



How to Plan a Successful Golf Tournament

Thank you so much for being interested in holding a Golf Tournament to benefit the Cure JM Foundation! The Cure JM Foundation is actively working to find a cure for juvenile myositis so that no child will have to suffer with this cruel disease. The fundraising you do will help get us closer to that goal.

This Fundraising Tool Kit was developed by the Cure JM Foundation to assist you. It's filled with tips to try to help you be able to succeed and to keep you from having to reinvent the wheel.

The Cure JM Foundation also has a network of volunteer fundraising coaches. This network is comprised of people--just like you--who have decided to make a difference and who have learned to successfully fundraise for Cure JM. When you complete your Third Party Fundraising Application and submit it to the Cure JM Foundation office, you will be given the name and contact information for the Cure JM volunteer who coaches people like you who plan to hold a golf tournament. You can also find the list of fundraising coaches at <http://www.curejm.org/teamjm/coaches.php>. Your Cure JM fundraising coach is a resource for you. He or she wants to help you reach your goals. He or she wants to help you reach your goals. You can call and ask for tips and suggestions. You can also ask about how to get past the challenges you might encounter as you plan your golf tournament.

This tool kit has been developed in 3 parts. In addition to this document with information--sample sponsorship levels, a planning timeline, and fundraising tips--there is a Microsoft Excel Spreadsheet available which has a Sample Budget, A Golfer Registration Tracker Page, a Volunteer Contact Information Page, and a Volunteer Assignment Sheet. Finally, there are also some sample publicity tools including a flyer and registration form that can be used. These tools will supplement this document and help you with your planning.

Don't forget to complete your Third Party Fundraising Application form from the Cure JM Foundation website right away, if you haven't already. The fundraising guidelines and application form can be found at http://www.curejm.org/teamjm/fundraising_guidelines.pdf. If you have not already, please send the completed application form to fundraising@curejm.org or fax to 760-230-2243. Once your golf tournament has been approved, you'll be on your way!

Finally, many people increase their golf tournament's fundraising success by holding a silent auction as part of the wrap-up party for their tournament. This is an excellent way to make your tournament more profitable. Cure JM has also developed a Fundraising Tool Kit for Auctions. If you plan to conduct an auction, be sure to request that tool kit and to look for the contact information for the volunteer Auction Coach as well. These things will help you plan that part of your golf tournament.

Again, thank you for wanting to host a golf tournament to benefit Cure JM!

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Steps to Success

Start Early! Beginning to plan your golf tournament 9-12 months in advance is a great way to help your tournament succeed. While a successful tournament can be planned in as little as three months, for best results, start much earlier.

Create a Committee: The first thing you will want to do is gather a group of others that will commit to following-through and helping to make the tournament a success. A committee can help in many ways:

- A committee can help you brainstorm and come up with good ideas.
- Committee members can network and help get the word out about your event, helping to find golfers and fill the tournament.
- Committee members can help recruit volunteers - the day of your tournament, there will be many volunteer opportunities.
- A committee can lighten the load. Successfully holding a golf tournament is a labor-intensive effort. You're going to need help. You can divide responsibilities among your committee members.

Establish a committee meeting schedule and location. A local restaurant or coffee shop is a great place to meet.

Your committee will need to meet about once a month during the first few months that you are planning the tournament. About 3 months before the tournament, it is recommended that you meet more frequently, about every 2 to 3 weeks. The last three weeks before the tournament, weekly meetings can be helpful.

***Tip:** To help your committee stay on track, consider taking and keeping minutes. A written record can help remind everyone of what has already been agreed upon.*

Committee Assignments: Depending on the size of your committee, you might like to divide responsibilities. You might want to give individuals on your committee specific responsibilities. Here are some suggestions for ways to divide responsibilities:

Celebration and Awards Dinner (or lunch)/Banquet Chair: This person can be responsible for making arrangements with the caterer, restaurant, or club used for the lunch or dinner celebration party. He or she will help plan the menu, try to negotiate for reduced costs, try to solicit for food, plan beverages, coordinate alcohol permits, print tickets, track ticket sales, and order and pick-up the golfer awards.

