

# GOLF EVENT HANDBOOK



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# GOLF EVENT HANDBOOK

## *Golf Event*

*Planner ...* There's nothing better than a great day of golf to benefit a great cause. A day out on the links with good friends and fellowship is hard to turn down, and when the proceeds go toward helping local kids, the offer is even more inviting. Young Life golf tournaments and marathons continue to be successful, annual events in many Young Life communities across the nation.

Here's an ideal opportunity to raise a significant portion of your annual budget, spread the news about your Young Life area, and have fun doing it. But realizing results like these takes strategic planning, organization, and plenty of hard work and prayer.

Regardless of your experience planning a golf event, or even serving on a Young Life committee, please take time to browse through this handbook. It is designed to be a helpful and practical resource in planning this very significant and purposeful event — a tool for advancing your golf tournament to a new level of creative and organizational excellence.





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## PART 1 — A GAME PLAN FOR EVERY SUCCESSFUL GOLF EVENT

### FIVE GOOD REASONS TO HOST A GOLF EVENT

Before we describe all the hard work that goes into planning an excellent golf tournament or marathon, we'd like to mention several of the benefits this event can bring to your area. A well-done golf fundraiser can help your area:

- **Raise Significant Money** — Maximizing the potential of this fund-raising tool can significantly boost your area's financial health. As a well-defined component of your committee's overall *Taking Donors Seriously*® (TDS) strategy and plan, your golf fundraiser can become a highlight of your calendar and fiscal year. By incorporating the principles of TDS, your golfing event can proceed with clarity, meaning and realistic purposes.
- **Have Fun** — Young Life is fun so Young Life fundraisers should be fun. Here's an ideal opportunity to invite a community to enjoy a day of recreation — all so that kids can hear the Gospel. Your Young Life golf event can be an activity that people look forward to every year — an event not to miss.
- **Get the Word Out** — Potential donors need to know what Young Life is all about, and a golf course is the perfect place to informally tell others about the ministry. Modeling a Young Life principle, a golfing event is relational. It's casual and it's social — a non-threatening way to introduce new, potential donors to Young Life and to remind your faithful existing donors that their support truly matters.
- **Proclaim the Gospel** — A golf fundraiser can lend itself to sharing the Gospel indirectly. In all aspects of your event, from planning and organization to golf etiquette, let your actions be a refreshing reflection of Christ's servant attitude. Undergird everything you do with prayer.
- **Connect Donors to Ministry** — For some donors, a Young Life golf event is currently their only connection to the ministry. It's an event they enjoy for a cause they'll gladly support. Golf fundraisers are also a good connection to area businesses since golf is such a popular form of recreation in the corporate community.



## PLANNING THE RIGHT KIND OF EVENT FOR YOUR AREA (TRADITIONAL TOURNAMENT OR MARATHON)

You've decided to host a fund-raising event centered around golf, but now you have several options in planning the details of such an event. Which format will you use — the traditional golf tournament or a golf marathon? Should you have a dinner banquet or a simple reception at the end of the event? Should you include an auction in the festivities? The options are numerous, but your committee should plan a golf event that best fits your community and resources.

### THE TRADITIONAL TOURNAMENT

#### Features

- Foursomes or individual golfers pay entry fees to participate.
  - Teams play 18 holes of golf.
  - Players register gross/net scores.
  - Prizes for top foursomes.
- See part two for details and ideas for hosting a successful golf tournament.*

#### Benefits

- More opportunity to build relationships with players and potential Young Life donors and volunteers.
- Easily understood.
- Anybody can play.
- Preferred by better golfers.
- Takes five to six hours to complete (more convenient time commitment for golfers).
- Encourages team spirit and friendly competition.
- Corporate team sponsor opportunities.

#### Variations and Considerations

##### *Best Ball Four-Man Scrambles with Shotgun Start*

- Everyone begins and ends at the same time.
- All skill levels are welcome.
- Team-building, team spirit.
- Time problems minimized.

##### *Flights*

- Organized by team handicaps.
- More winners as a result.
- Weaker teams compete against one another.

##### *Golf in the Dark*

- Threesomes or foursomes pay entry fee to participate.
- Teams play nine holes of golf using glow-in-the-dark balls.
- Format uses executive golf course.
- Less expensive.
- Unique format — opportunity for less serious golfers.
- More players are available to participate in the evening hours.

### THE GOLF MARATHON

#### Features

- Golfers play 100 holes of golf or more in one day.
- Young Life rents golf course for entire day.
- Each golfer gathers individual per-hole sponsors.
- All skill levels are welcome.
- Prizes for top money raisers.
- Young Life can prepare all correspondence to per-hole sponsors to minimize golfer responsibilities.

#### Benefits

- Doesn't cost golfer anything.
- Young Life does all the work.
- Income not limited (greater fund-raising potential).
- Higher income allows for nicer gifts and trophies.
- Unique and fun opportunity.
- Players remember and enjoy it.

*See part three for details and ideas for hosting a successful golf marathon.*

## BEST EVENT WORKSHEET

Determine the best golf event for your area.

How many golfers can we round up?

1-20                      21-40                      41-60                      61-80                      80+

How many of these are diehard enough to play in a marathon?

1-20                      21-40                      41-60                      61-80                      80+

How much would a course cost for a tournament? \_\_\_\_\_

How much would a course cost for an all-day marathon? \_\_\_\_\_

Mark on the scale below how important the following benefits are to your event:

**Traditional Tournament Benefits:**

**Less Important ----- More Important**

More opportunity to build relationships with players and potential Young Life donors and volunteers.

\_\_\_\_\_

Easily understood.

\_\_\_\_\_

Anybody can play.

\_\_\_\_\_

Preferred by better golfers.

\_\_\_\_\_

Takes five to six hours to complete (more convenient time commitment for golfers).

\_\_\_\_\_

Encourages team spirit and friendly competition.

\_\_\_\_\_

Corporate team sponsor opportunities.

\_\_\_\_\_

**Golf Marathon Benefits:**

**Less Important ----- More Important**

Doesn't cost the golfer anything.

\_\_\_\_\_

Young Life does all the work.

\_\_\_\_\_

Income not limited (greater fund-raising potential).

\_\_\_\_\_

Higher income allows for nicer gifts/trophies/etc.

\_\_\_\_\_

Unique and fun opportunity.

\_\_\_\_\_

Players remember and enjoy it.

\_\_\_\_\_

Based upon the answers above, our event will be a \_\_\_\_\_.

## CHOOSING THE BEST TIME FOR YOUR EVENT

### When scheduling your golf tournament:

- Refer first to your area's TDS Financial Master Plan.
- Be strategic regarding timing in fiscal year.
- Check availability of golf course and the banquet facility for post-play celebration.
- Consider your own geographic preferences:
  - ✓ Climate considerations.
  - ✓ Seasonal green fees.
  - ✓ Availability of courses.
  - ✓ Other annual tournaments in the community.
- Plan event for the season opposite your area fund-raising banquet.
- Be aware of other community events (college and pro team schedules).
- Respect other nearby Young Life area events (especially important in cities that are divided into more than one Young Life area).
- Be consistent year after year and build a following.

### The earlier, the better.

Due to the increasing popularity of golf fundraisers, scheduling the first one of the season has several advantages:

- Golfers are eager to get out and play.
- Untapped sponsors are more readily available.
- Personal social schedules are still relatively open.
- Enthusiasm for the sport carries over to the ministry.
- Event can be creatively named:
  - ✓ "Groove Your Swing"
  - ✓ "Take Seven Strokes Off Your Swing"
  - ✓ "Swing Training"

## COMMENTS TO CONSIDER

*"Fridays are ideal for marathons, but Mondays work also. However, not many courses are available on Fridays."*

— **Barney Long**

*"We find that scheduling mid-day tee times is an effective way to recruit more golfers, since players can put in a partial work day at the office before playing."*

— **Bill Bryant**

*"We have alternated between weekend and weekday events. The main thing is to be sensitive to when most of your potential golfers can play."*

— **Don Schlander**

*"Mondays tend to be the best time for golf fundraisers, since private courses are generally closed to their members and can be reserved for the exclusive use of Young Life, thus building camaraderie and a feeling that this is an exclusive Young Life community event."*

— **Mike Sadler**

## BEST TIME WORKSHEET

Determine the best time for your golf event.

### Overall Timing

Does this golf event fit into our area's TDS Financial Master Plan?

Yes \_\_\_\_\_

No \_\_\_\_\_ If "no," why not? \_\_\_\_\_

Is the timing strategic with regards to our fiscal year (Oct. 1 – Sept. 30)?

Banquet date: \_\_\_\_\_

Dates for other major Young Life fundraisers: \_\_\_\_\_

### Date of the Event

What are available dates for the golf course and the banquet facility for post-play celebration?

Golf Course Dates: \_\_\_\_\_

Post-Play Celebration Dates \_\_\_\_\_

Are there climate considerations?

\_\_\_\_\_

Are there seasonal green fees?

\_\_\_\_\_

What are dates of other tournaments in the community?

\_\_\_\_\_

Are there potential conflicts with other major community events?

\_\_\_\_\_

Are there potential conflicts with other local Young Life events?

\_\_\_\_\_

### Long-Term Planning

Can we be consistent annually if we choose this time?

YES! \_\_\_\_\_

NO \_\_\_\_\_ If "no," why not? \_\_\_\_\_

### The Conclusion

Based upon the answers to the above, we have decided to hold the golf event on: \_\_\_\_\_ .

## SELECTING AN IDEAL LOCATION

Depending on the size of your community, the number of courses available to you will vary. Here are some things to consider when selecting the best location for your fundraiser:

- While green fees may be significantly higher at private, more exclusive courses, the special attraction of playing at such courses can serve to draw more golfers who are willing to pay more for the unique opportunity.
- Work with a member contact to negotiate the best price for use of the course.
- Evaluate golf course amenities:
  - ✓ Layout suitable for registration area.
  - ✓ Cost and availability of snack and beverage service, if desired.
  - ✓ Cart availability.
  - ✓ Practice facility.
  - ✓ Banquet and/or auction facilities, if applicable.
- Consider convenience factors:
  - ✓ Parking.
  - ✓ Centrality of location.
  - ✓ Ability to bring in own food and drinks, if desired.
- Consider availability of negotiables:
  - ✓ Golf pro clinics.
  - ✓ Discounts/gift certificates.
  - ✓ Range balls.
  - ✓ Seasonal price differences.
  - ✓ Off-season price discounts.



