



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip - Events Golf Tournaments

July 18, 2022

Let's go golfing

Whether it is spring, summer, or fall, golf tournaments have been a main stay fundraising event for non-profit organizations for decades.

If you are a Pro tournament host, just think of this tip in light of the annual address by the great coach Vince Lombardi at the start of training camp, "Gentlemen, this is a football."

If you are newer to Golf Tournaments, God bless. They are a ton of work, but when done right they can reap a number of great blessings, and I don't just mean money.

It would take weeks of emails for me to share all the tips and guidelines necessary to talk about every detail of a golf tournament. Hopefully sharing just these few will get you talking with your team about all of them. So now, go hit "em" long and straight!"

Tip #1 - Make sure you get started 6 months in advance (or more)

*Recruit and build your GT committee - Do not do this event alone.

* Determine your communication strategy and drop dates. Make sure they are aligned with your partners strategy/philosophy and theme.

* How's your website looking? Do you have a dedicated registration/landing/giving page?



Quick Health Update

I'm off to Phoenix July 26 (for 3 days) and then Aug. 15 (for 5 weeks). Going to see a man about joining the band Imagine Dragons, since I'll officially be "Radioactive".

Development strategy that is Biblically aligned

I've recently launched a very customizable coaching, training, and development strategy package, offering a prospective ministry 6-8 hours per month of service and help. Per the needs of the ministry (or chapter) we can work together to custom design the best application of those hours, ensuring you get a great return on your investment. Interested? Give me a call or [send me an email](#) and we can talk more.

Golf Tips (cont.)

*Make some choices about how serious do you want the competition to be and align to it. (Why does this matter? Track me down and I'll explain).

* I have a complete timeline and checklist. [Just email me](#) and ask for it, or you can [find it on my website](#)

Tip #2 - Consider upgrading your technology

* There is lots of new technology to make the tournament easier to manage and create additional fun. Consider doing your homework and select a platform or structure that works for you. [Golfstatus.org](#) is a potential starting point.

Tip #3 - Coach and train everyone working the day of the tournament.

* Any staff who might be on the course during play need a golf etiquette lesson (when can you talk, where do you stand, how to best engage).

* Whoever is selling your mulligans, tickets, etc., needs a quick sales lesson. What is their primary opening script?

* Over plan for the registration process. Nothing kills a good feeling like standing in line at the start of a long day.

Tip #4 - Maximize what you want to accomplish...which means you can't do everything.

* Where does your mark in the sand sit on the Raise Money vs Partner Engagement scale? The only right or wrong answer to this question is you don't know and/or don't insist every aspect of the day is aligned with that position.

* Make a decision about the best way to tell your story and your mission without making the day, or the luncheon, or the dinner too long.

Tip #5 - Remember, you probably aren't raising money for JUST THIS YEAR. (or shouldn't be).

* Find the right balance FOR YOUR COMMUNITY regarding decisions like how much to spend on tee prizes and team prizes. I've spent \$15 per golfer and I've spend \$125 per golfer. Different circumstances, different audiences, different goals influenced this and many of these kinds of decisions. Which takes us back to point #1, recruit a great committee.

* Same thing with on the course games. How many? Do you charge extra or are they value added? What is the total price point you honestly think I golfer will pay for the entire day?

* Not sure? Think about asking your golfers through a survey. A post event survey is a great way to engage and demonstrates how much you believe in this concept of "partners."



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