

# Teeing Up Success

## Effective Strategies for Golf Event Fundraising

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# Speakers



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# Objectives

- Share data and insights on the golf tournament fundraising landscape
- Provide a step-by-step guide for your team to follow to better maximize revenue for your golf-related events
- Showcase examples of successful GiveSmart users who have achieved their fundraising goals via golf campaigns



# Agenda

- Who is golf for?
- Is a golf event right for my organization?
- Planning needs
- Revenue drivers





# Poll-in-One



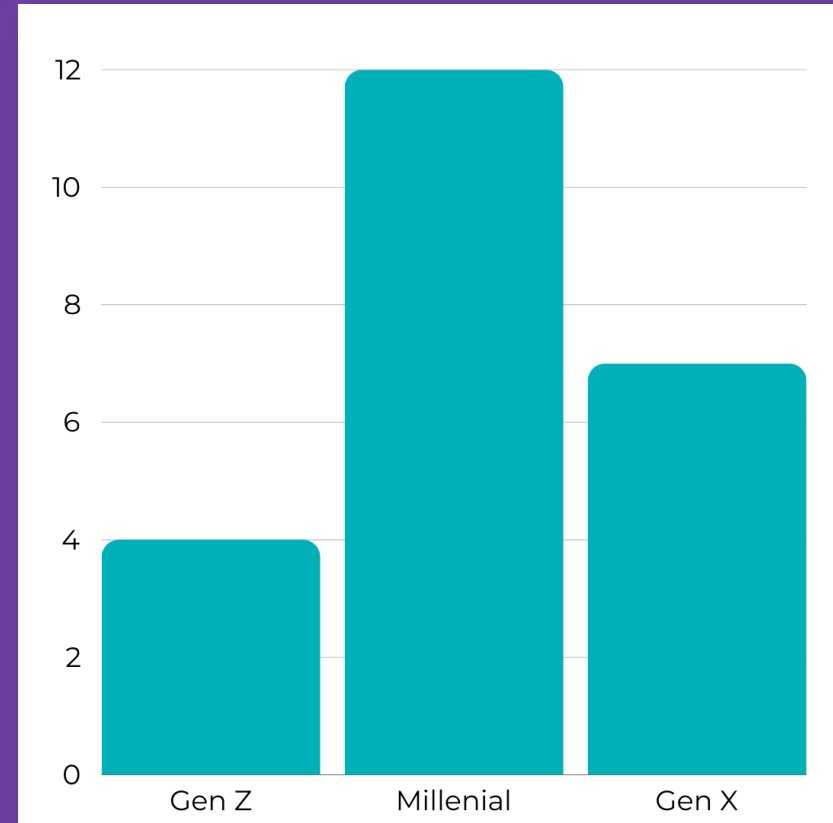
- Have you seen success with your golf fundraising events?
  - Yes, we're golf fundraiser pros.
  - It's getting there, it's not quite a hole-in-one yet.
  - Our last golf event needs a mulligan.
  - We haven't held one yet, we're new here!

# Why Golf?

- **6 million** people aged 18-34 play golf.
- Over **1/3** of the U.S. population has played or shown interest in golf
  - **Up 30%** since 2016.
- **18.4 million** participated *exclusively* in off-course golf activities
- The household income of a golfer is ~**\$125,000**
- **Average fundraised: over \$78,000**
- **So many fundraising opportunities!**

# *Who is golf for?* Everyone!

- Women represent 41% of off-course golfers
- Female golfers rose by 15% from 2020-2022
- Golf is for all ages, abilities, and levels of competitiveness and skill





# Ask Yourself:

## *Is golf right for my donor base?*

- Do you have the audience?
  - Has there been interest?
  - Can you survey your donors?
  - Are there ways to incorporate fun themes or ideas to engage more donors?
- Do you have the budget?
  - Do you have a connection to a golf course or venue?
  - How can you find sponsors or in-kind donors?