### What to expect in a contract:

- Some type of deposit.
- Minimum number of golfers.
- Guaranteed number of foursomes for shotgun start.
- Food and beverage requirements.
- Pro-shop purchase requirements.

### Things to request in a contract:

- Non-profit discount.
- Option of a flat buy-out price that enables the course to close for all other business that day.
- Early starting time to allow time for post-tournament event.
- Supply of ice and coolers.
- Several free foursomes for prizes.
- Designated dollar amount per golfer for gift certificates or merchandise prizes.
- Multi-year contract for per-golfer discount.
- Bad weather rain checks.

# GOLF EVENT HANDBOOK

## BEST LOCATION WORKSHEET

Determine the best location for your golf event

	Location 1	Location 2	Location 3
How much are the green fees?			
Are these fees justified by golfers' interest in this course?			
What is the best price we can get here?			
<b>Golf Course Amenities:</b>			
Is there a layout suitable for registration area?			
What is cost and availability of snack and beverage service?			
What is the golf cart availability?			
Is there a practice facility?			
Are there banquet and/or auction facilities?			
<b>Convenience Factors:</b>			
Parking			
Centrality of location			
Ability to bring in food and drinks			
<b>Availability of Negotiables:</b>			
Golf pro clinics			
Discounts/gift certificates			
Range balls			
Seasonal price differences			
Off-season price discounts			
Contract			
Amount of deposit			
Minimum # of golfers			
Guaranteed # of foursomes for shotgun start			
Food and beverage requirements			
Pro-shop purchase requirements			
<b>Things to Request:</b>			
Non-profit discount			
Option for flat buy-out price that enables the course to close for all other business that day			
Early starting time to allow time for post-tournament event			
Supply of ice and coolers			
Several free foursomes for prizes			
Designated dollar amount per golfer for gift certificates or merchandise prizes			
Multi-year contract for per-golfer discount			
Bad weather rain checks			
<b>OVERALL IMPRESSION:</b>			



## BRINGING TOGETHER THE KEY PLAYERS

- **A fantastic foursome**
- **Committee members** — The work force behind the entire event, committee members are crucial to the success of a golf fundraiser. See below for a suggested list of committee assignments.
- **Area staff and volunteers** — Of course, your area staff should be involved in planning your fundraiser, but use wisdom in delegating assignments. Be careful not to overburden staff with jobs that might distract them from day-to-day ministry with kids. Also, consider ways to tap into the resourcefulness of local volunteers, utilizing their talents and skills, and making sure they are visible participants on the day of the event.
- **Young Life club kids (and their parents)** — Kids are the focus of Young Life, so involve them in your fundraiser. From greeting guests in the parking lot to delivering soft drinks on the course to caddying, kids need to be visible at your event. Active, golf-oriented parents can also help with organization.
- **Sponsors/Advertisers** — Since registration fees generally cover little more than your costs, event sponsors and advertisers are the key players in making your event a true financial success. See Page 18 for creative ideas for maximizing sponsorship potential.

### Committee assignments

Depending on the size and tradition of your local committee and Young Life area, the manner in which tasks are delegated will vary dramatically. Here you'll find some suggested assignments and brief job descriptions to consider when planning your golf fundraiser. Keep in mind that some of these jobs can be divided among many people or combined and delegated to one person depending on the number of people available to participate.

- **Golf event chair** — Someone who knows golf, this person oversees the entire event by providing leadership and direction to all others involved. He or she also usually serves as the rules and course director.
- **Co-chair** — This assignment constitutes a two-year commitment: to assist the event chair the first year and to assume the lead role the following year. Including this position ensures future experience in the overall event leadership.
- **Guest list (tournaments)** — Working from your TDS Master List, produce and maintain guest list, and record golfer reservations, changes and cancelations. Work closely with registration to maintain accurate database records.

### YOUR GOLF FUNDRAISER CAN BE A COMMITTEE BUILDER

*“Invite additional volunteers — friends of Young Life — to help with the fundraiser, particularly people with an interest in golf. It can serve as a great way to introduce potential (or existing) donors to serving on committee.”*

— Will Rutledge

- **Recruitment (marathons)** — Finding enthusiastic golfers, each willing to provide a list of potential per-hole sponsors, is the responsibility of everyone on your local committee. The committee member handling player recruitment is specifically responsible for developing the recruitment plan and implementing it to maximize the number of golfers. He or she is also responsible for maintaining careful records of marathon golfers and their individual lists of sponsors and pledges.
- **Registration** — Best suited for a well-organized person, this job involves handling money (registration fees, sponsorship gifts and other incomes) and maintaining careful records throughout the entire planning and follow-up process. This person is also responsible for organizing and managing the Welcome/Registration Table on the day of the event. Works closely with guest list duties to maintain accurate database records.
- **Publicity/Communications** — You will need someone to handle overall publicity of your event and to maintain open communication among everyone involved, including committee members, golfers, golf course managers and event sponsors. Mailings and all other printed materials are included in this assignment.
- **Event Sponsors** — Solicits targeted area businesses and individuals to play key sponsorship roles in the event. Ensures that sponsors are listed in printed materials, named and posted at event, and recognized at banquet. Also responsible for following up after the event with personal thank-you letters and/or gifts.
- **Prizes/Giveaways** — Responsible for obtaining, organizing, and awarding prizes and giveaways. If the golf event is combined with an auction, an auction coordinator is strongly recommended.
- **Program/Banquet** — Works closely with the overall event leader and area director to organize post-play celebration (reception, dinner, awards banquet). Involves reserving location, selecting menu and planning program.
- **Prayer Support** — Pray for the entire project. Could include committee members, parents of high school kids, men's groups, local business people and pastors.

## ALWAYS KEEP POTENTIAL DONORS IN MIND

*“Consider inviting the golf course professional to the banquet or post-play social event so he or she can see what we’re up to in Young Life. You may have a future donor right there in front of you.”*

**— Ted Johnson,  
Young Life senior vice president**

## TIMELINE FOR PLANNING YOUR GOLF EVENT

### **Eight months prior to event:**

- Finalize event date.
- Finalize event site; execute written agreement with course management.
- Finalize honorary event leadership.

### **Seven months prior to event:**

- Finalize sponsorship levels: price, benefits, player fees.
- Finalize commitment from lunch caterer.

### **Six months prior to event:**

- Develop sponsorship sales brochure.
- Develop potential sponsor list.
- Develop sponsor sales strategy.

### **Five months prior to event:**

- Begin soliciting sponsors.
- Develop plan for silent auction.
- Secure car and hole-in-one insurance.
- Finalize budget.

### **Four months prior to event:**

- Solicit sponsors.
- Send invitation with brochure to former participants.

### **Three months prior to event:**

- Solicit sponsors.
- Solicit players.

### **Two months prior to event:**

- Solicit sponsors.
- Solicit players.
- Sponsor telethon.
- Finalize event competition: closest to pin, longest drive.

### **One month prior to event:**

- Solicit sponsors.
- Solicit players.
- Send informational letter to sponsors/participants.
- Order trophies.
- Determine team/player awards.
- Finalize details with course: bag boys, additional carts (if needed), scoreboard attendants, driving range, locker room, banners, car on course, registration area, lunch area.

### **Event month:**

- Solicit sponsors.
- Solicit players.
- Order sponsor signs.
- Make volunteer assignments.
- Send media alerts.
- Assign teams based on handicap.
- Plan awards ceremony, including post-event snacks, soft drinks.
- Purchase lunch needs: paper products, snacks, soft drinks, other.
- Event is held.

### **Within one month after event:**

- Deliver thank-you gifts to event chair.
- Send thank-you notes to sponsors.
- Invoice unpaid sponsors.

### **Two months after event:**

- Set up volunteer committees, designate assignments.

### **Three months after event:**

- Hold organizational meeting with committee leaders.



## PART 2 — HOW TO PLAN A TRADITIONAL TOURNAMENT

### THE 18-HOLE GOLF TOURNAMENT

- Recruit foursome hosts.
- Invite guests.
- Generate sponsors.
- Organize prizes.
- Set up registration system.
- Develop creative incentives.
- Plan post-play celebration.
- Organize follow-up strategy.
- Learn from field-tested ideas.



### RECRUIT FOURSOME HOSTS

From your TDS Priority Prospect List, generate your potential foursome hosts — golfers who will put together a foursome for the tournament. Similar to banquet table hosts, foursome hosts help form the critical mass of guests. Committee members should personally contact potential foursome hosts by calling them, sending personal invitations or letters, or meeting them for coffee or lunch.

#### **Provide foursome hosts with:**

- Instructions and a list of PPL donors to help them in inviting other golfers to participate.
- Brochures and/or invitations to give potential golfers.
- A list of important dates to remember.
- A contact list of committee members and tournament responsibilities.
- A sample of a golf brochure provided through Creative Services is included in the Appendix, Pages 48 and 49.

*“If time permits, sending a note of appreciation to foursome hosts a week or two before the event can be an encouraging gesture.”*

**— committee member**

## INVITE GUESTS

While you should send all existing and prospective donors general invitations or teaser postcards announcing the upcoming event, personal invitations always get the best results. Therefore, having foursome hosts work from the TDS list to personally invite strategically selected guests will result in a higher response rate. In addition, encouraging foursome hosts to extend personal invitations to friends, colleagues, neighbors and family members may ultimately expand your TDS Priority Prospect List.

*“If you are targeting only a Christian audience, you are missing a big opportunity for wider exposure of Young Life as well as the potential for increased financial support.*

*Printed materials should reflect an ‘All Welcome’ message.*

*Scripture-laden flyers and brochures can sometimes be overwhelming or intimidating to the general audience. The message of Christ can be exemplified through top-quality service, actions and attitudes of all those involved in planning and volunteering at the tournament.”*

**— committee member**

*“When working from your TDS list, keep accurate records of who is contacting whom to make sure all intended guests receive invitations. Careful documentation will also prevent overlapping the guest list — inadvertently extending more than one invitation to a particular guest.”*

**— committee member**

*“Be sure to announce your event in your local Young Life newsletter or mailer.”*

**— Don Schlander**





Dear \_\_\_\_\_,

On behalf of Bobby Cremins and Young Life DeKalb, I want to encourage you to join us for the Bobby Cremins Young Life Invitational Golf Tournament on Oct. 2.