Silent Auction (if you plan to hold one): This person will track the solicitation of items for the silent auction, ensure that they are packaged well for presentation, help to promote the silent auction, coordinate the volunteers and check-out process for the auction.

Golfer Registration Tracking: This person will track golfer registrations in a database and will send confirmation messages to golfers as they register. This volunteer will

coordinate with the golf professional for the golf course any work that needs to be done on golfer pairings, scorecards, rule sheets, handicaps, and golfer awards.

Sponsorships Coordination: This person will help to coordinate the process of soliciting corporate sponsorships, will ensure that all sponsors are given the appropriate, promised recognitions, will coordinate the process of invoicing sponsors, and, if necessary, will coordinate the process of collecting sponsor logos. The sponsorship coordinator will also ensure that all sponsors are written thank you notes after the tournament.

Volunteer Coordination: This person will coordinate the process of volunteer recruitment, volunteer assignments, and communication with volunteers. If volunteer t-shirts will be ordered, this person will coordinate the ordering and distribution of volunteer t-shirts. On tournament day, this person will staff a volunteer check-in station and will help direct volunteers to their assigned location and answer any volunteer questions.

Marketing/PR Coordinator: This person will be the point person for promoting the event and will regularly update the tournament's website. This person will send out regular email messages to potential golfers. This person will also ensure that there is media communication through press releases and calls to ensure coverage.

Note that the coordinators of each of these committees, if volunteers are plentiful, might want to recruit people to help them with their responsibilities. You can actually have a wrap-up party and/or silent auction sub-committee if your tournament is large and that makes sense for your event.

While it is helpful to give one person responsibility for coordinating these responsibilities, it is important that everyone continue to help and to use their personal contacts in the business community to solicit sponsorships, recruit golfers and volunteers, and to spread the word. No one person can solicit all the sponsorships or recruit all the golfers.

Selecting a course: Where you hold your tournament will be important to its success. If a particular course is unpopular with golfers, it is going to be difficult to fill your field. Choosing an exclusive course that is not widely available can be an attractive option for many golfers (and sponsors). However, exclusive courses often have higher greens fees which result in higher entree fees for your golfers. Finding the right course for you and your community is important. It's recommended that you visit and receive quotes from several before choosing your venue.

As you ask about price, consider the ability of the staff to help you to recruit golfers. What will the staff do to publicize the tournament?

If you're planning a golf tournament, the Golf Pro at the Course you plan to use is going to be a key person to the success of your efforts. A good Golf Pro will make the details of planning and running your tournament a breeze. As you choose your course, remember that communicating with the pro (or his/her staff) is going to be critical to your success.

Choose your tournament date: Be sure to consider other local events in your community. Also, discuss with the Golf Pro what you will do in the event there is rain. You might wish to choose a rain date in advance.

How You'll Raise Money

Your primary revenue sources for a golf tournament are:

- Sponsorships (more below)
- Golfer Registrations: The registration fee should cover the greens fees and carts for each golfer. You will probably want the registration fee to exceed these costs to cover the gift bags you will provide golfers (if you are unable to get the items in these bags donated) and to offer a donation to Cure JM.

***Tip:** Don't give away the farm! Agree with your committee that golfers will not be "comped" or admitted free, that golfer fees will not be waived in exchange for services or donations unless the donation fits with the established sponsorship schedule.*

There are several types of Sponsorships you can sell for a golf tournament. These include:

- **Presenting/Title Sponsor:** You can create either a Presenting Sponsorship or a Title Sponsorship or both. A title sponsor is usually the largest monetary sponsor. With Title Sponsors the name of the business is inserted into the title of the event and the event is always referenced by that title which includes the company name. This can be awkward. It also requires that you forfeit whatever title idea you had in mind for your event so I would think carefully about offering a title sponsorship. A Presenting Sponsor is also a top-billing, but the name of the company does not become the event name. Instead the event name remains and is also referred to as the Event presented by Company. You might wish to choose to make the Presenting Sponsor the top sponsor and not offer a Title Sponsorship.
- **General Sponsorships:** Consider offering 2 or 3 different levels of sponsorships (silver, gold, platinum, for examples). Each level should be progressively more expensive and include more benefits than the lower level. Most sponsorships include at least one registration for a team of golfers.
- **Hole Sponsorships:** With 18 holes on a golf course, you can have 1 or 2 hole sponsors per hole. Hole sponsors are usually recognized with a sign on the green, near the tee, letting golfers know about their sponsorship. You might want to look at other tournaments in your community to decide what the normal cost of a hole sponsorship is. I have seen hole sponsorships offered for as little as \$100/hole and for as much as \$500/hole. For extra fun, consider inviting hole sponsors to participate in the tournament by being present at the hole they sponsor. At one tournament, the Jimmy Buffet fans, the Parrot Heads, make margaritas for the players on the hole they sponsor.
- **Cart Sponsorships:** This is a limited opportunity. Cart sponsors are recognized on all golf carts so most people sell cart sponsorships for several thousand dollars.

- **Beverage Cart Sponsorship(s):** Another limited opportunity. Everyone loves the beverage cart and pays attention to it out on the course. An opportunity for a company to have its sign on the beverage cart (only 1 or 2 beverage carts/tournament, ordinarily) is a premium.
- **Dinner/Lunch Sponsorships:** You'll need to feed your golfers out on the course during the day and many people plan a dinner/awards celebration in the evening following the tournament. Having a lunch and/or dinner sponsor(s) is a great way both to defray the cost of these expenses, but also a way to add cash to the bottom line.
- **Hole-in-One Sponsorships:** The hole-in-one sponsorship is usually someone who is willing to pay the cost of insurance for a hole-in-one contest. Associating a business name with the contest is another very nice premium.

In addition to the primary ways you'll raise money, there are several things you can do to add opportunities for raising money to your tournament. These include:

- **Selling Mulligans:** A mulligan is a "do-over" or free/extra stroke for a golfer. Most golfers love them. Most tournaments sell them for \$5, \$10, or \$20 each and limit the number of mulligans a golfer can purchase (The norm is usually 2/golfer with no more than 1 used on the first 9 holes and 1 used on the second 9 holes).
- **Raffles:** Raffling off a particularly desirable prize, trip, or holding a 50-50 raffle is a popular way to get golfers to part with their cash for a good cause. A 50-50 raffle is a contest in which participants purchase a ticket for a chance to win cash. The amount of cash to win depends (like a lottery) on the size of the "pot" of cash from other purchased tickets. When the winning ticket is drawn, the winning ticket holder wins half (50%) of the prize money and the other half (50%) goes to Cure JM. (Note that raffles and games of chance sometimes require special permits, registration, or reporting. Check with your local Sheriff or City/County Manager's office to learn more).
- **Auctions:** Silent and/or live auctions are often added to golf tournaments, usually in conjunction with dinner celebrations as an extra way to earn money from a golf tournament. Please see the Cure JM Auction Toolkit for ideas on how to make your auction succeed.
- **Dinner Celebrations:** Many tournaments add a dinner celebration at which awards for the top golfing teams are presented to cap off the tournament festivities. Selling tickets to the dinner, for example, to spouses, adds to the tournament revenue. Usually, golfers and volunteers receive 1 dinner ticket (for themselves) as part of their golf packet and can purchase additional tickets for family, dates, and friends. Live entertainment or DJ's can make these dinners especially fun as can door prizes. However, note that a dinner celebration is not required and that if these cannot be done in a cost effective manner and don't help to raise revenue for Cure JM, a celebration dinner is discouraged.

Event Expenses

Greens Fees and Golf Carts: More than likely, your largest expense will be the fee/player that is charged by the golf course. Be sure to ask for a written quote, to negotiate, and to ensure that you know what is and is not included in the fee (carts, for example). Compare prices across golf courses in your area.

