



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip Sept. 30, 2024 10 Tips for a great golf tournament (part 2)

Dear Ministry Leader,

Continuing with our 10 tips to make a great golf tournament, here's numbers 6-10.

#6 Scoreboard and Scoring

Your golf course pro should be a master at this, but make sure the right combination of attractive and effective are both in play.

#7 Make your Award presentations - Outstanding

Clear, concise and well planned out are critical keys in making this final piece of the day enjoyable, fun, and something they all want to stick around for.

Keep in mind, if you have something critical you want your golfers to hear (an ask, a testimony, etc.) do this right before the awards presentations, NOT AFTER.

#8 A Tourney within the Tournament

Lots of variations on this theme, but let's start with most obvious. The classic non-profit golf tournament does not attract enough women, so create a special tournament, inside your regular tournament to specifically highlight, honor and attract female golfers.

But other variations of this also call for an "insider" tourney for any of your teams that are corporate. Meaning a company paid for one of your sponsorships (hopefully a big one) that included a foursome. Have additional prizes and places for those teams as they compete against the other teams with similar circumstances.

#9 Customer Service, Service, Service

- Be sure the range is fully stocked
- Who's greeting the players as they enter the parking lot
- Make sure they easily know how to find their cart and what hole they are starting on
- Take great care of your volunteers. Classic mistake, no water, no cover, and no sunscreen for the volunteers (or staff) stationed all day long of the par 3's
- General rule I had for my staff: If you don't have a specific job at the moment, that means you are Mr., Mrs. or MS hospitality

#10 Use a Golf Committee - Then take care of them.

Treat them to an after event lunch and round of golf the next week (or two). At the lunch give them the insider results of the day and make sure they understand they impact they had on those results.

Of course, there are a million more ways you can up your game. Finding the right balance of who your tournament is for but still maximizes the net result is the key. Need to make major adjustments, why not consider doing a survey with your top 20-30 golfers to get their input first?

One more note: Some areas of improvement are about next year, not this year. Don't fall into the trap of being "penny wise, but pound foolish". You want your tournament to have a long life with lots of years of great fun, and enjoyment for your golfers, but also optimal financial success.

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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