This year's tournament will be played at the beautiful Southernness Golf Club, which has been rated by Golf Digest as one of the top new public courses in the United States. It's one of Atlanta's most scenic courses and is an exciting challenge for players of all ability levels. The format will be a four-player scramble with the field separated into two flights, based on handicaps.

This will be our sixth-annual fund-raising event to support the work of Young Life in DeKalb County. Young Life is a non-denominational, international Christian outreach for teenagers. Its purpose is to introduce Jesus Christ into the everyday lives of young people.

Again this year, former Georgia Tech basketball coach Bobby Cremins is our honorary tournament chairman. Bobby will join us at the course for lunch prior to the shotgun start and will be on hand for the awards program.

The enclosed sponsorship brochure tells you more about the tournament and outlines ways in which you can participate. We can guarantee a wonderful afternoon of golf along with an opportunity to support the valuable work of Young Life.

Please take a moment to review your participation options and return the completed sign-up form today.

Sincerely,



## GENERATE SPONSORS

Sponsors and advertisers are critical to the success of a golf fundraiser. While player registration fees cover the basic expenses, it is sponsorship and advertising dollars that actually make this event a fundraiser and worth your time and effort. Because sponsors and advertisers play such a significant role in your event, it is important that they are adequately publicized in printed materials and recognized at the banquet. It is also crucial that all contact and correspondence with them is professional yet personal and that follow-up is timely.

### Par for the course:

- Sponsors will most likely respond positively when they are personally contacted.
- Explaining the mission of Young Life, and specifically its local impact, will help convince sponsors that this is a worthwhile cause.
- Potential sponsors want to recognize tangible amenities and legitimate advertising potential; however, most realize that this is a fundraiser and are not looking at the cost-return value.
- Sponsors from the previous year are often one of your best resources.
- Follow-up should be immediate and personal (see Page 28 for ideas).
- Inform potential sponsors of Young Life's tax-deductibility guidelines.
- Look for larger corporate donors who will underwrite specific events (sponsoring all the carts, sponsoring the banquet).

### Recruiting sponsors step by step:

- From your TDS Priority Prospect List, brainstorm a list of potential sponsors and advertisers.
- Add to your list any other potential sponsors paying particular attention to new local businesses, Young Life contacts, friends and neighbors.
- Determine which committee members should contact which potential sponsors. Develop strategy and timeline for contacting sponsors. Many areas use this four-step plan:
  - ✓ Contact potential sponsors by letter or a phone call to introduce the idea of sponsorship and schedule a time to discuss the opportunity in person.
  - ✓ Meet in person for coffee or lunch to discuss sponsorship options. At this time, share information about your local Young Life, perhaps a story about a particular kid or high school, or even just a general overview of the local mission. Then present the purpose and goals of the golf fundraiser. (Have well-designed brochures or fact sheets available.)
  - ✓ Ask for a commitment at this time. If he or she desires more time to consider the options, ask for a response by a specific date. For example: "I'll call you next Thursday to see which sponsorship option is most appealing to you."
  - ✓ Based on the sponsorship decision, follow up appropriately with a phone call and/or a thank-you letter. Everyone you contact should receive a thank-you letter. (Be sure to invite even those who decline the sponsorship opportunity to participate as golfers.)

Dear \_\_\_\_\_ ,

One of Dallas' oldest and longest-running charitable golf tournaments is gearing up for its 22<sup>nd</sup>-annual tournament. The Young Life Golf Tournament and Family Day at The Dallas Athletic Club will be held on Monday, June 10, and we'd like you to participate by sponsoring and playing in the tournament. In a short time, you will receive an opportunity to sign up as an official sponsor of this event. Attached for your consideration is an explanation of the different levels of sponsorship available to you.

Since its beginning right here in Dallas, Young Life has been faithfully serving the Metroplex by working with high school and junior high school students for more than 70 years. During those years, thousands of teenagers have begun a relationship with Christ, and Young Life has grown to become an international organization serving all 50 states and more than 80 foreign countries. This year, in the Dallas area alone, more than 4,000 kids will learn about Christ because of Young Life's presence. Let's keep this mission going, and growing.

Little doubt exists that a vital, proven ministry to students is needed. Please prayerfully consider your part in taking Christ to these kids. I look forward to talking with you soon.

Sincerely,

## Tips from Committee

"Who are the best potential corporate sponsors? Target those who would specifically appreciate exposure to a golf audience, such as financial planners and insurance agents."

"Inviting a strategic number of key pastors, school principals and teachers to play for free is a great way to introduce Young Life to community leaders. Getting a donor to underwrite these expenses creates a win-win opportunity."

"Maintaining contact with sponsors from the point of their commitment throughout the event is a wise investment of your time and effort. In fact, even contacting them occasionally throughout the year with encouraging ministry updates may result in repeat sponsorship in future years, especially if they have had a positive experience and feel genuinely and personally connected to the ministry."

## A sampling of sponsorship success from coast to coast

Sponsorship levels vary greatly from one Young Life community to another depending on several factors including the local population, the established Young Life tradition and what the local market can bear.



### YOUNG LIFE GOLF TOURNAMENT (COLORADO)

#### Presenting Sponsor

Customized sponsorship package available for presenting sponsor, including gold level amenities, plus additional playing positions and exclusive promotional and on-course identity.

#### Gold Level: \$2,500

- Golf flag printed with your name and logo prominently displayed on one of the 18 green pins. Flag is yours to keep as tournament souvenir.
- Name and logo displayed on a tee-off sign.
- Two tickets to dinner and auction after the golf tournament.
- Name and logo printed in the dinner program/brochure.
- Publicity and advertising exposure to 200 attendees.
- Tax-deductible contribution — \$150.

### BOBBY CREMINS YOUNG LIFE INVITATIONAL GOLF TOURNAMENT (GEORGIA)

#### Presenting Sponsor

Customized sponsorship package available for presenting sponsor, including gold level amenities, plus additional playing positions and exclusive promotional and on-course identity.

#### Gold Level: \$2,500

- Eight playing positions.
- Hole sponsorship (includes company name and logo at prominent course position).
- Complimentary lunch for all players.
- Corporate identity on sponsor board and promotional materials.
- Photo opportunity with Bobby Cremins (framed and autographed). \*
- Tournament mementos.
- Award ceremony.

#### Silver Level: \$1,000

- Four playing positions.
- Hole sponsorship (includes company name and logo at prominent course position).
- Complimentary lunch for all players.
- Corporate identity on sponsor board and promotional materials.
- Team photo with Bobby Cremins. \*\*
- Tournament mementos.
- Award ceremony.

#### Bronze Level: \$750

- Four playing positions.
- Complimentary lunch for all players.
- Corporate identity on sponsor board and promotional materials.
- Team photo with Bobby Cremins. \*\*
- Tournament mementos.
- Award ceremony.

**\*Gold level sponsors will receive a framed and autographed individual photograph with Bobby Cremins.**

**\*\*Silver and bronze level sponsors will receive framed and autographed team photos with Bobby Cremins.**

## ORANGE COUNTY YOUNG LIFE IMPACT INVITATIONAL (GOLF MARATHON)

**Player Perks — each player will receive:**

- A high-quality golf shirt with embroidered tournament logo.
- A Taylor Made® leather glove.
- A tournament logo hat.
- A sleeve of tournament logo golf balls.
- Unlimited golf balls for use during marathon.
- Meals provided:
  - ✓ Continental breakfast.
  - ✓ Box lunch.
  - ✓ Gourmet barbecue dinner.
  - ✓ Snacks and beverages along the course.

**Team Sponsorship Incentives (teams of one or two):**

***\$1,250 — Entry-level player perks plus:***

- A pair of Reebok® Comfort Classic golf shoes (\$200 value).

***\$1,800 — Entry-level player perks plus:***

- One Taylor Made® club of choice  
or
- Two one-night stays at the Dana Point Resort (\$300 value).

***\$2,400 — Entry-level player perks plus:***

- Two Taylor Made® clubs of choice  
or
- Weekend stay at Newport Beach Marriott Resort (\$300 value).

***\$3,000 — Entry-level player perks plus:***

- One Callaway Big Bertha club  
or
- Weekend desert resort stay with golf.

## YOUNG LIFE'S ANNUAL GOLF TOURNAMENT AND FAMILY DAY (DALLAS, TEXAS)

**Tournament Sponsor: \$10,000**

- Eight playing positions.
- Special gift.
- Your choice of the Blue or Gold course.
- Company name and logo on tournament correspondence.
- Name and logo on each hole, registration table, scoreboard and at award ceremony.
- Complimentary food and beverage for each player.

**Platinum Sponsor: \$4,000**

- Six playing positions.
- Special gift.
- Name displayed on course, registration table and at award ceremony.
- Complimentary food and beverage for each player.

**Gold Sponsor: \$2,500**

- Four playing positions.
- Name displayed at registration table and at awards ceremony.
- Sponsorship of one superlative hole (longest drive, closest to pin).
- Complimentary food and beverage for each player.

**Silver Sponsor: \$1,300**

- Four playing positions.
- Name displayed on one hole.
- Name at award ceremony.
- Complimentary food and beverage for each player.

**Bronze Sponsor: \$750**

- Two playing positions.
- Name at award ceremony.
- Complimentary food and beverage for each player.

*See Page 29 for creative ideas for expressing special thanks and appreciation to sponsors.*

## ORGANIZE PRIZES

Most areas offer prizes to the top winning foursomes and runners up. Beyond that, each area should determine how much emphasis to place on prizes, what types of prizes to offer and strategies for gathering prizes. Young Life's signature golf products make excellent prizes and gifts while promoting our ministry name and reputation (see [staff.younglife.org](http://staff.younglife.org) for brochure samples and visit [younglifestore.com](http://younglifestore.com) for golf merchandise).