Golfer Gifts: Most golfers expect a Gift/Goody Bag. Golfers typically receive a logo item such as a shirt, hat, or sports towel in their gift bag. Golfer goody bags can also include things like a sleeve of balls, golf tees, gift certificates, coupons, and promotional materials like magnets and pens. Many businesses will donate items for the golfer goody bags. Be sure to talk to your tournament sponsors. Many of them will gladly donate items for the gift bags to feature their products or to promote their names.

Signage: A tournament will need several signs--for the tee boxes to recognize hole sponsors, signs for registration/check-in, signs to recognize cart sponsors, signs to recognize general sponsors. Signs and banners can be expensive to print. The printing of these items is often negotiable. If signs are un-dated, a hole sponsorship sign can be re-used multiple years if a sponsor contributes multiple years.

Food and beverages: Depending on the time of the day the tournament begins, you are likely to need to serve your players lunch on the course. Often tournaments provide box lunches to players which they take out onto the course on their carts at the outset. In addition to lunch, keeping all the players hydrated, particularly in the heat, is important and the players will go through a lot of water, soda, and beer. Many tournaments also have a wrap-up celebration dinner, BBQ, or cookout of some sort that entails more food and beverage. For the wrap-up banquet, consider having a cash bar or limiting the number of free drinks (1 drink ticket/guest, for example) in order to hold down your costs. Alcohol can be a significant expense. Always work to negotiate your prices and to see if food and beverage can be donated to minimize the expense.

Prizes: You will need to offer prizes to the top players. Prizes can often be solicited from donors.

Hole-in-One Insurance: There are a number of companies that sell "hole-in-one insurance" policies. Tournaments purchase the insurance. If a golfer gets a hole-in-one on the designated hole, the insurance company pays out whatever prize has been agreed on (a diamond bracelet, car, etc.). Once the insurance is secured, the insurance provider will send you a list of rules that have to be followed in order for the contest to be valid and to be covered by the policy. The golf tournament pro or manager can assist in making sure that the contest is administered according to the insurance carrier's instructions. The hole-in-one insurance policy carries with it a cost. However, a sponsor may be willing to pay that cost in exchange for recognition associated with the contest on the course the day of the tournament.

Tip: *To try to hold down costs, consider appointing one person who has the authority to authorize expenses. Make all volunteers get any spending that they wish to have reimbursed approved by that "controller" before any purchase is made.*

Tournament Formats

There are many different tournament formats (scrambles, stroke or "medal" play, captain's choice, etc.). Each of these formats have different sets of rules. Different formats take different amounts of time to complete the course. Some formats are more popular with golfers than others. Discuss with your golf professional and any members of your committee who play golf which format you might like to use.

Shot-Gun Starts: Most tournaments begin with a "Shot-gun Start." This means that teams of golfers in your tournament all begin and end at the same time at different holes. One team may begin at the 7th hole, for example, and then progress to the 8th, 9th, 10th, through the 18th and then play the beginning six holes, ending at the 6th hole. Many tournaments have 2 teams begin on each hole for a total of 36 teams or 144 players. With a shot-gun start and 144 players, tournament play can be expected to last about 6 hours. Note that some golf professionals recommend no more than 120 players on the course so that play does not take so long that golfers end up frustrated. Discuss the number of players your course can successfully accommodate with your golf professional and with your committee.

Contests (Most Common)

Contests can add a lot of fun to a tournament. They can also be used as ways to raise additional funds if players are charged a fee to participate. Some take the contest entry fees and split the winnings between the contest winner and Cure JM. Some of the more popular golf tournament contests include:

Closest to the Pin: This contest is specifically for a par three hole. Player with tee shot closest to the pin (and on the green) wins. This can be run on one or more par three holes depending on the number of prizes you have.

Fewest Putts: Players track their individual or team putts and a prize is awarded for the fewest number.

Hole-in-One: A prize is offered (usually by a corporate sponsor through an insurance policy) for any player who hits a hole in one on a designated par three hole.

