

Charity Event Guide



BUTLER'S
GOLF COURSE &
ROCK RUN INN

www.ButlersGolf.com

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Introduction

Congratulations on considering a golf outing to raise funds for your favorite charity! These events can be very profitable, provide enjoyment for your participants, and increase awareness in the community for your cause. We're happy that Butler's is an option for your venue and we hope that you will find this information helpful in running a successful event.



Taking on the responsibilities of an **Outing Director** and knowing that a worthy organization is depending on you to deliver a successful event can be stressful. Organizing your thoughts and breaking down your responsibilities into much smaller and feasible tasks is essential to achieving your goals.

The staff at Butler's has collectively run hundreds of golf outings (we use the terms 'tournaments' or simply 'events' interchangeably). In addition to professionally hosting many of these events, a few of our staff members have had the opportunity of being in your shoes as Tournament Chairs and Committee Members. We hope our combined experience can assist you in planning **an outstanding function**. Although the content of this booklet is far from all-inclusive, our hope is a small piece of advice might improve the quality of your event or the bottom line for your charity. Remember, our support doesn't stop here. We're just a phone call away if you would like to talk more specifically about your plans.



Outing Committee

You can't do this successfully by yourself!

Too often we encounter the Tournament Director on the day of the event stressed, lacking sleep, over-worked, and trying to throw things together at the last minute. The “if you want it done right, do it yourself” attitude doesn’t work when there’s so much to accomplish.

Step One — Develop your Tournament Committee:

- Sizes of committees and responsibilities of members will vary.
- On the facing page are some typical positions to consider. After that are additional recommendations.
- When selecting members, try your best to find people invested in the charity, willing to put the legwork in, and well-connected in the community.

Next Steps — Regular Meetings:

- We suggest you meet once a month to discuss the progress each member has made.
- Ideally, meetings will begin a year in advance, but six months is likely enough for a smaller event.
- During the 6 months prior to the event, the Tournament Chair should contact other members via email or by phone once every couple weeks for more detailed reports and to assist when necessary.

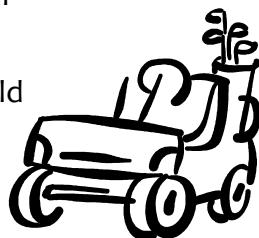


Committee Positions and Duties:

Tournament Chair -- This is probably you! You are the General Manager of the Committee. Your job is to motivate its members, hold them accountable for their duties, and make sure deadlines are being met. Provide the resources they need and assist them in any way you can to get the job done.

Director of Operations -- This person has great organizational skills and will be responsible for communicating with the golf course prior to the event, selecting a tournament package that fits the budget, recruiting volunteers, assigning them duties, and generally managing them and all other operations on the day of the event.

Director of Sponsorships -- This person should also be connected with local businesses and will seek out different types of sponsors (discussed in the next section). You may wish to have a *separate Director of Hole Sponsors.*



Director of Donations -- Select someone for this position who is comfortable approaching big and small businesses for non-monetary donations that can later be used for raffle prizes, tee gifts, or to reward winners of on-course challenges.

Director of Registration -- This individual must create necessary flyers, posters, social media posts, email blasts, etc. to promote the event to potential golfers. They should be the point of contact for sign-ups and collecting fees from groups.

General Committee Members (at least two) — Attend all committee meetings and assist members in completing duties. They should also be ready to audit all financials to ensure that the event is documented to evaluate successes and identify ways to improve next time.

Additional Committee Recommendations:

Assign Quotas — The main purpose of the Tournament Committee is to get golfers and sponsors for your event, so we highly recommend that **ALL** Committee Members be held accountable for signing up **two foursomes** and finding **one Hole Sponsor**. If you begin your event with the eight suggested Committee Members, you will have an amazing start with 64 golfers and 8 Hole Sponsors! This could grow into a very profitable outing.

Sub-Committees — Feel free to allow your Committee Members to create their own teams, particularly when tackling large tasks like soliciting sponsorships, donations, and registering golfers. The more the merrier!

Signed Agreements — We find it best if the responsibilities and goals of each member are clearly recorded and members sign a simple agreement to be held accountable for achieving those objectives.

Agreement Example: I am a proud member of XYZ Tournament Committee! I agree to take on the position of Director of Donations and seek out at least 40 non-monetary contributions to be utilized at our function. I also agree to register two foursomes and seek out one Hole Sponsor for the event.



Sponsorships

Sponsorships will more than likely account for the **highest contributing factor to your bottom line.**

- Getting the right **people** soliciting and creating the right sponsorship **packages** are essential to optimize results.
- We recommend **tiered** sponsorship package levels.
- As the packages increase in cost, they must increase in marketing opportunities for, and perceived value to the sponsor, so that the sponsor has an incentive to spend more. Higher tiers should definitely be priced to increase income for your charity.
- Prices listed here are just **samples** and will need to be adjusted based on your costs, players, and goals.