### Par for the course:

- Tap into committee members' resources and connections to local businesses to generate prizes.
- Boldly ask for donations. Many businesses will gladly offer prizes when asked.
- Secure a certain number of high-quality prizes for top winners to maintain respectable competition.
- Some areas minimize giving prizes and place more emphasis on auction, dinner and the Young Life celebration.
- Be prepared to explain tax-deductibility to prize donors.
- Keep a database of contacts, responses, donations and follow-up, not only for good record-keeping purposes, but as a reference for future years. Prize donors this year could be tournament players or sponsors next year.

### Prize ideas:

- Young Life's own golf products.
- Golf clubs (set of three woods for each team member).
- Rounds of golf at prestigious course.
- Condominium vacations.
- Gift certificates (pro shop, car wash, sporting goods store).
- Tickets (airline, ski-lift, or to a professional or collegiate athletic event).
- Dinners for two.
- Weekend getaway at local hotel/resort.

### Taming the gender issue:

Since golf tournaments typically draw more men than women, determining your teaming and equitable awarding format in advance is suggested. Some areas open the tournament to co-ed foursomes while other areas determine separate prizes for women's and men's teams.

### **"Why we minimize giving prizes:**

- *Expands guest list to include more than just golfers.*
- *Emphasizing the social aspect of the tournament draws more people.*
- *Golf becomes just one part of a bigger event."*

**— Boulder Young Life**

*"Since pro shops typically are independent from the course, if you purchase some prizes from them, you'll find that the professional staff will appreciate your patronage and most likely will take a personal interest in your tournament — a resource that will pay off in the long run."*

**— committee member**

## SET UP REGISTRATION SYSTEM

Good bookkeeping is crucial to the overall success of your golf fundraiser, especially since there are numerous people involved in a variety of roles. With ongoing registration and money handling taking place, maintaining careful records from the very beginning will facilitate the check-in process on the day of your fundraiser as well as ensure proper follow-up after the event.

### Par for the course:

- Maintain a computerized database recording all registrations, including number attending post-tournament event.
- Bookkeeping is needed for player registration and fees, sponsorship gifts and prize donations, as well as tournament expenses.
- Additional record keeping is needed for add-on incentives (mulligans, on-course buy-ins).
- An organized and friendly welcome/registration table helps set the tone for the entire event.

### What to have at your welcome/registration table:

- Alphabetical list of all players (including amount due).
- Cash box and change.
- Schedule of events.
- Pens, pencils, highlighters.
- Goodie bags and/or complimentary gifts.
- Separate cash box for mulligans, raffle tickets or other buy-ins.
- Fishbowl for business cards or registration cards for drawings (if appropriate).
- The best signage you can afford.

## REGISTRATION AND PAYMENT FORM

**Deadline Friday, May 5**

Name \_\_\_\_\_ Handicap or avg. score \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Phone (h) \_\_\_\_\_ (w) \_\_\_\_\_

Email \_\_\_\_\_

Please arrive by 1:30 for 2 p.m. Shotgun Start. Dinner?  yes  no

Sponsor's name, if playing on sponsor team \_\_\_\_\_

If you are sponsoring or have organized a foursome, please list names:

\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

Amount Enclosed \$ \_\_\_\_\_ Check Total

\$ \_\_\_\_\_ for \_\_\_\_\_ Player fees @ \$150 (\$125 for sponsors)

\$ \_\_\_\_\_ to sponsor my pastor, youth leader or foursome (give name above).

\$ \_\_\_\_\_ is a tax-deductible donation for Young Life, but I cannot play this year.

Please make checks payable to "Young Life" and mail c/o Sandy Trappe,

P.O. Box 1234, Winston-Salem, NC 56789.

Questions? Call Bill or Jane Bogey, Golf Tournament Chairpersons, at 456-7890.

Please enclose payment with form.

## DEVELOP CREATIVE INCENTIVES

With golf tournaments becoming an increasingly popular fund-raising method for many organizations, creative incentives can add a real Young Life style to your event and set it apart from others. Creative incentives can include Young Life logo golf gifts (see Appendix), goodie bags and tournament paraphernalia, special contests and add-on fundraisers, and even special guest appearances and golf pro clinics. They can add a fun aspect to your tournament; however, your local area should determine an appropriate balance of creative incentives while being careful to preserve an appropriate level of serious, competitive golf.

### Par for the course

- Quality tournament Young Life logo shirts, sweaters, hats, towels, balls and other paraphernalia are worth the investment since:
  - ✓ Most golfers, regardless of experience, appreciate tournament mementos.
  - ✓ They serve as good reminders of a fun and worthwhile experience.
  - ✓ They are good publicity for future Young Life tournaments.
- Goodie bags for all golfers can be an inexpensive way to add an extra touch to your tournament. Local businesses are often willing to donate various items such as golf balls, tees, sport bars, sport drinks, sample size sunscreen, key chains, pens/pencils, etc.
- Creative incentives can add variety to your event year after year.
- Avoid add-on overkill. Keep them wanting more.
- Be careful to find balance between fun and competition.

### Traditional contests

- Closest to pin.
- Longest drive.
- Hole-in-one.
- Driving range target.
- Beat the pro contest.
- Straight drive.
- Short drive.

### Goodie bags and memento ideas

- Sleeve of Young Life golf balls.
- Golf hats/visors.
- Tournament shirts or sweaters.
- Tees and ball markers.
- Umbrellas.
- Towels with Young Life logo.
- Luggage tags.
- Money clips.
- Insulated water bottles.
- Foursome photos.

### Creative add-ons

- Mulligans for sale (\$5 each/ limit two per player).
- String for distance — buy up to 3 feet of string to use as free distance — perfect for when you miss a putt or need those few inches to avoid a hazard.
- Buy a free throw — instead of a sand wedge, use a hand wedge.
- \$10 buys a kick, a throw and a mulligan.





## Win a new car! Hole-in-one contest:

- Get a corporate sponsor, usually a local car dealership.
- Determine contest guidelines.
- Secure a special events insurance policy. Cost of policy is determined by several factors, including:
  - ✓ Number of golfers in tournament.
  - ✓ Number of professionals in tournament.
  - ✓ Distance to hole.
  - ✓ Par.
  - ✓ Number of shots.
  - ✓ Length of tournament.
  - ✓ Past hole-in-one statistics from golf course.



## Drive one into an open trunk and drive away with a new car ...

Imagine this! One Young Life area secured a car from a local dealership to be offered as a prize. The car was completely covered by protective padding and strategically placed on a driving range with the trunk open. Golfers were invited to drive one into the trunk and drive away!

## Creative variations

- Golf Glow — Moonlight golf using glow-in-the-dark balls makes for fun competition that is more social than serious — a unique change of pace.
- Two-Club Tourney — Another just-for-fun variation, the two-club tourney limits golfers to only two of their clubs for the entire round.

*“Golf draws people, but it’s what you add to it that draws money.”*

**— Will Rutledge**



## ORGANIZE POST-PLAY CELEBRATION

No golf tournament would be complete without a celebration — it's simply a matter of choosing the event best for your area. Some areas enjoy repeated success with a dinner banquet and awards ceremony, while other areas prefer to keep the event simple and casual. Many areas go the extra mile and include a silent auction in the festivities. Whatever your choice, strive for excellence in traditional Young Life style.

### Par for the course:

- Post-play celebrations are a wonderful opportunity to involve spouses of the golfers (as guests) and spouses of committee members (as planners).
- Negotiate banquet facility at the same time you reserve the course.
- Menus are usually negotiable. Work closely with the catering manager to determine the menu that best fits your budget.
- Allow 30 minutes between the end of the tournament and the beginning of the social event to allow golfers to freshen up.
- Work closely with area director in planning up-front program. Involve kids wherever possible.
- Keep awards portion moving along quickly (aim for five to 10 minutes).
- Keep program relatively short (golfers may be tired after a day of golf).

### Overview of planning a tournament celebration:

- Select and reserve location.
- Select and negotiate menu.
- Negotiate and sign contract.
- Theme and decorations (if desired).
- Reservations and nametags..
- Seating arrangements.
- Setup and clean-up.
- Program
  - ✓ Awards
  - ✓ Speaker
  - ✓ Kids, leaders and staff
  - ✓ Other (video, door prizes)



### Sample Agenda of a Traditional Post-Play Celebration

- 5:30–6:15 p.m. Reception
  - 6:15–6:30 p.m. Guests are seated.
  - 6:30 p.m. Welcome/Invocation (Golf chairman)
  - 6:35–7:15 p.m. Dinner is served.
  - 7:15 p.m. Program begins.\*
- \*Limit program to 45–60 minutes.*

## ***Why we have a traditional sit-down dinner and awards presentation.***

- Adds value to competition.
- Gets everyone together and quiet.
- Includes non-golfing spouses and friends.
- Creates opportunity to share purpose and mission of Young Life.



## ***Why we have a casual reception and simple awards ceremony.***

- Gets players home quickly after a long day.
- Less expensive than a full-dinner banquet.

## ***Why we have a pre-tournament luncheon.***

- Lunch is a nice way to begin the tournament.
- Less expensive than a dinner banquet.
- Players can go home immediately after a very brief post-tournament award ceremony and Young Life ministry update.



## **THOUGHTS ON SELECTING A SPEAKER FOR YOUR PROGRAM**

### ***PGA tour professional***

- Can be an interesting draw for serious golfers but not always effective for a general audience.
- Celebrity or high-profile personalities usually have a speaking fee.
- To be at all meaningful, speaker must have a personal connection to Young Life.
- Can be an effective selling point for the tournament.

### ***Young Life staff member or committee member***

- Can provide an up-close view of local Young Life ministry.
- Young Life personalities can be fun, entertaining and motivating.

### ***Kids' testimonies***

- Strategically make connection with Young Life and the real purpose of the tournament.
- Must be coached.
- A few stumbling words from a kid is better than 1,000 from the polished expert.

## PLAN FOLLOW-UP STRATEGY

Quality follow-up will lead to fund-raising success year after year. Not only will you be building tournament tradition, but you'll be establishing a reputation in your community, where most likely there are other tournaments vying for golfers. If your guests and sponsors experience a quality tournament from beginning to end and are reminded of that positive experience with top-notch follow-up, you've probably earned long-term supporters.