Longest Drive: This contest is run on one or more par four or five holes, usually with a wide, straight fairway. Player with the longest tee shot in the fairway wins. Usually, there are separate contests for men and women are usually and volunteer spotters are required.

Putting Contest: This could be held on the putting green before the tournament play begins. For additional entertainment, something such as a baseball bat or snow shovel can be substituted for the conventional putter. The participant who makes the longest successful putt wins.

Volunteers Assignments - Tournament Day

Running a golf tournament requires a lot of help. Here are the volunteer assignments you will likely need to cover the day of the tournament. These numbers are recommendations. If you have other contests or raffles, you might require more. If you are not conducting an awards dinner or silent auction, you might require fewer.

Assignment	# Needed
Volunteer Coordinator	1
Signage (to post signs before tournament and collect them afterwards)	4
Greeters (on-course)	2
First Aid (optional)	1
Registration Table (recommend multiple check-in lines A-D, E-H, etc.)	4
Golfer Gift Bag Distribution	3
Beverage Cart Drivers (2 carts)	4
Lunch service (distribute box lunches)	2
Hole in One Witnesses (<i>check your insurance policy</i>)	4
Closest to the Pin Witness	2
50/50 Raffle	2
Scoring (may be done by golf pro)	2
Runners/Floaters	3
Set up Awards and Prizes	2
Present Awards and Prizes	2
Set up silent auction	4-6
Silent auction check-out	6
Ticket Taker (at dinner)	2
Greeter (at dinner)	2
Other:	
Total	52+

Other Considerations

- **Greeters:** Identify good hosts/hostesses to greet your guests as they arrive and thank them for participating. Be sure that someone speaks to each of your sponsors to thank them for their support.
- **Policy on refunds and cancellations:** Decide in advance what your tournament's policy on refunds and cancellations will be. Publish that policy on all registration forms and on your tournament website.
- **Photography:** Consider hiring a professional photographer or identifying a volunteer whose hobby is photography to take pictures of the event. Many times, golf teams like to have their picture taken to remember the event. Pictures from this year's tournament are also helpful to promote next year's event.
- **Communication:** Have key volunteers exchange cell phone numbers before the start of play so that people can text or call each other to communicate once the play has begun. Note that cell phones do not work everywhere and there may not be good coverage throughout the course. Consider using walkie-talkies for key volunteers and the volunteer coordinator, particularly if cell phone coverage is spotty. It is also helpful for the volunteer coordinator to be stationary throughout the day in one pre-determined location. Let all volunteers know where that location will be.
- **Sound system:** Consider whether or not you need a P.A. system to begin your tournament or for your wrap-up party to announce awards. Some golf courses may have sound systems that they can allow you to use.
- **Security:** Have trusted volunteers watch your cash bag or box, awards, gift certificates and door prizes, and silent auction items at all times.
- **Safety:** Know the location of first-aid kits and AED devices, and ways to contact emergency rescue.
- **Clean Up:** Be sure to leave the golf course clean and clear of all trash. Assign a clean up crew. Consider assigning people who can't be present early in the day. Everyone will be tired at the end of play.

Questions to Ask Your Golf Professional or Course Management:

- Will you be allowed to bring donated food and/or beverages onto the course the day of the tournament? Will the club house be able to provide ice for coolers? Can you use a beverage cart or do you have to put coolers on regular golf carts?
- What are the rules about signage? Where can signs be placed? How can signs be placed? Will the golf course staff place the signs on the course for you?
- What format for the tournament is recommended?
- Will the Golf Pro provide rule sheets for the players?
- Will the course provide score cards?
- Will the pro tally scores to determine final ranking/winners?
- How can the golf course help to promote the tournament?
- Will the course provide a round of golf for 4 (carts and greens fees) for an auction prize?
- Can the course provide tables and chairs for the check-in/registration volunteers the day of the tournament (or will you need to bring these)?
- What time will the driving range open for practice?
- What schedule for the day of the tournament does the pro recommend? Establish a schedule for the tournament day with the Golf Pro (What time will warm ups be?) Driving range?
- Will the course management help administer insured contests (like hole-in-one)

Supply List

Things you may need the day of the tournament. Talk the golf pro about what is available at the course and make a list in advance of how many of each of the following items you will need to bring.

