

how to run a successful FUNDRAISING SHOOT-OUT

This event can generate upwards of $50,000 if properly planned and executed. Anyone can organize a shoot-out: charitable organizations, schools, sports teams, etc. A well run shoot-out will become a yearly attraction for your community and a yearly annuity for your organization!

HOW IT WORKS

ROUND 1: QUALIFYING

Qualifying for an attempt to shoot for a million dollars is usually spread out over a three to five day period. The most successful events are generally run Thursday through Sunday.

Several hitting stations are set up on the driving range with a specialized green cut 115-125 yards from the teeing area with a 3-5 foot circle placed around the pin. Each station is assigned numbered/colored balls or a spotter and the honor system is employed.

Golf balls are sold throughout the qualifying period for $1 each. Revenues generally benefit a local charity and are partially tax deductible to the contestants. Average expected income is $1,000 per qualifying hour assuming 18 stations and adequate publicity.

Contestants move on to the semi-final round by making a hole in one or landing a ball within the circle.

ROUND 2: SEMI-FINALS

Semi-finals are generally conducted one hour prior to the finals depending on the number of qualifiers from round one.

All contestants qualifying for the semi-finals are allowed one shot for each hole in one or ball in the circle in round one.

The number of finalists are pre-determined by the shoot-out committee and are qualified by a closest to the pin contest in round two. Generally 10-30 finalists are desired for manageability and cost effectiveness. Consolation prizes should be awarded to all semi-finalists not advancing to the finals. Golf equipment, gift certificates, green fees, etc. are excellent ideas.

ROUND 3: FINALS

Each finalist receives one chance to make a hole in one for a grand prize. Generally $1,000,000. If no hole in one is made, major consolation prizes should be awarded for closest to the pin.

INSURING YOUR FUNDRAISER

Your Grand Prize (generally $1,000,000) may be insured through Hole in One International and underwritten by an A-rated insurance company. Pricing is based on four factors:

- Length of the hole. We recommend 150-180 yards for best results and affordability.
- Number of attempts. Generally no more than 40 finalists, due to time constraints.
- Cash value of the prize. You can offer any amount up to $1,000,000!
- Type of payment plan (cash, 20-year, or 40-year annuity).

Premiums normally vary between $1,000 and $6,000. The longer the annuity the lower the cost of insurance.

Call Hole In One International for a FREE no obligation quote:

800-827-2249

FUNDRAISING SHOOT-OUT PLANNER

4 MONTHS PRIOR (_____/_____)

- ◯ Set your date. Check locally for competing events. Find an open weekend!
- ◯ Choose and confirm the availability of your site. Choose a public facility with notoriety and easy access.
- ◯ Begin recruiting volunteers. You will need an emcee and numerous volunteers to manage daily operations. See Volunteer section.
- ◯ Start approaching possible sponsors. You need title sponsors, media sponsors, and prize sponsors. See Sponsor section.
- ◯ Develop your media campaign. This must be HUGE!! See Publicity section.

2 MONTHS PRIOR (_____/_____)

- ◯ Begin distribution of printed promotional materials. Posters, street banners, direct mail, billboards, and flyers. You can't do enough!
- ◯ Continue recruiting volunteers. These people are the keys to running a smooth event.
- ◯ Coordinate with your site on the location, hours, staffing, etc. of your qualifying and final rounds.

1 MONTH PRIOR (_____/_____)

- ◯ Determine the number of finalists based upon initial feedback. Call Hole In One International at 800-827-2249 for an insurance quote on your grand prize.
- ◯ Place orders for signs, tents, and tables/chairs, etc. Use a checklist and make sure to cover all bases.
- ◯ Start selling tickets redeemable for balls at the shoot-out. Use your volunteers, Boy & Girl Scouts, school groups, golf courses, etc. Make sure each group or some charitable organization is benefiting. Inventory the tickets prior to distribution for sale!