### Par for the course:

- A quality follow-up strategy includes thank-you notes to golfers and sponsors as well as to committee members, staff, and other volunteers and participants.
- As part of your follow-up, include a celebration of your success at the next committee meeting.
- A tournament evaluation form (for participants and planners) can yield helpful suggestions for future years (see sample on Page 52).
- A good follow-up strategy can help lay the foundation for next year's event.
- Within one month after the event, plan a golf committee review meeting to evaluate the event.

Dear \_\_\_\_\_ ,

*Thank you for participating in the 2010 Young Life Golf Tournament. What a fun day of golf, friends and celebration! Best of all, the funds we raised will be a great boost to the local ministry of Young Life. Because of your generosity, more and more kids' lives will be touched, and many will be changed for eternity.*

*We are grateful for the opportunity to get better acquainted with adults concerned for the teenagers in our community. Thank you for joining us in making a difference in kids' lives.*

*Please let us know how we can be of service to you and your family. Thank you again for your generosity.*

*Sincerely,*

*Anytown Young Life Committee  
John Doe, Golf Chairman*

Dear \_\_\_\_\_ ,

*On behalf of the entire Anytown Young Life committee, we thank you for being a sponsor of the 2010 Young Life Golf Tournament. Everyone there enjoyed a fun day of golf, friends and celebration, and it's because of your participation and support that we experienced such success!*

*Best of all, the funds we raised will be a great boost to the local ministry of Young Life! Because of your generosity, more and more kids' lives will be touched and many will be changed for eternity.*

*We are grateful for the opportunity to get better acquainted with adults concerned for the teenagers in our community. Thank you for joining us in making a difference in kids' lives.*

*Sincerely,*

*Anytown Young Life Committee  
John Doe, Golf Chairman*



## IDEAS FOR EXPRESSING SPECIAL THANKS TO SPONSORS

In addition to sending a personal thank-you letter to sponsors, thoughtful gifts will plant seeds for sponsors to be involved again next year. Consider some of these gift ideas:

- Quality embroidered Young Life tournament sweater.
- Quality golf shirt.
- Framed hole sponsor flag.
- Nicely framed photograph (sponsor on course, sponsor with celebrity or special guest).
- Young Life signature golf gifts.

### Tee time or tea time?

It's tee time for your tournament sponsors! Say thank you with a special delivery of pastries, breads, coffee, tea and refreshments to sponsors' offices. For an added touch of Young Life, have kids make the delivery.

### Kids are the window of Young Life

Consider bringing one or two Young Life kids along if you personally deliver your thank-you letters and gifts to sponsors. Kids can give an honest perspective of Young Life better than anyone. A visit with kids puts a face and a personality on the ministry.

*"In response to thank you gifts, most sponsors will say, 'You didn't have to do this,' yet in truth, they're really glad you did.*

*They don't expect it but they really appreciate it."*

**— Barney Long**

*"Gifts of appreciation are the tangible memento of the entire experience of the day — the service, the food, the game, the fun ... the satisfaction of being a part of something significant."*

**— committee member**



## LEARN FROM FIELD-TESTED IDEAS

You've made it to the ninth hole, so now is your chance to think about the back nine. Here are some field-tested ideas from Young Life golf tournaments around the country that can keep your tournament in the fairway.



### Dallas Young Life golf tournament and family day

In Dallas, the annual golf tournament is combined with a family day celebration. Since their tournament takes place at the Dallas Athletic Club, swimming, games and entertainment are provided for the non-golfing spouse and children beginning at 4 p.m., followed by an outdoor catered Texas barbecue for the entire family. During the awards ceremony and program, younger children enjoy a special puppet show. Responsible club kids are invited to help entertain the children and help the moms with tinier tots.

### Tournament T-shirts

Many areas have special tournament T-shirts and/or golf visors printed for all volunteers to wear at the event — a great way to show off kids and identify leaders, staff and committee members. Nametags for tournament volunteers are another way to add a personal touch to your tournament.

### Picture perfect day

Consider having a professional photographer take pictures of each foursome. If possible, have them developed that day and available at the post-play celebration. Some photo-finishing studios can also provide cardboard photo frames imprinted with name and date of the event (printed in advance). If same-day photo-finishing isn't possible, foursome photos are also nice gifts to include with thank-you letters sent to each golfer.

### Roving videographers

Just like at camp, action videos can be a big hit at golf tournaments. An experienced videographer with a quick eye for editing can put together a fun sideline entertainment piece for your post-play celebration. Some areas simply set up a TV/DVD player in the banquet facility and play the video while people mingle and make their way to their seats. Other areas include it as part of their up-front program. The key is quality. It needs to be top-notch.

### Winning Themes

- The Big Swing
- 101 Hole Golf Marathon
- Dawn-to-Dusk Marathon
- Impact Invitational
- The Jalapeño Classic:  
The Hottest Golf  
Tournament Around

## PART 3: HOW TO PLAN A GOLF MARATHON

Because of the exciting potential for greater fundraising, golf marathons are becoming a popular alternative to traditional tournaments. A number of Young Life areas have experienced encouraging results with golf marathons, since they expand the financial support base far beyond the local golfing community.

Marathons actually cost the golfer nothing except time and commitment. Instead of paying a registration fee to participate in a traditional round of golf, marathon golfers gather a team of sponsors to give per-hole support for up to 100 holes in one day.

From an administrative standpoint, marathons require careful planning and organization, but most areas that have hosted this type of event have found the financial benefit worth the extra effort.

As you plan for a marathon, here are some organizational strategies to help you reach your goal.

**DELEGATE COMMITTEE ASSIGNMENTS** — Refer to Pages 11–12 for a description of suggested committee assignments including:

- Chair
- Co-Chair
- Player Recruitment\*
- Registration/Data Processing
- Publicity and Communications
- Corporate Sponsors
- Prizes/Giveaways
- Event Day (Program/Banquet)
- Prayer Support

\* Replaces guest list assignment in traditional tournaments.



### SELECT DATE AND PLACE OF

**MARATHON** — When selecting a course most suitable for marathon play, consider the following:

- Must have gas-powered golf carts.
- Must allow driving carts to balls throughout the course.
- Would allow shortening the course, if desired.
- Easier course speeds up play.
- More than 18 holes is preferable, even par 3s.

**DETERMINE COURSE LOGISTICS** — Since it takes careful planning to get 40, 50, or even 100 golfers through 100 holes in one day, here are some helpful suggestions and things to consider:

- Availability of golf carts — it's best if each golfer has his or her own cart.
- Shotgun start as early as 7 a.m. or sunrise.
- Inform golfers of importance of rapid play (see sample rapid play guidelines below).
- Set up the course for rapid play.
- Have plenty of balls – cheaper balls are suitable for marathons (buy in bulk).
- Emphasize throughout the day that this is about rapid play, not low scores.

## **SOLICIT CORPORATE SPONSORS** —

As in traditional tournaments, corporate sponsors can provide a substantial amount of financial resources. Carefully select them and boldly solicit their support. Refer to Pages 18-21 for helpful ideas and strategies for generating a strong support base of sponsors. Below are sample marathon sponsorship packages offered by different Young Life areas across the country.

### **101-Hole Golf Marathon Sample**

***For \$1,500, a marathon corporate sponsorship package includes:***

- Shared title sponsorship with maximum of three corporations.
- Signage at the event.
- Acknowledgment on all advertisements and correspondence.
- Acknowledgment at the welcome and start of the event.

***For \$1,200, a marathon cart sponsorship package includes:***

- Signage on all carts.

***For \$300, a marathon hole sponsorship package includes:***

- Signage on a particular hole.
- Acknowledgment in the event schedule/scorecard.

## **Sample Rapid Play Guidelines for a 101-Hole Golf Marathon\***

### **Games**

There will be three different 27-hole rounds plus several extra holes. You will receive a book of score cards defining each round.

### **Lost balls**

Don't look for them. We'll provide you with plenty for the day.

### **Pace of play**

Hit and go; putt when ready; play fast; no practice swings; get out of your cart and hit. You'll be amazed.

### **Putts**

Any putt within three feet or so is a "gimnee." You would have made it anyway!

### **Maximum double bogey**

Pick up after a double bogey and score that on your scorecard. Move on to the next hole.

### **Marshals**

There will be a marshal on each nine to assist in speeding play. They will help show you how to play rapidly.

\*Played on an 18-hole course with a separate nine-hole, par three course.

## **Young Life Scottsdale, Ariz. Sample**

***For \$10,000, a marathon corporate sponsorship package includes:***

- Event-named title sponsorship.
- Threesome to play.
- Golf course signage.
- Advertisement in program.

***For \$5,000, a marathon corporate sponsorship package includes:***

- Threesome to play.
- Golf course signage.

**PREPARE BROCHURES** — Once you have secured your corporate sponsors (to be named in brochures), design a quick and easy-to-read brochure with response card for recruiting players as well as potential individual sponsors, or contact the Creative Services department at the Service Center.

- Using your Taking Donors Seriously® (TDS) Priority Prospect List, mail brochures to all people who have participated in previous golf tournaments or other Young Life fundraisers as well as all current supporters of your Young Life area.
- Response cards should include opportunities for participating in the marathon as well as financially supporting the event. (See samples on Page 35.)

*With your marathon plans under way, the details of your event begin to take shape with incoming registrations, support checks and commitments. The main tasks now are recruiting golfers, keeping them motivated to gather as many sponsors as possible, and maintaining the administrative details of your event.*

**RECRUIT PLAYERS** — As you recruit players, keep in mind:

- The success of your event largely depends on the number of golfers you recruit and their ability and commitment to gather teams of supporters.
- While it is important to send invitations to a large segment of your constituency, personally inviting people to participate always results in the best response.
- Use your TDS list to highlight specific people to contact personally — people who are the most likely to participate in the marathon.
- Sell potential golfers on the idea by emphasizing:
  - ✓ It's doable and it's fun.
  - ✓ It benefits a very worthy cause.
  - ✓ It's great practice.
  - ✓ It's a challenge.
  - ✓ It's great fellowship.
  - ✓ It's open to men and women.

*(continued on page 34)*

## Recruit Players (continued from Page 33)

- Golfers are more likely to participate if all they have to do is solicit sponsors, and Young Life does all the follow-up and money collection.
- Past marathon players are your best recruiters.
- To make your fundraiser worth the time and effort, establish a sponsorship goal of at least \$1,000 or more per golfer.