# Picking a Golf Event Format

- Ticket / tournament
- Best-ball tournament
- Scramble tournament
- Mini golf / Putt Putt
- Soccer golf
- Frisbee golf
- Fantasy golf
- Top golf or other golf entertainment businesses



# Arranging the Perfect Drive

## Venue

- Both country clubs, as well as public greens, traditionally offer external event reservations (and nonprofit discounts).
- Often the greatest expense
- Public or private course
- Size allows for different # of players and attendees

## Date

- Many country clubs are closed on Mondays
  - Prime day of the week to book your outing at a private course
- Timing depends on other events they might have on their calendar
- Most popular months for golf events: June, September, August, and October

## Budget

- Venue / booking fees
- Green fee per participating golfer
- Golf cart rentals
- Caddies
- On-course snacks, beverages
- Off-course catering
- Staffing fee

# Countdown to Tee Time

- A new fundraising avenue = An opportunity to reach new donors
- Weekly or biweekly emails and social posts 1-3 before months inviting donors + asking them to invite their friends, family, and networks
- Get merch, swag, or other items
- Thank sponsors (*and then say thank you again*)
- Mission moments
- Reach out to golf courses, sports stores, and other businesses
  - Sponsorships and/or in-kind donations
- Items for raffle or auction
- Secure teams of staff and/or volunteers





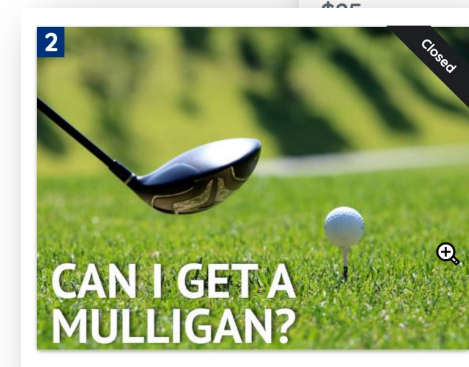
# Asking "Fore" Help



- Great opportunity for young volunteers
  - High school clubs, local volunteer organizations
- Don't know the difference between a birdie and a par?
  - Make your life easier and involve a golfer as a volunteer!
- Start a committee
- Donations of beverages and snacks

# Don't Forget Your Mission Moments

- Signs with statistics pertaining to your cause
  - **Example:** *Our organization supports XX homeless youth annually.*
- Dedications or messages on signs at each hole
  - **Example:** *This round is for the dogs! Our organization rescues XX dogs per month, and your participation today makes that even more possible.*
- A "Get Involved" table or hand-outs
  - Invite participants to learn more
  - Staff or volunteers walking around thanking and mingling with donors
  - Incentives like bracelets or pens



Need a little help with the real golf? Give yourself the gift of a mulligan!

For a donation of \$25 each, you may purchase and use up to two mulligans for your round of real golf.

If you play multiple rounds, you may purchase and use two mulligans for each additional round played.

# Revenue Drivers



## Ticket Sales and Add-Ons

~70% of golf events use ticketing for registrations



## Sponsorships

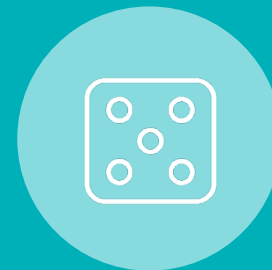
18+ opportunities:

- Hole sponsors
- Golf cart sponsors
- Swag sponsors
- And more!



## Auction and Raffles

1/2 of golf outings have a silent auction, but only 10% have a live auction



## Games and Contests

30+ options to choose from:

- Cornhole / Bags
- Scavenger Hunts
- And more!