- Extension cords
- Coolers
- Ice
- Tables
- Chairs
- Paper products (napkins, cups, plates)
- Trash Bags/Cans
- Raffle Tickets
- Bucket/Bowl/Basket for Raffle Tickets
- Pens/Pencils (for Check-in Table)
- Check-in sheets
- Money Bag/Cash Box
- Cash to make change
- Credit card reader
- Duct Tape
- Scissors
- Stapler
- Tape
- Pencils
- Pens
- Rope (to hang any banners)
- Bungee Cords (to hang banners or signs)
- Rubber mallet (great for pounding sign posts into the ground)
- Hammer
- Walkie Talkies (optional)

Sample Sponsorship Levels

(Note: It is recommended that you do some "market research," looking in your community at other golf tournaments to see what the typical expectations are for sponsorship levels and benefits. In some communities, a \$25,000 sponsorship is possible. In others, it's not. One of the most common missed opportunities of new fundraisers, however, is to underestimate the value some companies are willing to pay for a sponsorship so don't hesitate to set your sponsorship levels a little higher than you might initially feel comfortable with.)

<p>Presenting Sponsor (Limited Opportunity - Only 1 Available) <i>This sponsor's company name will be prominently displayed on all event posters and flyers, on the tournament website, and will be printed on all signs for the tournament and dinner celebration including on the golf cart and hole signage. The sponsorship package includes 2 foursomes with carts.</i></p>	<p>\$10,000</p>
<p>Platinum Sponsor (Limited Opportunity - Only 3 Available) <i>This sponsor's company name will be prominently displayed on all event posters and flyers and on the tournament website. Each platinum sponsor will receive 1 foursome with carts and will be given signage at 6 tees.</i></p>	<p>\$5,000</p>
<p>Gold Sponsor <i>This sponsor's company name will be displayed on all event posters and flyers and on the tournament website. The sponsorship includes 1 foursome with carts.</i></p>	<p>\$2,000</p>
<p>Silver Sponsor <i>This sponsor's company name will be listed on the tournament website. The sponsorship includes 1 foursome with carts.</i></p>	<p>\$1,000</p>
<p>Lunch Sponsor <i>This sponsor's company name will be listed on the tournament website and will be recognized with all lunch boxes provided to the golfers. The sponsorship includes 1 foursome with carts.</i></p>	<p>\$2,500</p>
<p>Dinner Sponsor <i>This sponsor's company name will be listed on the tournament website and will be recognized with at the celebration dinner. The sponsorship includes 1 foursome with carts.</i></p>	<p>\$3,000</p>
<p>Cart Sponsor <i>This sponsor's company name will be recognized on all golf carts the day of the tournament and on the tournament website. The sponsorship includes 1 foursome with carts.</i></p>	<p>\$3,000</p>

Hole-in-One Sponsor

This sponsor's company name will be listed with signage on the hole-in-one contest tee. This company sponsor will receive 2 tickets to the celebration dinner.

\$750

Hole Sponsors

All hole sponsors receive a tee box sign recognizing their sponsorship.

\$150

Planning Timeline

9-12 Months in Advance

1. Complete your Cure JM Foundation Third Party Fundraising Application.
2. Recruit a planning committee.
3. Choose a tournament course. You will likely need to sign a contract and put down a deposit.
4. Set the tournament date.
5. Develop a tournament budget.
6. Set the price for tournament registrations.
7. Set sponsorship levels
8. Brainstorm possible sponsors to solicit and coordinate among volunteers who will approach each potential sponsor.
9. Begin soliciting sponsorships

6-8 Months in Advance

1. Develop a golfer registration database (an Excel spreadsheet is great!).
2. Develop a marketing plan
3. Send out "Save the Date" Announcements to potential golfers (use email to save postage).
4. Develop a website to help get the word out - there are lots of free options for doing this like a Facebook page or Blog
5. Keep selling sponsorships
6. Determine whether you will have a wrap-up/awards party/dinner/celebration after your event. If so, book a caterer or talk to the golf tournament club house and make arrangements.
7. Set a ticket price for the celebration dinner.