Every year, a Young Life area in Kentucky successfully recruits nearly 100 golfers to play in their local golf marathon. From recruiting golfers, to marathon format, to collecting pledges, they have developed an easy-to-follow plan for mastering the marathon.

### Young Life 100-Hole Golf Marathon

- Yes, sign me up to play in this year's Young Life Golf Marathon. Please send me a packet of information.
- I am seriously considering playing in the Young Life Golf Marathon, please keep me posted.
- I am unable to play in the Young Life Golf Marathon but would like to sponsor someone for the event.
- I have some friends who would be interested in playing in the Young Life Golf Marathon; please send me \_\_\_\_\_ information packets.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (h) \_\_\_\_\_ (w) \_\_\_\_\_

Email \_\_\_\_\_

**PROCESS PLAYER REGISTRATIONS** — Maintaining good contact with golfers is crucial. From the moment they sign up, to the day of the event, to follow-up, keep in mind that your golfers are the ones generating the support — so keep them informed.

- Prepare player information packets in advance. Packets are given to players who have committed to play and should include:
  - ✓ A thank-you-for-participating and instructional letter.
  - ✓ General guidelines for gathering sponsors.
  - ✓ Easy-to-use sponsorship sheets (see sample on Page 50).
  - ✓ Tax-deductible guidelines.
  - ✓ A brief information sheet about Young Life to share with potential sponsors.
  - ✓ A schedule of events and golf committee contact number.
- One month to two weeks before the event, send golfers a reminder about the day's agenda (see field-tested idea golfer's party described on Page 42).
- Begin planning golfer follow-up (thank-you letters and/or appreciation gifts).

*Dear Fellow Adventurer,*

*Well, I suppose I am crazy. But after two years of rest since my last 100-hole golf marathon, I am ready to partake of the insanity once again. "Why?" you ask. Like you, I'm committed to help Young Life move forward, and that is where every dollar of your pledge will go ... to help Young Life in the greater Sacramento area. And I like golf and challenges, so count me in!*

*The day is June 19 ... dawn to dusk. Think about me, pray for me, send some aspirin or preferably fill out the card below and mail it today. I need all the encouragement I can get.*

*I consider you a good friend for even entertaining the idea that I might complete this slightly insane task and encouraging me by sending a pledge. I will let you know after I complete the 100, and I'll send you an inspirational gift if you pledge. Stay tuned for the surprise.*

*Yours for long drives and straight putts,  
Bob Lonac*

## **YES! Count me in!**

- \$ .25 per hole (probably \$25, our bargain rate)
- \$ .50 per hole (slightly more encouragement for a mere \$50)
- \$1.00 per hole (\$100 gift, our most popular category)
- \$2.00 per hole (\$200 makes us smile and you receive a bonus gift.)
- \$5.00 per hole (\$500, we do back flips and you receive a bonus gift!)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (h) \_\_\_\_\_ (w) \_\_\_\_\_

Email \_\_\_\_\_

## **YES! I agree to sponsor \_\_\_\_\_ in the Golf Marathon.**

- \$5.00 per hole. I know you won't make it!
- \$2.00 per hole. This will be my favorite bill!
- \$1.00 per hole. I'd love to help kids!
- \$ .50 per hole. Have a great time, glad it's not me!
- \$ .25 per hole. Hope you have a lot more sponsors!
- \$ \_\_\_\_\_ per hole. Had to come up with my own figure to balance my checkbook!

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (h) \_\_\_\_\_ (w) \_\_\_\_\_

Email \_\_\_\_\_ **Thank you for your support!**

## TRACK SPONSORSHIP COMMITMENTS

— Since the administrative details of this task are numerous and require careful attention, here are some helpful suggestions for managing this area of responsibility well:

- Maintain records on a database (see suggested database fields).
- Stress the importance of accuracy, punctuation and spelling to the person who enters data.
- Establish deadlines for golfers to turn in sponsorship sheets.
- Send donations to the Young Life Service Center every two to three days via priority or certified mail.

**ARRANGE MEALS AND SNACKS** — Fitting 100 holes of golf into one outing makes for a very long day, so it makes sense to plan good meals, snacks and plenty of drinks throughout the day.

- Some areas serve breakfast during registration; others serve breakfast on the cart.
- Consider having club kids deliver soft drinks to players on the course throughout the day.
- Deliver brown bag lunches (have kids do it, if possible).
- Banquets or dinners are not recommended because of variable finishing times and tired players. If you want to have one, do it a week later.

**PUT TOGETHER GOODIE BAGS AND PLAYER GIFTS** — Refer to Page 24 for goodie bags and player gift ideas.

### Suggested database fields for recording sponsorship commitments

Golfer's First Name	Golfer's Last Name
Sponsor's Title	Sponsor's First Name
Sponsor's Last Name	Sponsor's Nickname
Address	City
State	Zip
Amount Committed	Amount Received
Date Received	

*Include additional fields to fit your record-keeping needs.*



**ORGANIZE FORMAT AND PRIZE GIVING** — Since the object of golf marathons has less to do with scoring and more to do with just making it to the last hole, prize giving takes on a different meaning as well. Here are some of the ways different Young Life areas have organized marathons for format variety and creative prize giving. You may want to refer back to Page 24 for prize ideas and suggestions for soliciting prize donations.

## **Young Life Arizona**

- Grand prize to golfer who raises the most money (two round-trip airline tickets).
- Longest drive on holes one and 17.
- Closest to the pin on holes four and 13.
- Rounds one and two are individual.
- Round three is a two-man scramble with the high and low scorers forming a team and the middle two scorers forming a team based on the first rounds.
- Round four is a four-man scramble.
- Round five is individual; last 10 holes head for the finish.

## **Young Life Kentucky**

Grand prize to top three money raisers (round of golf with celebrity at Valhalla Golf Club, home of the 1996 PGA Golf Championships).

Marathon format — three rounds of golf

- Round One*
  - 36 holes — Team Scramble
  - 18 holes on regulation course.
  - Nine holes on the par three course (two balls/player).
- Round Two*
  - 36 holes — Straight Golf
  - 18 holes on regulation course.
  - Nine holes on the par three course (two balls/player).
- Round Three*
  - 29 holes — Alternating Shot
  - Consecutive holes from where you start this round.

*Prizes:* All players receive a nice trophy for completing 100 holes.

**GATHER SUPPLIES FOR EVENT DAY** — Advance planning and preparation of supplies will help make your marathon run smoothly. Here are some helpful guidelines for planning what you will need:

- Allow several weeks to have sponsor signs printed.
- Secure 10-15 cheap or used balls per player to distribute throughout the day (players start with four balls and receive more as needed).
- Provide scorecards.
- Have golfer gifts ready for day of event.
- Goodie bags (see Page 24 for ideas).

## SET EVENT-DAY AGENDA

- Prepare course:
  - ✓ Place hole sponsor signs, flags.
  - ✓ Locate tees to maximize speed.
- Organize check-in table (remember gifts and/or goodie bags).
- Hand out scorecards.
- Hand out golfer gift packages.
- Have breakfast ready one hour before tee time.
- Have water and snacks in golf carts.
- Pre-assign groups to specific starting holes.

## ORGANIZE POST-PLAY CELEBRATION

- It has been a long day, keep it very short and simple.
- If providing trophies, have them available to players as soon as they finish.

## PLAN FOLLOW-UP STRATEGY

- Send thank-you letters and/or gifts to all golfers.
- Send thank-you letters to all sponsors.



Dear \_\_\_\_\_,

*Thanks for your generous gift for the golf marathon. Yes, I did finish. Enclosed you will find two photos. One is a shot of my foursome at 7:45 p.m., shortly after we completed our 100<sup>th</sup> hole. If you look closely, the expression on my face is not a smile, it is a grimace. By hole 85, my right knee was throbbing, by hole 90 my left leg felt like mush, and my back left me at hole 95 ... thus the contortion. I have now fully recovered and have the energy to write this note.*

*The second picture is that of me completing my back flip on hole number three. Yes, I have learned from many years of experience and therefore completed this maneuver at about 6:15 a.m. So much for my pain, now it's time for yours. Please include your \$\_\_\_\_\_ check in the enclosed envelope.*

*All in all, it was a great day. It reminded me of the terrific people our ministry attracts and of the great cause your gift went to — reaching more kids for Christ.*

*Thanks again for participating. I assure you this will not be repeated by me in the foreseeable future unless I find a chiropractor to play in my foursome.*

*Yours warmly,  
John Doe*



## 101-HOLE MARATHON

- Aggressively recruit players (get past players as captains to recruit additional players).
- All golfers receive a player information packet that contains:
  - ✓ A letter with a general overview of responsibilities (see sample A on Page 40).
  - ✓ Potential sponsors list and return envelope (see sample B on Page 40).
  - ✓ Signature release form (see sample C on Page 41).
  - ✓ Local Young Life fact sheet.
  - ✓ Sample of personalized letter, commitment card and return envelope to be sent to people named on the potential per-hole sponsor list (see sample D on Page 41).
- Participants provide a list of names and addresses of 60 or more potential per-hole sponsors (personal friends, family, neighbors, business associates).
- On behalf of each marathon participant, the Young Life golf committee creates, produces and mails out personalized, signed letters requesting sponsorship (with commitment cards enclosed) to all potential per-hole sponsors.
- Enclosed commitment cards are returned in an envelope addressed to the marathon participant in care of the Young Life office.
- Data processing chairman or office manager maintains organized files recording schedule of letters produced, mailed, and amount of gifts and commitments received.\*
- Data processing chairman or office manager prepares commitment/gift information for the Service Center in Colorado Springs for proper receipting.
- Participants are invited to a golfer's party one week before event. (See Page 42 for details.)
- After the event, follow-up thank-you letters are sent to all golfers and their individual sponsors. Using the database records, two different letters are sent to respective sponsors. One is a thank-you letter to sponsors whose donations have been received. The other is for sponsors who still have outstanding commitments and includes an envelope pre-addressed to the area office for their convenience.



\*A quality database program allows for mail merging letters and envelopes as well as producing up-to-date reports for your committee. The Young Life Service Center recommends using the software package that includes Microsoft Word, Microsoft Excel and Microsoft Access. Specific information is available by contacting the Service Center.