# Tickets and Packages

- Tickets for individuals, couples, and teams/groups
  - The Lingo: Twosomes and Foursomes
- **Golf packages**
  - Clubs and cart included
  - VIP opportunities like a course tour before tee time
  - Early start or first team to tee off
- Family tickets
  - Activities and engagement for non-golfers
- Incentivizes for group participation can increase registrant and attendee numbers





A photograph of a golf club head and a white golf ball resting on a lush green grass field. The image is positioned on the left side of the slide, partially overlapping a purple background.

# Ticket Add-ons

- Caddie services
- Event t-shirt
- Branded golf-themed merch
- Drink tickets
- Dinner tickets
- Mulligans
- Tee off from a closer spot
- Thrown shot
- *And more!*

## *Did you know?*

½ of golf outings sell instant items, including mulligans or tickets to participate in hole challenges.

# Sponsorships

- Get corporate sponsors for a golf tournament
- At least 18 opportunities for added event revenue
- Consider soliciting to local business and private donors
- Find a matching sponsor or donor for all gifts that come in on event day
- Offer in-kind sponsorship packages





# Sponsorship Ideas



## 18+ sponsor or in-kind donation opportunities:

1. 18 holes + custom hole flags and representative at hole
2. Equipment rentals (clubs)
3. Golf carts (logos included)
4. Caddys
5. Milestones (i.e. hole 9)
6. Mulligans
7. Hole games
8. Giveaways or prizes (i.e. hole-in-one)
9. On-course snack and drink stations
10. Games
11. Auction items
12. Auction (program) or auctioneer
13. Merch or swag (branded items)
14. Instant items (i.e. gift cards, golf balls)
15. Drinks (alcoholic and non-alcoholic)
16. Food or catering
17. Tables
18. Raffle(s)





# Sponsor Appreciation

- Be transparent about benefits and acknowledgment
  - Social media posts
  - Logo and brand usage
  - Signage
- Discounted group ticket and table rates
- Verbal thank you's on event day
  - In-person
  - Announcement during program
- Impact report thank you after event

# IMPACT Golf 2024

## 1 Make your selection

### SPONSORSHIPS



#### Boston Golf Hole-In-One

\$11,500

1 left

- Two foursomes
- Two sunscreen dispensers to be placed in a mutually agreeable location
- Opportunity to share a promotional video on IMPACT's social media
- Acknowledgment as Hole-In-One Sponsor during the Cocktail Reception
- Company name on welcome banner & tee signs
- Logo on IMPACT Melanoma's website & on social media
- Listing & link to your website in IMPACT eNewsletter

[SHOW LESS](#) ^

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#### Contest Sponsor

\$500

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Longest Drive or Closest to the Pin Contests

- Signage at Contest Hole

\*only 4 available

[SHOW LESS](#) ^

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#### Beverage Cart Sponsor

\$500

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Signage at one beverage cart

*Only 2 available.*

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#### Tee Sign Sponsor

\$250

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-24"x18" sign at one hole on the course

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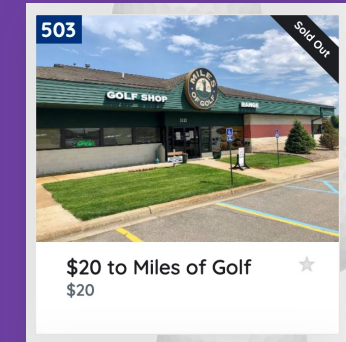
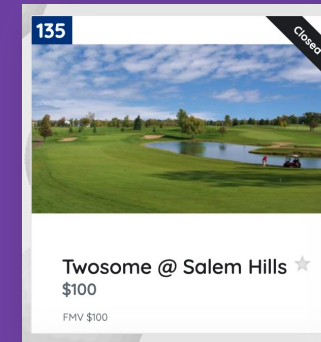
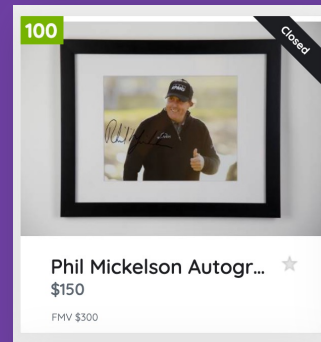
# Golf Event Auctions and Raffles

## Focus on golf and sport-related items:

- Twosomes or foursomes at other clubs
- Equipment and cart rentals at venue
- Passes or tickets to entertainment venues (i.e. TopGolf or axe throwing)
- Memorabilia (i.e. signed items)
- Sports merch
- Team apparel
- And more!

