



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip Aug 26, 2024 10 Tips for a great golf tournament (part 1)

Dear Ministry Leader,

While I would consider myself a veteran of charity golf tournaments, I'll gladly bend the knee to two experts (Brad Bills and Norm Blandel) I have known through the years and forward to you their top ten tips for making sure your Golfing Event is a great success.

#1 Make sure your purpose and goal are firmly established.

Expectations for the event and what you hope to accomplish must be very clear and very clearly communicated. It doesn't have to be singular in nature, but you need to be aware of how different purposes add to the complexity of the day and may be in conflict with one another in how you handle execution. So is this about...

- fundraising,
- entertainment,
- public relations,
- competition,
- or networking?

#2 Make sure and choose right course and format.

High end courses will provide a draw but also be more expensive. Your local city course may be far more economical, but can you still charge the entry fee you want for that level of course. Your format HUGELY flows from the the purpose(s) you established in tip 1. A scramble is very inviting to a wide birth of players, not so much to your >5.0 handicap players. Who is your golf audience?

#3 Impress your golfers all day long, but ESPECIALLY when they first arrive.

Use attractive signage. Use great banners highlighting your key sponsors. Make sure your staff are wearing nicely branded clothes that are appropriate for a golf course. This is not a t-shirt day!

Go over the top with your practice and preparation for registration. Make sure this is a well oiled machine. Ensure that anyone who is selling at registration (mulligans, putting contest, raffle tickets, etc.) is truly coached and skilled in this vital aspect of the day.

#4 Speaking of signage. Make sure your on course signage is top notch. Triple check the names of sponsors. It may seem like no big thing to promote Lawrence and Sons, Attorney at Law, but if they choose to be Lawrence and Sons, Family Law Group, it will make a difference to them.

Pay attention to where the signs on both tees and greens are placed. Unless you provide adequate and thorough instruction do not leave sign placement to "rookies". I've seen sponsors signs literally placed right in front of where the players are going to tee off. It provides a moment of laughter, but probably not the impression you really want to leave.

#5 More of format

This will take getting a couple of tournaments under your belt and a willingness to ask, but find the right balance for your golfers and potential future golfers between putt-putt and pure golf. It's okay to have some fun activities on the course (like paying a fee to move up to the Jr. tees) but don't over do it and don't get carried away with extra \$\$ holes. Finding that balance is critical to your year over year success.

Next week: 5 more tips to round out your tourney.

Passionately,

Rick

P.S. Questions? Need more ideas on how to accomplish the above thoughts or suggestions? You can reach me at (209) 541-5720 or rjf@multiply417.com.



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