

How to organise a golf day



For all you budding golfers out there – whether you're a novice or a professional or you're a member of a golf club – this is a perfect way to mix pleasure with fundraising and enjoy a healthy day out!

Venue

- If you have a personal connection or you are a member of a golf club (or know someone who is), this is the best place to hold the event! Hire charges will vary depending on the location and reputation of the club, so consider who can offer the best deal in the right location for people you will be inviting – think of travelling distances.
- You may need to book well in advance so allow plenty of time to book, i.e. 9-12 months beforehand. Remember to ask for a charity discount or a donation to a raffle prize.
- Find out what's included in the booking price; i.e. food, other refreshments throughout the day and evening?
- The club may well be able to run the logistics of the golf tournament and provide score cards, etc. Ask when and find out what facilities you can use. Remember to check if they have a dress code and let your guests know.

Planning

The date – think about seasons as people are on holiday during the summer months and it's too cold in winter!

Numbers – the venue will determine how many people you can invite and what other activities you may wish to hold. i.e. a raffle or auction. Decide how much you are going to charge for an entry fee and perhaps choose two different types of attendees;

those who are professional and will want to receive breakfast on arrival, play golf and dinner for the evening and those non-golfers who will only want to play golf and have dinner.

Teams – Ask businesses to put forward teams as this is a great networking opportunity for suppliers and clients.

Support - you will need people to help you, both prior to and on the day itself so make sure you ask people well in advance. Set a timetable for completing each task and create a budget. Think about help with registration on the day, any fundraising activities (i.e. raffles or auctions), prize giving, speeches, creating a programme of events and include an itinerary and a list of sponsors, etc. Please contact us for more information on how to organise a raffle or auction.

Promotion – advertise in your workplace newsletter or magazine, at the venue or via social media and on council-run websites. The more exposure your event receives, the more you're likely to receive interest!

Invitations – ask contacts who play golf or have an interest. Include essential details such as the date, time, charity logo, sponsors logo, entry fee price, entry deadline date, what's included, dress code, raffle or auction prizes and player details (handicap, etc).

Contacts – tell your local newspaper, radio or TV station about your fundraising as they may run a feature. We can provide you with a 'press-release' template.

Speakers – consider inviting someone to speak at the lunch/dinner – this could be someone with a personal

experience of MND who can explain how important it is to raise awareness and funds.

Fundraising materials – please remember to order these to help with your promotion; MND branded banners, balloons, posters, awareness leaflets and collection tins. Leave donation envelopes on tables during lunch/dinner.

Sponsorship

- Set an entry fee for each person or team and hold a raffle or auction to engage your guests after dinner.
- Sell sponsorship to guarantee income and prizes; a company name could appear on all promotional materials; tees, sponsor signs and reception, etc. Ask companies to sponsor a hole or donate a raffle prize.
- Hold competitions around the course; the longest drive, closest to the pin, a hole in one, etc!

After the event

It's so important to 'thank' everyone involved and invite them to the next event:

- Players who brought tickets and entered teams.
- Sponsors and companies who donated prizes to the raffle/auction.
- The golf club itself – especially if a discount was provided or charges were waived.
- Your helpers prior to and on the day.