4-6 Months in Advance

1. Determine golfer on-course menus (box lunch?)
2. Plan wrap-up/awards dinner/party (will you need music or live entertainment?)
3. Choose awards for top golfers
4. Plan contests and contest prizes.
5. Arrange for hole-in-one insurance.
6. Determine if you need other liability insurance coverage and, if so, secure.
7. If you are planning a silent auction, begin soliciting items to sell.
8. Design and print tickets for the dinner celebration.
9. Keep selling sponsorships.
10. Send out at least-one reminder message to potential golfers each month. Each reminder message can have fresh content as you announce new sponsors, prizes, and contests. Remember, people need multiple reminders.

2-4 Months in Advance

1. Consider tournament day logistics. Will you be accepting credit cards? If so, how? Do you need parking or directional signs?

2. Apply for any permits you might need (for example, if you are serving alcohol or conducting raffles or games of chance, you might need to apply for a permit to serve. Whether or not you need an alcohol permit will depend on your local ordinances and whether or not you are working with a licensed caterer.)
3. Communicate with golf course about hole-in-one insurance specifications.
4. If you are purchasing golfer gifts, place order.
5. Solicit items for golfer gift bags.
6. Begin recruiting volunteers.
7. Identify photographer.
8. Consider volunteer t-shirts. If you do not plan to order volunteer t-shirts, you might wish to determine another way to easily identify your volunteers on tournament day.
9. If you have any un-sold sponsorships (remaining holes to sponsor), sell final sponsorships.
10. Keep sending out email reminders to golfers. You can also announce and promote things like items in your silent auction or entertainment for your celebration dinner.

1 Month in Advance

1. Arrange and schedule volunteers. Make sure you communicate with all volunteers, giving them detailed directions on what time to be present, where to report, what their duties the day of the event will be, and what they will want to wear and bring (lawn chairs, sunscreen, for example).
2. Order all signage.
3. Meet with the golf professional and review expectations and plans. Make sure there are no surprises.

1-2 Weeks in Advance

1. Confirm guest numbers with caterer and golf course.
2. Arrange for final payments with golf course and restaurant/caterer.
3. Prepare golf gift bags.
4. Pick up any prizes that need to be picked up.
5. Print golfer information and rules sheets.
6. Review volunteer assignments with volunteers to ensure everyone understands their responsibilities the day of the tournament.

Day Before Tournament

1. Is there some place to refrigerate beverages (a walk-in cooler you can use?)
2. Print out hard copies of player registration sheets for check-in table (Alphabetical list of players recommended).

Day of the Tournament

3. Arrive Early
4. Set up registration table
5. Ice Down Beverages
6. Set up insured contests
7. Post signs (sponsorship, directional, parking, golf carts, etc.)

Within 1 Month Following the Event

1. Thank your sponsors.
2. Submit your proceeds to Cure JM Foundation.

3. Convene your committee to celebrate and evaluate your event.
4. Send a thank you email to your golfers and report on how much money you raised.

Glossary (Golf Terms for Non-Golfers)

Birdie: One under par

Bogey: One over par; Double-bogey (is two over); Triple-bogey (three over), etc.

Eagle: Two under par

Gross Score: Total number of strokes a player plays to complete the course.

Handicap: This is a number that is calculated based on a player's experience and skill. A higher number indicates a newer, less experienced, less skilled player.

Mulligan: A do-over. A mulligan is an extra shot/stroke/swing that a golfer is allowed to take that is not counted in his or her score.

Net Score: Gross Score minus a player's handicap.

Par: The number of strokes a hole is expected to play

Pin: The flag (or pole attached to the flag) marking the hole on the course. The word pin can also be used to the hole itself.