Sample price charge by Butler's for a single player — \$90

Price you set for an Individual player to register — \$110.00

Price for a Foursome to register — \$400.00

Hole Sponsorship — \$100.00 (we've seen \$50 to \$250 each)

- This is a 24" x 36" yard sign to be placed at a tee, with their logo and perhaps yours, too.
- You will need to have the signs made and pay the vendor. Sponsor will provide logo and wording.
- Avoid getting more than 36 sponsors (that's 2 per hole), as sponsors want to be easily identified and get their money's worth. If you sell all 36, consider raising your fee the following year.

Sample Sponsorship Tiers

Bronze Sponsor — \$550.00. This needs to be more than the cost of the foursome + hole sponsorship alone, and it could include:



- A **Hole Sponsorship**
- A **foursome** in the event
- An invitation to add an item they choose (e.g. business card or magnet) to the **gift bag** for each player, at their cost
- **Honorable mention** during the awards ceremony.

Silver Sponsor — \$650.00. Consider limiting this level to 2 or 3 businesses to make it more appealing.



- *Includes the Bronze Level, plus...*
- Name them the '**Official Sponsor**' of perhaps the **practice area or luncheon**. You will purchase a **large banner** with their logo to display at their area.
- Invite their representative to **say a few words** prior to the start of play, and/or allow them to set up a **table** with their company's information at registration.

Gold Sponsor — \$800.00. This should be limited to **one** business and is the Holy Grail of your sponsorships.



- *Includes the Bronze and Silver Levels, plus...*
- The sponsor's **logo** should appear on all official **tournament material** including flyers, emails, social media posts, rules sheets, etc.
- Consider including a **link** to their website on your charity's website for an entire year.
- They should have the biggest **banner** prominently displayed at all times. You will purchase the banner.
- Consider including a second foursome.
- Perhaps they can have several **chances to speak**.
- Price this to sell without giving too much away. Start lower and increase the cost in future years as you can.

Pricing the Event

Properly pricing the event can have a big impact on the number of golfers attracted to the outing. Although people are generally prepared to pay a little more to support a good cause, they also tend to seek out high value for dollar paid. We find the best approach is to attract the largest number of golfers.

Price the event as low as possible to cover your costs comfortably.

The more golfers that show, the more money you make! We'll get into how this happens a little later.

The **cost per golfer** to your organization will be dependent on what package choices your Director of Operations has negotiated with the golf course. Selections should be made with the organization's goals and expectations in mind. Charities that set high goals for fundraising and demand higher sponsorship packages should select more extravagant options. Those with lower expectations or resources may choose more modest options.

The main expense is usually for **Golf**, and fees depend on the season, day of week, and time of day. Another expense is **Food and Beverage**, which can be as simple or complex as you like.

Beyond these, you might want to consider tee gifts, Hole-In-One insurance, live entertainment, and more.

Below are examples of recommended prices based on **total cost per golfer**.

Cost/Golfer	\$62	\$86	\$129
Price/Golfer	\$70-75	\$90-100	\$140-150

Creating a Budget

Creating and analyzing budgets can be boring! Still, we feel it's important to have a **very simple** budget that's created by setting realistic goals. If you have past years' data, this can be easy. If this is your first outing, make educated guesses as to the number of players that will attend, potential sponsors, and so on, then form a list of potential revenues and costs.

Sample Budget Items	
Revenues	Expenses
Golfer Registration Fees	Tournament Cost/Golfer
Hole Sponsorships	Volunteer Food & Beverage
Other Sponsorships	Hole Sponsor Signs
Cash Donations	Sponsor Banners
Raffle	Cost of Gifts or Prizes
Silent Auction	Non-Golf Costs/ Office Supplies
On-Course Games	Hole-in-One Insurance
Non-Golf Event Revenue	Paid Advertising (if any)
Mulligans/Strings/etc.	Miscellaneous

After you've defined your key projections, subtract your expenses from revenues to **estimate your goals for fundraising!** This process becomes easier with practice. Hopefully, you can increase the bottom line slightly from year-to-year.

In addition, this tool will assist the Tournament Chair to **motivate** Committee Members, who can then chart their progress in relation to goals set.

Ensure that **detailed records** are kept and summarized at the conclusion of the event in order to make the *next outing easier* to plan and enjoy!