## Throw in other items for the family, too!

- At-home games
- Food & drinks
- Tickets for shows, concerts, or other entertainment venues (i.e. zoo passes)
- And more!



# Contests and Games

- Pink ball
- Beat the pro
- Longest or straightest drive
- Marshmallow drive contest
- Golf pong / chipping contest
- Putting contest
  - Choose your putter
  - Hole-in-one (on a par 3 hole)

## ITEMS FOR PURCHASE



### Helicopter Ball Drop

Not currently  
available

1 for \$10

3 for \$25

How it works: For each ticket that someone purchases, we mark a golf ball with the corresponding number. Buckets of golf balls are then dropped from a helicopter onto a target. The closest ball to the center WINS!

Cost: \$10 per ticket or \$25 for 3 tickets

Fine Print: You DO NOT have to be present to win. We will sell a maximum of 310 tickets to make sure your odds to win are great! Buy as many balls as you would like.

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# BONUS Revenue Drivers



## Bar Cart

- In-kind donations
- Beer and wine
- Snacks
- Sports drinks



## Merch

- Hats
- Golf balls
- Sweat towels
- Golf tees

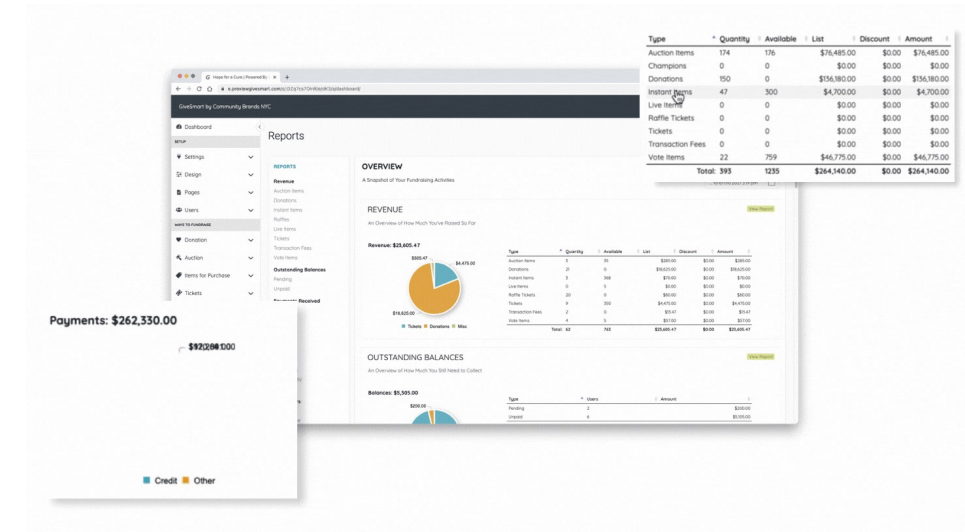


## Donations

- Mission moments
- Donation items
- Paddle raise
- Text-to-donate

# Be Data Driven

- After the event:
  - Identify which channels raised the most money
  - Identify which channels had the least return on investment
  - Identify which items performed well compared to fair market value
  - Identify which items under-performed
  - Evaluate donor engagement for peaks and valleys
  - Segment donors based on gifts given, engagement, and other filters
- Use these points to make data-driven decisions for future events





# Poll

Would you like to learn more about GiveSmart?



- Yes, I would like to connect with someone regarding questions or a personalized demo of the platform.
- Not right now, please contact us in the future.
- No, thank you.





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Questions?

