



Alisa Ann Ruch Burn Foundation | www.aarbf.org

Golf Tournament Fundraising Event Checklist

1. Decide What Game You Want to Play

- Scramble: Best ball of the group
- Stroke play: Everyone plays their own ball and counts their strokes
- Match play: Players win a hole for having best score on that hole
- Another exciting game

2. Pre-Planning

- Date and Time:** Consider local events, holiday and availability of your guests.
- Location:** Take into consideration how many guests you're expecting and the tools you need. A free or donated course/club will help you raise more money.
- Volunteers:** Golfer instructions, mulligan sellers, admission table, set-up, clean-up are a few areas you might need volunteers.
- Secure Sponsorships:** Monetary support for hosting the event can come from community groups, unions, corporations and friends, family and colleagues. Sponsorships are an opportunity for local businesses to advertise their businesses supporting a local non-profit.
- Securing Donated Items:** Donated green, carts, clubs, balls, etc. will decrease your expenses and increase your event profits. AARBF Development staff can provide you with a template for a request letter to send to these organizations.
- Logistics:** Chairs, tables, pre- or post-event reception food and drink, PA system, etc.
- Awards and Attire:** Awards can be given for best game or the highest score. You may want T-shirts, hats and/or visors for the golfers with sponsor logos.
- Additional Activities:** Putting or longest drive contest, DJ or band, silent auction are some good options for additional fun activities.

3. Raising Money

- Sponsors:** To ensure that an event is successful, reach out to your network of people to see where you can get sponsors. AARBF Development staff can provide you with a template for a donation request letter to send to these organizations.
- Silent and/or Live Auction:** Reach out to places that might be interested in donating to your event. These can come from organizations that work in the field of your event (restaurants for food related events), friends and/or local organizations.
- Merchandise:** Sell T-shirts, hats, etc. to raise funds. Donated merchandise means 100% of the proceeds can be donated to AARBF.

SOUTHERN CALIFORNIA OFFICE: 50 N. Hill Avenue, Suite 305, Pasadena, CA 91106 | (818) 848-0223

CENTRAL CALIFORNIA OFFICE: 911 H St., Fresno, CA 93721 | (559) 621-4016

NORTHERN CALIFORNIA OFFICE: 708 El Cerrito Plaza, El Cerrito, CA 94530 | (415) 495-7223

- ❑ **Admission fee:** Charge guests a fee to attend the event. Set fees for individuals/groups to play. Consider establishing a sponsorship program for business or groups to sponsor holes on the course.

4. Advertising and Invitations

- ❑ **Advertise:** Banners, newspaper articles the week of the event, advertisements online and in print, mass emails, calendars, flyers, local schools, libraries, churches, fraternal organizations, word of mouth, work networking are good ways to reach out for more attendees.
- ❑ **Invitations:** Use a free invitation website like eVite.com or Facebook to spread the word about your event. Send emails to friends, family and colleagues with the flyer attached. Send your flyer electronically to AARBF for staff to enter into online calendar listing
- ❑ **AARBF Website:** AARBF will share your event information at www.aarbf.org.

5. Have your event!

- ❑ **Setup:** Come early to set up and prepare the venue for guests. Walk your volunteers through the day's events.
- ❑ **Foundation Materials:** You can set up an information table with AARBF brochures and display boards for guests who want to know more about your cause.
 - Request AARBF information at least 30 days before the event date.
 - If you want an AARBF staff representative at the event you must request their presence a minimum of 2 weeks before the event date.
- ❑ **Post-Golf Reception:** Host a dinner/cocktail party after a day of golf and present golfers with awards.
- ❑ **Donations at Event:** Personal checks should be made out to the Alisa Ann Ruch Burn Foundation. This will make the accounting process easier for you. A staff member may also be able to provide a credit card machine (with staff present) depending on venue resources. AARBF can provide donation envelopes for guests to pay with check, cash or credit card (to be charged when received in AARBF offices).

6. Accounting and Making the Donation to AARBF

- ❑ **Wrap Up:** Calculate total funds raised by the event and deduct your expenses. Donated materials mean less expenses and higher proceeds. Contact AARBF staff for current tax laws to ensure proper accounting.
- ❑ **Mail Donation:** Mail your event donation and any personal checks made out to AARBF to your regional AARBF office. Check presentations can be scheduled for the day of the event or later. Two weeks advance notice is required to schedule AARBF staff and/or board.
- ❑ **Tax Letters:** Donations made at the event are tax deductible. AARBF will send tax acknowledgement letters to the individuals who made donations directly to AARBF by check, credit card or cash with their contact information attached.
- ❑ **Thank You Notes:** Send out thank you notes to all donors, volunteers, and sponsors. This is important for showing your appreciation and building relationships for future fundraising.