## PLAYER PACKET INFORMATION

Dear Golfing Friend,

Thank you for accepting our invitation to be a player in the Young Life 101-Hole Golf Marathon on May 22. We are excited about this event and look forward to a fun day together. But first, here is some important information to help make this a great success. Enclosed you'll find:

- Three potential sponsors forms. On these, please include the names and addresses of 60 or more friends, relatives, business associates, customers and suppliers, church friends, and club friends who might sponsor you in the marathon. We will prepare letters in your name (see enclosed sample) and mail them to everyone on your list. Please return your potential sponsors list to the Young Life office by March 17. We will update you on what has been received in your name, and by whom.
- A copy of the personalized solicitation letter to be sent under your signature to your list of potential sponsors.
- A signature release form (for personalizing your letters).
- A sample commitment card, which will be returned in a pre-addressed envelope, addressed to you, c/o Young Life office address.

Remember, we are ready to do all the work, but we need your lists to get started. The goal this year is an average of \$1,200 per player. This should come in without any further contact with your friends. If not, a quick call should be enough to remind them.

Thanks again. We're going to have a great time and raise some needed funds for one of the best youth organizations there is.

Sincerely,

A



### POTENTIAL SPONSORS LIST

Young Life 101-Hole Golf Marathon

Page \_\_\_\_ of \_\_\_\_

Date submitted for mailing \_\_\_\_\_

Player's Name \_\_\_\_\_

Title	First Name	Last Name	Dear "Nickname"	Street	City/State/Zip	E-mail
1						
2						
3						
4						
5						
6						
7						

B



## Signature Release

To make your letters to your potential sponsors as personal as possible, we would like to include your original signature on each letter.

However, we realize that asking you to sign each letter after we print it would be a time-consuming imposition. So, with your permission, we will simulate your signature for you.

Please sign your name below as you would like to see it appear on your letters to your potential sponsors (we recommend signing your first name only).

My full name is \_\_\_\_\_

Sign my letters like this:

Thank you,  
The Young Life  
Golf Committee



# D

Mr. John Golfer  
1234 Fairway Lane  
Golfland, KY 12345

Dear John,

On May 22, I am playing in the Young Life 101-Hole Golf Marathon. Yes, I am going to risk total exhaustion, public humiliation and who knows what else, to do this crazy thing — play 101 holes of golf in one day! But the purpose is a worthwhile cause — to help raise support for a valuable program that reaches out to young people in our area.

This fund-raising event is for Young Life Anytown, an organization that works with more than 350 local high school teenagers every week. Young Life operates programs in east-end Louisville, urban Louisville, Oldham County, New Albany and the youth prison on Westport Road, plus a substantial summer camping program at Young Life camps throughout the United States.

I am writing to ask you to support me in this fund-raising effort by sponsoring me on a per-hole basis. Hopefully, if I'm crazy enough to do this, you will be gracious enough to support and sponsor my efforts. Your committed contribution of \$ .25, \$ .50, \$1, \$2 or more per hole would be a great support toward helping local teenagers.

It's simple – just complete the enclosed commitment card (send a check now, if you'd like, or wait to see if I can do it), and return it to me in the envelope provided.

Thanks for caring about young people and for sponsoring me in this event.

Your friend,  
Bill Bogey

P.S. If at all possible, please send your response in the enclosed envelope by May 10. Thanks!

# C



To generate enthusiasm, some Young Life areas host a pre-event party for golfers one week before the marathon. This also provides the golf committee an opportunity to give an overview of the day's agenda, rules of the game and other pertinent information.



## GOLFER'S PARTY

Golf World

May 11

5:30–7:30 p.m.

- |                |   |
|----------------|---|
| 5:30–6:00 p.m. | Try your shot at winning the putting and chipping contests. |
| 6:00 p.m.      | Pizza arrives   |
| 6:30 p.m.      | Hit a bucket of balls. Try to hit one in the can!           |
| 7:00 p.m.      | Golf pro demonstration                                      |

*Why come? Get up-to-the-minute updates on the 101-Hole Marathon ... Chance to win some great prizes for your chipping, putting and driving skills ... Meet other participants ... Enjoy great pizza ... Bill McGee will be broadcasting live — offering his commentary on your golf skills ... and best of all, it's FREE!*

**RSVP to the Young Life office by May 9.**



### GOLFER'S PARTY TIMELINE

- Locate facility (three months before).
- Solicit food and beverage donations (three months before).
- Arrange event specifics — agenda, contests, prizes, guest appearances (one to two months before).
- Invite players (one month before).
- Send reminder letter to non-attendees (immediately following event).



## ADDING AN AUCTION

Many Young Life areas include a silent auction as part of their golf fundraisers. If done well, these can be a popular add-on event since silent auctions:

- Generate additional funds.
- Build enthusiasm for the fundraiser.
- Offer a social event for spouses and dates of golfers.
- Fill the transition time between golf and the banquet dinner or reception.
- Make each year's event different and interesting.

### Keys to a successful auction

- Solicit only quality donations.
- Offer a variety of items, services or products with values of \$50 and up (some vacation packages can be worth thousands of dollars).
- Maintain accurate records documenting:
  - ✓ Donor's name and/or company.
  - ✓ Donation description.
  - ✓ Value of donation.
  - ✓ Restrictions for use (dates, limits).
- Publicize auction highlighting sample auction items.
- Reserve ample and convenient space in banquet facility for displaying auction items.
- Creatively display each item to entice bidders.
- Require payment at the auction if at all possible.
- Follow up thoroughly with personal thank-you letters.

### Live auction

Larger and more valuable items are auctioned off in traditional live auction format. Auctioneer opens bidding with minimum bid and audience responds by raising hands or bidding card. Item goes to the highest bidder.

### Silent auction

Items are displayed with bid sheets listing minimum bid and minimum bid increases.





## ADDING AN AUCTION TO YOUR FESTIVITIES: A STEP-BY-STEP GUIDE

- Committee members, staff, leaders and friends of Young Life brainstorm potential contacts for donations (keep list each year for future reference and ideas).
- Determine who is responsible for contacting each potential donor.
- Print auction item information sheets (see sample on Page 51) to give to potential donors (include self-addressed stamped envelope for reply).
- Make arrangements for donations to be picked up or delivered (collect actual item or certificate for service along with anything else that will enhance the table display such as brochures, photographs, business cards).
- Print bid sheets for each item (see sample to the right) to be taped on table near each item (include minimum bid and minimum bid increases).
- Compile a printed list of all donations (and donors) for each place setting.
- Organize auction area by category and creatively display each item.
- Guests are invited to bid on as many items as they would like by writing their names and bids on appropriate bid sheet.
- Guests are encouraged to continue bidding throughout the auction and dinner.
- Periodically announce auction updates to encourage competitive bidding.
- Announce last call for bidding a few minutes before closing bidding period.
- End bidding period at a specific designated time (before program, golf awards, speaker).
- Strictly observe end of bidding period by having designated committee members immediately circle winning (highest) bids.
- Prepare auction payment tables with cash boxes and writing utensils.
- At the conclusion of banquet program, invite guests to collect their winning bid sheets and items and take to an auction table for payment.
- At auction payment tables, record name and address of winning bidder and include amount and form of payment (accept cash or checks only).
- Send personal follow-up thank-you letters to everyone who made a donation to the auction.
- Send follow-up letters to all highest bidders thanking them for participating in the auction (coordinate these letters with golf tournament follow-up letters).

**YOUNG LIFE AUCTION**

Item Description \_\_\_\_\_  
\_\_\_\_\_

Minimum Bid \_\_\_\_\_

Minimum Bid Increase \_\_\_\_\_

Bidder's Name	Bid Amount
_____	_____
_____	_____
_____	_____
_____	_____

Winning bidder \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_

Payment  Cash  Check # \_\_\_\_\_

## APPENDIX I

### GOLF TOURNAMENT/MARATHON PROCEDURES

**The following golf events are addressed by these procedures:**

1. Mixed fee tournament: Participants pay a fee that 1) covers the cost of the tournament and 2) makes a donation to Young Life.
2. Marathon: Participants secure sponsor donations.

**Summary of key tax concepts and reporting issues:**

- Brochures and other event information must accurately tell participants, in advance, what part of their payment is deductible contribution and what part is non-deductible event cost. (The IRS is authorized to charge a \$10/participant penalty, up to \$5,000 per event, for incorrect reporting.)
- Please send split donation/payment proceeds to the Service Center, using the 2203 — Split Revenue Form.
- Area event form accuracy is important since Young Life receipts must be able to show the total payment, broken down by the amount of deductible donation and the non-deductible part of the fee.
- Advertising revenue is taxable, so it is safest to limit acknowledgment of sponsors to a simple listing of names, addresses and phone numbers.
- Prizes with a fair market value of \$600 or more must be reported to the IRS. Please refer to the Field Finance Manual on how to submit the appropriate information for prizes won.

**What about using a consultant?**

- Several areas have hired consultants, such as Profund, for their golf event. Call the Service Center if you are using a consultant. There may be some IRS requirements to meet, or information you should be aware of.
- Read contracts carefully. Some include financial obligations for future events.

Call Field Accounts Payable at the Service Center if you have questions about golf event policy and procedures: (877) 438-9572.

Please be sure all staff, committee and volunteers working on the golf event understand these requirements.

## APPENDIX II

### MIXED-FEE TOURNAMENT

A set fee per person or foursome is charged. This covers the direct benefit to the participant and provides a significant contribution. The direct benefit includes any green fees, carts, meals and prizes given to everyone. This part of the fee is not tax-deductible.

#### A. Revenues.

**1. Fee Revenue.** Because the fees include a contribution, the payment must be sent to the Service Center. Send the proceeds with a 2203 — Split Revenue Form, which gives totals for the total contribution and total non-contribution portions of the payments. The “Event Type” section of the Split Revenue Form should read: GOT. If the deductible contribution amount is \$25 or less, the donor will not be receipted for the donation. Such donors may use their canceled check and information about the deductible amount as proof of donation without a receipt.

If a company or person pays for a number of participants (e.g., a foursome) and chooses the players, the payment must be split into contribution and non-contribution portions as described above. If Young Life chooses the players, the entire payment is deductible.