Attracting Players

- Remember, one of the best ways to jump start registrations is to require all Committee Members to sign up **2 teams**.
- Beyond word of mouth, your Director of Registration can create visually appealing **flyers**.
- Make sure to tell golfers **what's included** in their fee (e.g. breakfast, unlimited beverages, any big prizes or gifts, etc.).
- **Email blasts** are a powerful tool, but you need a database. If your charity does not have a large list, your business sponsors may send a message to their database on your behalf, especially if the content centers on **their** being a major sponsor. Be sure to build your own database from participants. **Require email addresses from ALL golfers**, not just group leaders. **Use this list to thank them, update them on final fundraising counts and how the money will be used, and invite them back next year.**
- Use **social media** and ensure your Committee Members share information about the event on their personal accounts.



- Finally, **ask the course for help!** Included in all of **Butler's** Packages are complimentary advertisements via our website's Upcoming Events tab, emails throughout the season linking to that tab, and Facebook posts pointing to your event. These announcements will reach our database of over 14,000!

Enhancing the Golfer Experience

With good advertising and community support, you may attract quite a few golfers to your event. This is your opportunity to capture this audience for future outings. Give them an experience they'll remember and will want to repeat in years to come!

Bang for the Buck

- **Price the event just slightly above the cost.** Why? You may get someone to pay \$150 for a \$50 round of golf and \$25 in food/beverage once, but they will catch on that it was a \$75 value plus a BIG \$75 donation.
- **Consider including valued options in the price.** For just \$13 built in to the package, Butler's offers an **unlimited on-course beverage** package (including domestic beer, soda, Gatorade, and bottled water). **You will ask your participants for various donations throughout the day. Not having to take their wallet out for any drinks will mean a lot to them, and they'll remember it.**

Non-golf prizes

- Every player, no matter what their skill level, loves to win prizes.
- **Tee gifts:** Consider goody bags for each player.
- **Raffles or silent auctions** give **everyone** a chance to win (and your charity gets added revenue). Please note, we've found that *mixing raffles and silent auctions fails to work well*. Golfers have limited funds, and bigger ticket silent auction items don't bring in the revenue they should.



Winning Team(s)

- For 99% of charity outings we recommend a 4-Person **Scramble**, sometimes called Best Ball. It places the least pressure on novice golfers, so it promotes higher **participation**. However, there will always be a few talented teams, making it next to impossible for most of the field to win.
- Consider improving the experience by also scoring the tournament in **flights**. For example, an event with 30 teams might be divided into 3 flights after the scores come in. The top 10 scores represent Flight A, the next 10 Flight B, and the last Flight C. You might choose to recognize the top 2 teams in each flight so golfers of different skill levels can win.
- Sometimes, a **random** team is drawn to win a prize.



Individual Skill Prizes

- It's a good idea to include various individual challenges on the course. There's **no limit** to how many of these you can have, so you ought to try to obtain many donated prizes for these.
- Examples are: **Closest to the Pin, Longest Drive, Straightest Drive, Longest Putt, and a Putting Contest at the Turn.**

- Participating in these should **not** cost your guests extra money and will keep everyone interested, even if their team isn't playing particularly well.



Additional Money-Making Ideas

There are endless ways to increase revenue and make the day more fun. Be careful not to use too many, though, as golfers' funds aren't bottomless. Don't like these options? Ask us for more ideas!

- **Mulligans:** These should be sold at the registration table for individuals with a maximum of 3/golfer. \$5 each or \$10 for 3 works well. A mulligan is a chance to re-hit a poor shot without it counting as a stroke.
- **Strings:** Sold at the registration table to a team, this is usually a 1 or 2 foot long string. If the team hits the ball close to the hole, they can consider the last shot "holed" by marking off the distance the ball was from the cup on the string, and then that portion of the string is no longer useable. \$20/ team, limit 1 recommended.



- **Buy a Drive:** Offer the team a chance to purchase a 350-yard drive on a Par 5 for \$20. Electing this option means they move to a designated place in the fairway to hit their second shot.
- **Vegas Hole:** A volunteer sits at the tee of a Par 4 with four playing cards (Ace, 2, 3, 4). For \$10 the team selects a random card. This card represents their guaranteed score for the hole. Didn't like their pick? Offer them a second pick from the remaining cards for another \$5 or \$10.
- **Hit the Green:** Allow golfers a chance to bet between \$5 and \$20 on a Par 3. If they hit the green, they double their money. If not, their bet was a donation.



Festivities for Non-Golfers

When looking for participants, you may hear responses like, “I would love to support the cause, **but I’m not a golfer.**” These people might give cash donations, but why not offer another activity on the outing day for these folks? This can also make it easier for a golfer with a non-golfing **spouse** to get out of the house — both parties can support the cause, which increases overall attendance at the event. One example is ...

