



ASK THE EXPERTS:

Fore Your Mission:  
Raising More  
at your **Golf**  
**Fundraiser**



# Session Hosts



Nicole Taylor

Senior Manager Customer  
Education



Brandon Celentano

Customer Education Specialist



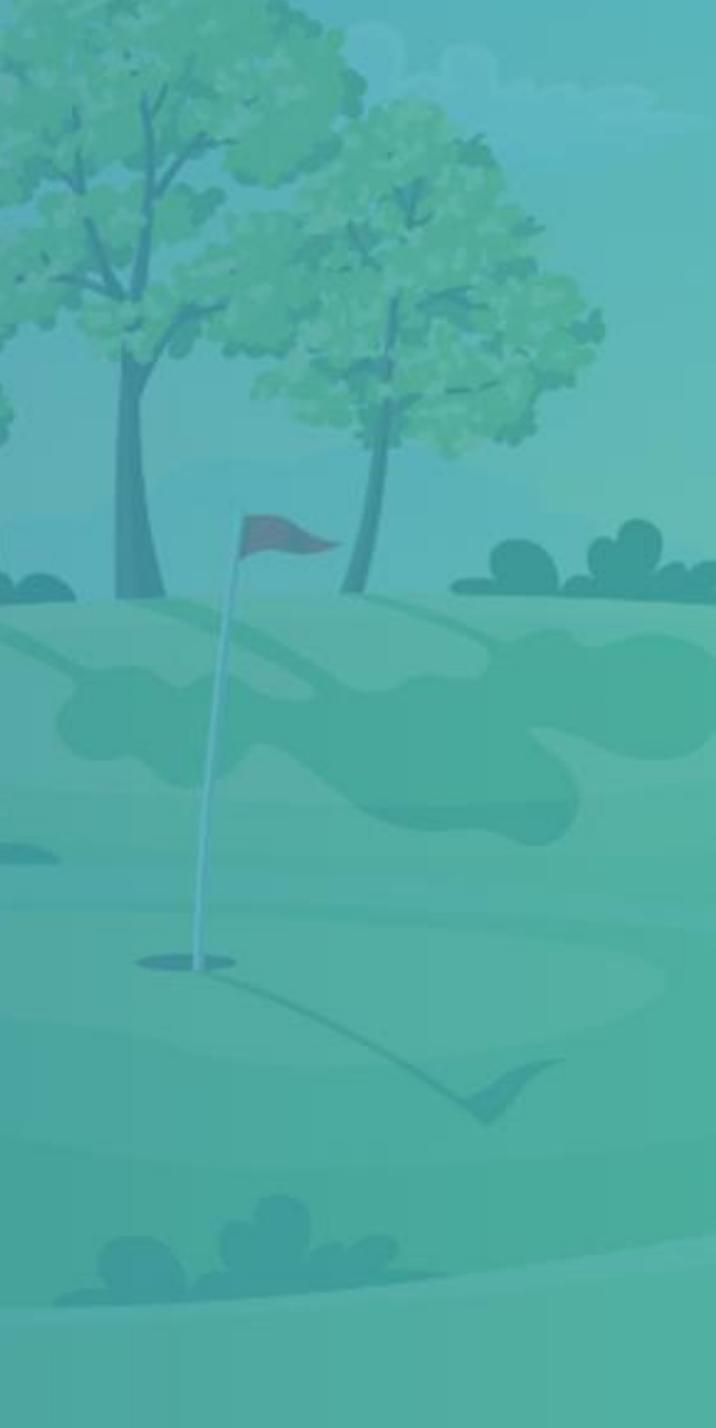
Pam Stiuso

Event Manager & Consultant

# POLL

What are your golf fundraising plans for 2022?

