £10 in value. Prizes such as dinner for two at restaurants, hampers from stores, gift cards, champagne and four balls from other clubs are all popular prizes. When sourcing the prizes always let the supplier know of the excellent cost effective promotion they will get as a result of their donation.

Run competitions on a hole such as hole in one, closest to the hole (the golf pro at the club will be able to help with these). Prizes can range from a box of golf balls to a Jaguar for a weekend (contact your local car showroom; they may donate a car as it's a great way for them to advertise).

MANAGING THE DAY

Don't forget to pre order fundraising materials such as banners, balloons, collection boxes, paper work for the auctions etc – contact your Regional Fundraising Manager for more information.

On the golf day you will need to register your golf teams, furnish them with score cards and a programme of events that should include an itinerary and a list of sponsors (speak to a local printers who may donate the programmes), keep a scoreboard, ensure a timetable is kept too and ensure promotion of the fundraising activities is maintained.

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Patron: HRH Princess Alexandra, the Hon. Lady Ogilvy, KG, GCVO

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