**2. Sponsor Revenue.** We are using this term for individuals or companies who underwrite the tournament by making an unrestricted contribution. If the arrangement for sponsorship gives the donor the right to play golf, have meals or other amenities, the deductible portion is reduced by the amount of those benefits. Sponsorship proceeds must be sent to the Service Center with the 2203 — Split Revenue Form or 2201 — 100% Donation Form, depending on the sponsorship arrangement.

**3. Mulligan Revenue.** Players pay a small fee for extra shots at a hole or shots to receive a prize. Send proceeds with a 2202 — 100% Payment Form, listing the total amount of non-contribution revenue. The “Event Type” section of the Payment Form should read: Sale of Mulligans. If no prize is offered to the winner, then Mulligan purchases are considered to be a deductible contribution and should be submitted to the Service Center on the 2201 — 100% Donation Form.

**4. Advertising Revenue.** The IRS has stated that advertising revenues are taxable as unrelated business income tax (UBIT). They have not clearly established what constitutes advertising. Several tax rulings have said that a simple listing of names (including addresses and phone numbers) or acknowledgments of sponsorship does not constitute advertising. Mentioning products could be understood to promote sales and be considered advertising.

- Implications for Sponsorship Contributions: The sponsorship remains non-taxable if promotional materials listing names of sponsors, or small signs (listing name, address and phone only), are posted for hole sponsors. The IRS has ruled that the business value of this limited publicity does not constitute advertising.

- Implications for Ad Books: Some areas have prepared ad books in connection with the golf tournament, which would generally be considered advertising revenue, and therefore taxable by the IRS. Please contact the Young Life tax accountant at the Service Center for approval before embarking upon a business venture.

## **B. Expenses**

Golf tournaments are considered one of the major fund-raising events for a Young Life field area office. In non-profit accounting, a special fund-raising event is one in which a direct benefit is offered to the participants for a **fee that includes the direct benefit plus a significant donation.**

Golf tournaments are operational activities; therefore, charge all expenses to the golf expense account (6440).

## **II. MARATHON**

In this event there is no set charge for participants. Each participant solicits pledgers who give a fixed amount or an amount per hole played.

### **A. Revenues**

1. Pledger Revenue. As long as the pledgers receive no direct benefit (right to play golf, meals, other amenities) their gifts are 100 percent deductible.

If a marathon golfer makes a contribution to help cover his or her fund-raising commitment, the payment must be split into contribution and non-contribution portions (as described in Section I above) based on the cost of 18 holes of golf (not total holes played), meals, other expenses.

If a pledge payment is more than \$25, complete a 2201 — 100% Donation Form, attach it to all the pledgers' checks and send it to the Service Center. If the pledge payment is \$25 or less, donors will not receive receipts for the donations. The "Event Type" section of the 100% Donation Form should read: GOMS.

2. Sponsor Revenue. Same rules as in Section I above.
3. Mulligan Revenue. Same rules as in Section I above.
4. Advertising Revenue. Same rules as in Section I above.

### **B. Expenses**

Same procedures as in Section I above. If your golf event does not fall into these two categories, call Field Accounts Payable at the Service Center for the correct procedures.

## APPENDIX III GOLF BROCHURE SAMPLE

### WHAT IS young life?

Young Life Club and WyldLife Club — Clubs are weekly meetings within a local community that are open to any kid who wants to attend. Young Life clubs are for high school kids, and WyldLife clubs are for middle school kids. Approximately 100,000 attend club each week to sing, laugh, play games and hear a leader share great news about God's love in terms they can understand.

**Camp** — Young Life owns and operates 22 premier properties across the country, where more than 74,000 kids spend a weekend during the school year or a week each summer hiking, boating, biking, swimming, horseback riding, climbing through ropes courses, speeding around go-cart tracks and hanging out with their friends and leaders from home. They have the opportunity to take a closer look at how much God loves them.

**Campaigners** — Kids often meet in small groups with a leader during the week to discuss their ideas and questions about faith and begin exploring the Bible.

**Committee** — Each area has its own committee of adults who believe in the mission of Young Life. More than 11,000 adults serve on Young Life committees across the country. Ask your area staff person for a local list, and feel free to call these folks with your questions at any time.

**Contact Work** — Young Life is not a facility-based ministry — we don't ask kids to come to us. Leaders go to them, wherever they may be. Contact work is about building relationships and earning the trust and friendship of teenagers.

**Church** — Young Life is not officially connected to any particular church, but we believe church is a very important part of nurturing a relationship with Christ. Our staff and leaders are committed followers of Jesus Christ and come from many denominations, and we encourage kids to become involved in the churches that are most familiar to their families.



Young Life Area Name  
P.O. Box 1827  
Plainfield, NJ 07061  
ylareaname.younglife.org  
(722) 341-7854

YOUNG LIFE  
area name here

### YOUNG LIFE GOLF TOURNAMENT

**MAY 18, 2013**  
THE BASKING RIDGE  
COUNTRY CLUB

11:00-1:00 a.m.	Registration
12:00 p.m.	Optional Lunch
1:00 p.m.	Tee Off Scramble Format with A&B Foursomes at all 18 holes
1:00-6:30 p.m.	Golf
6:30-7:00 p.m.	Hors d'oeuvres and Cocktails
7:00 p.m.	Dinner
7:30-8:30 p.m.	Prizes and Speaker



### SPECIAL EVENT

You can buy a chance to win a new golf cart in our "Going Green" challenge. Each golfer will have three chances to play, and the golfer who gets the closest to the green on a 350-yard straightaway drive, will be crowned the "Greenest Golfer" and take home the grand prize!

GOLF 2010



## REGISTRATION FOR GOLF TOURNAMENT 2013

**COST:** \$225 per player or \$800 per foursome

**RETURN ADDRESS:**

Young Life Southern Springs  
420 N. Cascade • Colo. Spgs., CO 80903  
R.S.V.P. to [JButtrin@SCS.younglife.org](mailto:JButtrin@SCS.younglife.org)  
R.S.V.P. by phone: (719) 359-4200

Name \_\_\_\_\_  
Phone \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
E-mail \_\_\_\_\_  
T-shirt Size \_\_\_\_\_

Other players in my foursome:

Name \_\_\_\_\_  
Phone \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
E-mail \_\_\_\_\_  
T-shirt Size \_\_\_\_\_

Name \_\_\_\_\_  
Phone \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
E-mail \_\_\_\_\_  
T-shirt Size \_\_\_\_\_

Name \_\_\_\_\_  
Phone \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
E-mail \_\_\_\_\_  
T-shirt Size \_\_\_\_\_

Check if a Broadmoor Golf Club Member.  
Player's fee (\$225 person/\$800 foursome) \$ \_\_\_\_\_

OR

Foursome and  
Green/Fee Sponsor (\$1,200) \$ \_\_\_\_\_  
Amount enclosed \$ \_\_\_\_\_

Thank you for joining us!

WE HOPE  
YOU WILL  
JOIN US  
FOR THIS  
CHANCE  
TO HELP  
KIDS AND  
ENJOY A  
GREAT DAY  
OF GOLF



## YOUNG LIFE GOLF TOURNAMENT

- **HOLE-IN-ONE SPONSOR (4) - \$2,000**
  - Exclusive signage
  - Insurance coverage for large giveaway
  - Special recognition
  - Company name and logo on all correspondence
  - Company name and logo on banner
  - Formal appreciation plaque
- **BRONZE SPONSOR - \$1,500**
  - Company name and logo on all correspondence
  - Company name and logo on banner
  - Formal appreciation plaque
- **PREMIERE HOLE SPONSOR (14) - \$1,200**
  - One foursome
  - Signage at tee [choice of tee based on first come, first serve]
  - Company name and logo on all correspondence
  - Company name and logo on banner
  - Formal appreciation plaque
- **HOLE SPONSOR (TEE OR GREEN) \$350**
  - Signage at tee [choice of tee based on first come, first serve]
- **OTHER SPONSORSHIP LEVELS ARE AVAILABLE**

## APPENDIX IV

### POTENTIAL SPONSORS LIST

#### Young Life 101-Hole Golf Marathon



Page \_\_\_\_ of \_\_\_\_

Date submitted for mailing \_\_\_\_\_

Player's Name \_\_\_\_\_

Title	First Name	Last Name	Dear "Nickname"	Street	City/State/Zip	E-mail
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						
18						
19						
20						
21						
22						
23						
24						
25						
26						



## APPENDIX V YOUNG LIFE ANNUAL AUCTION ITEM INFORMATION SHEET

Please complete and return to Income Processing within two weeks of receiving the item. Mail to: Young Life Service Center, P.O. Box 520, Colorado Springs, CO 80901-0520. For questions, call (877) 438-9572 and ask for Income Processing.

Upon receiving the completed form, we will send the donor a non-cash contribution receipt acknowledging the donation.

Donation by \_\_\_\_\_  Business  Individual

Contact \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Donor signature \_\_\_\_\_ Date given \_\_\_\_\_

Item name \_\_\_\_\_ Value \_\_\_\_\_

Check one:  Merchandise  Gift Certificate\*

\*If item is a gift certificate, will donor provide the certificate?  Yes  No

Detailed description of item (50-120 words, be as complete and descriptive as possible):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Restrictions or additional information \_\_\_\_\_

\_\_\_\_\_

Check one:  gift attached  volunteer pickup (date)  donor deliver (date)

Volunteer signature \_\_\_\_\_ Phone \_\_\_\_\_

Young Life Boulder  
P.O. Box 7963  
Boulder, CO 80306  
(303) 442-7086 • (303) 494-7410  
Area #CO20

## APPENDIX VI

### YOUNG LIFE GOLF TOURNAMENT EVALUATION FORM

Name: \_\_\_\_\_

Please make comments/suggestions concerning the following topics:

Registration \_\_\_\_\_

Golf Event

Course \_\_\_\_\_

Contest Holes \_\_\_\_\_

Food/Drinks \_\_\_\_\_

Event Format \_\_\_\_\_

Prizes \_\_\_\_\_

Time/Date \_\_\_\_\_

Other \_\_\_\_\_

Banquet

Auction

Other

Please list names and addresses of people who might be interested in playing in next year's golf tournament:

---

---

---

---

---

---

---



 **younglife**

[younglife.org](http://younglife.org)