An Intro-to-Golf Clinic with Wine & Cheese

- **Timing:** Say your golfers have a 9:00 shotgun start followed by a banquet. Non-golfers could check-in at 10:30, meet and greet, then enjoy a **simple golf clinic** taught by our golf professional from 11:00 am – 12:30 pm. This lighthearted session typically relates to easier parts of the game, like putting. Follow this with a **wine and cheese tasting** or some other activity from 12:30 – 2:00, and then it’s time to enjoy a meal with the golfers!
- **Pricing:** Strongly consider making a profit from this activity, because, unlike the golfers, these participants will not be spending more on the course. For example, if the total cost for the non-golf activity and meal is \$45, you could price it around \$75 to increase the bottom line for your charity. This group can certainly participate in the raffle or silent auction, particularly if many of your prizes are not related to golf.



Organizing Volunteers

Volunteers from your organization play a big role in the event running smoothly and it is *essential* that your Director of Operations prepares to organize them ahead of time. Typical volunteer positions are listed below.

Setup	Bring tee gifts, donations, prizes, setup registration and banquet areas
Registration	Check in golfers, sell raffle tickets, mulligans, strings, collect money, etc.
H-I-O Insurance	Spotters must observe Par 3 as required by hole-in-one insurance contract
Photographer	Travels around course taking pictures of event for future marketing
On-Course Games	Generally, only events where money changes hands require a volunteer
Banquet	Call raffle numbers, announce winners, cleanup
Floater	Assists all other volunteers and covers should someone be unable to attend

- Volunteers should know their **assigned duties** and required **time of arrival** well in advance of the event. It's a good idea to print out specific instructions ahead of time. In addition to **emailing** these to volunteers several days before the event, **print** copies for distribution on the morning of the outing.
- Have **bank bags**, including sufficient **change**, available for each volunteer at a game, and ensure they sign for their initial 'bank'.
- Communicate with the pro shop staff as early as possible to arrange for **golf carts** for volunteers. We will assist you in guiding helpers out to their appropriate holes, if applicable.

Day of the Event

The best way to ensure a smoothly run outing is by preparing ahead. Let's review a timeline of tasks to complete for a day that flows nicely and is enjoyable for everyone...

1. Director of Operations **communicates frequently** with course staff prior to event.
2. Final player and banquet **count** given **two weeks** in advance.
3. **Pairings** delivered by Director of Registration to the pro shop staff at least **two days** in advance.
4. The staff is aware of your setup requirements for **registration**, including a contingency plan for inclement weather.
5. **Volunteers** have been assigned tasks, their instruction sheets have been prepared, and **bank bags** are ready.
6. **Hole Sponsor signs** and **banners** were purchased and delivered to the golf course no later than one **day** prior to the event.



7. **Tee gifts** were prepared and are being brought to the course by one of the volunteers.
8. All **donations** have been collected into one area and are being brought to the course by the Director of Donations.
9. Raffle tickets, strings, and easy-to-read **signs** have been prepared for the registration table.
10. Arrange to take plenty of **pictures** to share right away and to use in future marketing materials.
11. **Ask your guests for their thoughts** about the package you've created for them, in order to improve the event next year.

Follow-Up

The event is over, and you'll feel a huge weight lifted off your shoulders — but don't get too relaxed, as there is still a bit of work to do. There are a few groups of people you need to follow up with, and below are some tips for doing so.

Sponsors: This is the most important group to stay in contact with. Any sponsor or company who provided a donation for the event should receive a **letter of thanks** ASAP. A nice touch is to send another letter about 6 months later — thanking them again, giving an **update** on total funds raised, and letting them know exactly **how those funds were used** for your charity. This could go a long way in securing them as a sponsor for next year.

Golfers: Hopefully you collected email addresses for all participants. Communicate with your players by blind copying them in a mass email. Again, thanking them and including any updates on funds raised and how they were used is a great idea. This list will probably be your single greatest asset for attracting golfers **next year**, so don't lose it!



Tournament Committee: The committee meeting held directly **after** the event should be spent **evaluating** the entire experience. This is a good time to pull the original budget out and determine how well you did relative to your goals. Assess strengths and weaknesses in the strategy and your team to better plan for future years.

Golf Course: If you're happy with the venue, book for **next year** now! Reserving the date and course you want is much more likely a year in advance. If there were any glitches, please allow us to address them while your thoughts are fresh.

Conclusion

Thank you for taking the time to review this information, and thank you for considering golf as an avenue to raise money for a great cause. The Butler's staff is dedicated to making your charity event successful! If you would like clarification of any information contained in this booklet, please don't hesitate to call.



Please let us know when you're ready to book your event. We know each charity outing has its own special requirements, and we aim to custom design tournament packages unique to your needs.

We're eager to assist you in hosting a memorable and profitable golf outing!



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Butler's Tournament Partner



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All Tournament Directors hosting their event at Butler's receive special pricing at Squibb-It for Hole Sponsor Signs, banners, and more. Tell them we sent you!