- a. **Hole-in-one:** Planned our annual golf event
- b. **Birdie:** First-time golf event
- c. **Mulligan:** Planning now
- d. **Eagle:** Considering a golf event
- e. **Mini Golf:** Still unsure



# AGENDA

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- CUSTOMER SPOTLIGHT
- MARKETING & RECRUITMENT
- GOLF EVENT LAYOUT & LOGISTICS
- REVENUE DRIVERS & FUNDRAISING  
IDEAS

# CUSTOMER SPOTLIGHT

United  
Healthcare  
Children's Foundation<sup>®</sup>



Jill Awe

# MARKETING & RECRUITMENT

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How to Reach New  
Supporters



# Event Marketing: Pre-Event

## TIPS FOR

## ONLINE RECRUITMENT

- Create an **ambassador program** to help recruit participants.
- Send an **exclusive e-vite** to your recurring donors and supporters.
- Create a **'referral bonus'** specific to your event and cause.
- Utilize **targeted text messages** for VIPS, sponsors, golfers who have already purchased tickets, etc.
- Share updates about the event & it's impact to your mission on **social media**.
- Start advertising the need for **volunteers** at the same time

# Event Marketing: During & Post-Event

## MARKETING

### DURING EVENT

- Post on social media, or even 'go live' on one of your social accounts.
- Schedule quick interviews with donors to have them share their tie to your mission.
- Check to see if your local media would be interested in covering the event.

## MARKETING

### AFTER EVENT

- Send a follow-up communication of gratitude.
- Update your social pages with photos from the event.
- Share the results to communicate the impact your supporters made to your cause.
- Start marketing for next year.

# EVENT LAYOUT

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Registration, Checkout,  
Venue Must-Haves



## TIPS FOR REGISTRATION



Open bidding & raffle sales early.



Add additional terminals at peak times.



Consider drive through registration.



Have a dedicated check-in area for non-golfing guests.

## TIPS FOR CHECKOUT



Use the volunteer buddy system.



Organize packages by winner/paid status.



Hold curbside pick-up and email certificates.



Have a pick-up or delivery plan for winners who aren't present.

# THE FUNDRAISING

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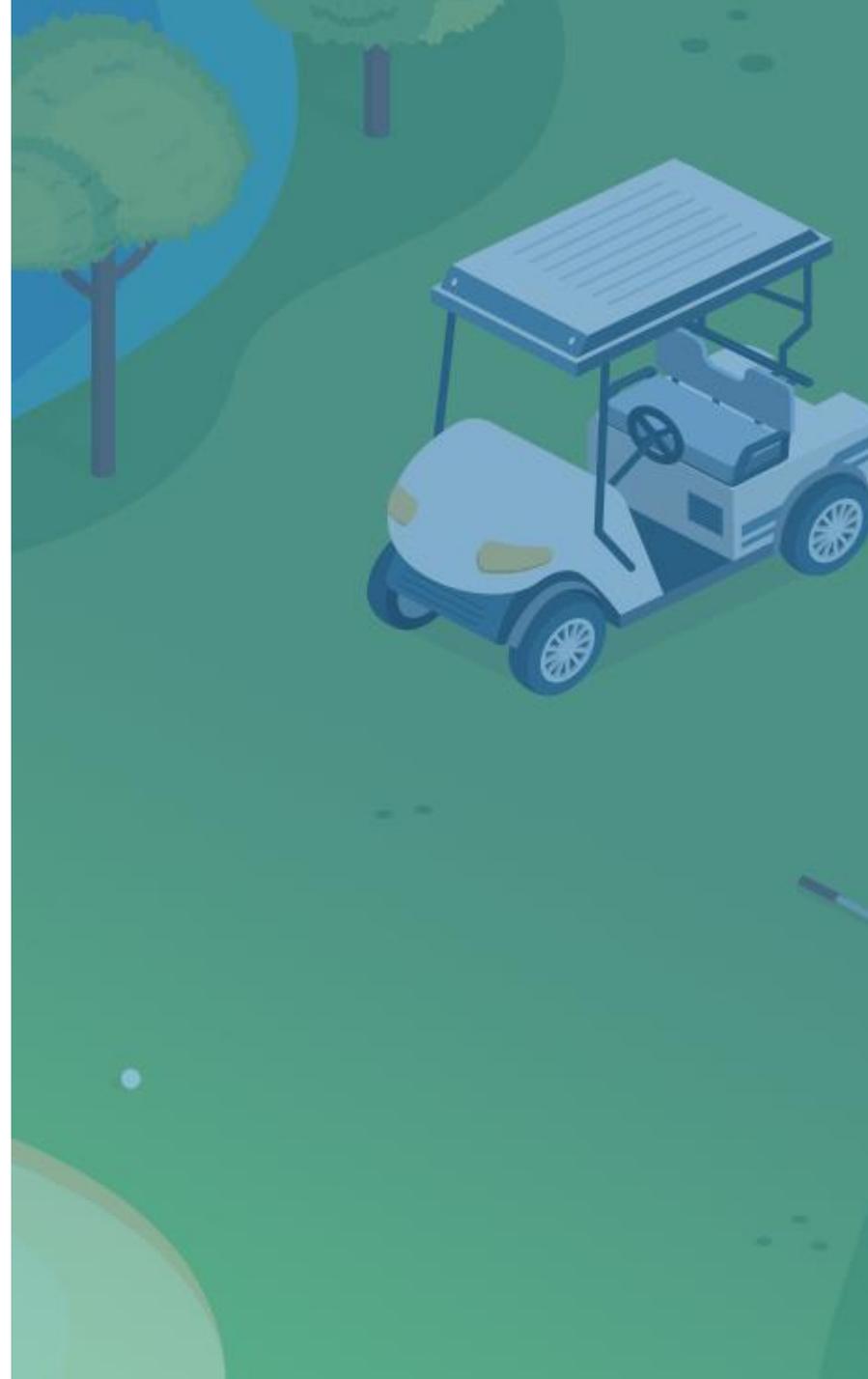
Silent/Live Auctions,  
Donations, Gamification



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# Silent & Live Auction Tips

- Open the silent auction early.
- Close the silent auction 15-30 minutes after the end of your program.
- Have plenty of volunteers on hand to assist with checkout and item collection.
- Limit the live auction to 3-5 items.
- Allow non-attendees to place pre-event proxy bids.
- Find exciting and unique Live Auction packages, (including popular travel packages!)



## **RAFFLE TICKETS**

Cash raffles, liquor/wine baskets and golf outings are popular items for golfers. Be sure to check your local raffle regulations.



## **MERCHANDISE**

T-Shirts, Pullovers, Umbrellas, Custom Golf Balls.



## **MULLIGANS**

Each mulligan is a second chance to swing, without adding an extra stroke to the golfer's scorecard.



## **GAME ENTRIES**

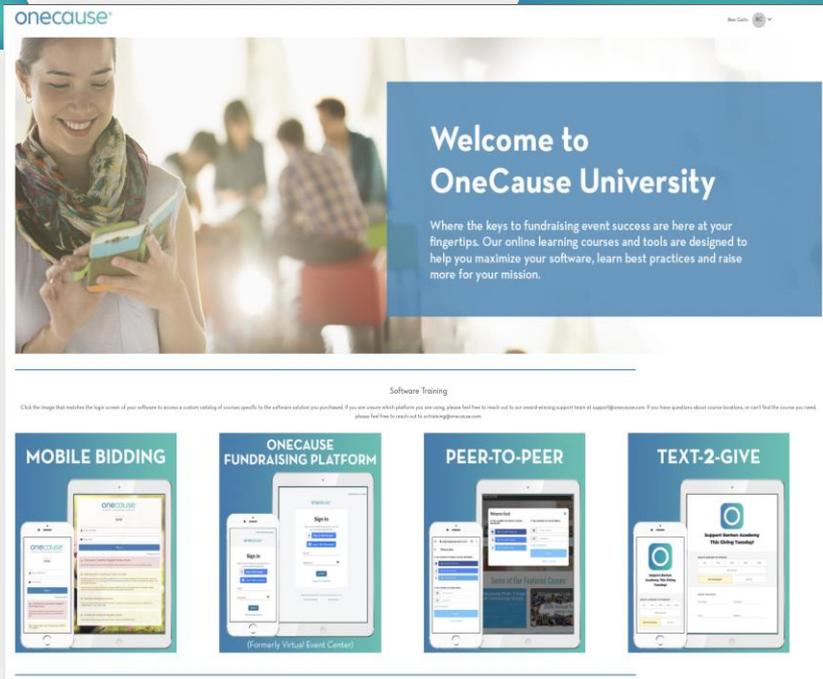
1. Putting Contest
2. Longest drive
3. Hole-in-One

# Q & A



# OneCause University

*Free for OneCause Customers*



## RESOURCE CENTER

Ideas, knowledge, and best practices

## CUSTOM PRODUCT TRAINING

Mobile Bidding, Peer-to-Peer, Virtual Event Center

## OPEN TO ALL CUSTOMERS

Login today!

<https://university.onecause.com/learn/dashboard>