10 DAYS PRIOR (_____/_____)

- ◯ Create a "spur of the moment" reaction by applying the majority of your media campaign.
- ◯ Submit a schedule of events to each media outlet. This should include the dates, times, and activities for the entire event.
- ◯ Establish daily communication with your site to iron out details. Work together, you will both benefit from this.
- ◯ Assign volunteer times and duties. Do your best to accommodate your volunteers' needs. Remember they are volunteers!

24 HOURS PRIOR (_____/_____)

- ◯ Distribute a news release describing the shoot-out, location, times, and, most of all, the benefiting charity.
- ◯ Check power sources, P.A. system, walkie-talkies, etc. Communication is the key to success.
- ◯ Set-up registration tables and hitting locations. Make it easy to pass through registration and purchase additional balls when finished.
- ◯ Set-up sponsorship and directional signage throughout your site. Show your sponsors the bang for their buck.
- ◯ Set-up scoreboard. Leave plenty of room for a crowd, as this will be the gathering spot.
- ◯ Ask the site manager to freshly cut the qualifying and final greens and cups, and paint the qualifying circle.

THE DAY AFTER (_____/_____)

- ◯ Breakdown all tents, tables, scoreboards, etc.
- ◯ Gather and store all signs for future use.
- ◯ Send thank you letters to all sponsors, volunteers, and site coordinators from you and the benefiting charity detailing the event's success and charitable contributions. This is mandatory and will ensure the quality of your event and participation in the future.

FUNDRAISING SHOOT-OUT PLANNER

SPONSORS PROPOSAL

SPONSOR PROPOSAL

You will need various sponsors to contribute at various levels. A sponsorship package should be customized for presentation to each potential sponsor. A proposal should answer the four questions in the column on the right.

It is important to explain that sponsorship is not simply a charitable donation but a marketing opportunity. Provide crowd estimates so they can see the audience their marketing dollars will be reaching.Make sure to follow-up with each sponsor after the event with a thank you letter from you and the charity outlining the event and its proceeds. Make it clear that their sponsorship was greatly appreciated.

1. What does the shoot-out entail?

_____

2. What do you have to offer them?

_____

3. Why should they be a sponsor?

_____

4. Who benefits from the proceeds?

_____

SPONSORS NEEDED

◯ **TITLE SPONSOR**

A local company that supports and sponsors community events. This may include automobile dealers, cellular telephone companies, electronic stores, sportswear manufacturers, and beverage companies.

◯ **MEDIA SPONSORS**

Non-cash sponsors providing a series of advertisements prior to the event. This may include radio, television, newspaper, printers, and billboard companies. Also, look at having a local radio station and television news station broadcast from your event.

◯ **PRIZE SPONSORS**

Sponsors able to donate products or services such as golf retailers, airlines, travel agents, restaurants, and local sports teams.

Title Sponsor_____

Media Sponsor #1_____

Media Sponsor #2_____

Media Sponsor #3_____

Media Sponsor #4_____

Prize Sponsors

_____ _____

_____ _____

_____ _____

_____ _____

_____ _____

_____ _____

_____ _____

_____ _____

_____ _____

FUNDRAISING SHOOT-OUT PLANNER

VOLUNTEERS

This is a very important factor in running an effective shoot-out. You will need volunteers to manage and run the event along with an event announcer responsible for award presentations.

Volunteers may be found through friends and family. You may also contact your local Points of Light Foundation or Volunteer Centers which refer and recruit volunteers to non-profit agencies.

Job positions to be fulfilled include:

- ◯ **Ball sales (3-4 per shift)**

  This person is responsible for greeting golfers, selling qualifying balls, and accounting for all monies and charge slips.

- ◯ **Ball filler (2-3 per shift)**

  To fulfill ball orders at the registration tables as well as additional ball orders from golfers requesting more when they are done.

- ◯ **Range/Scoreboard Supervisor (1 per shift)**

  The supervisors assist golfers in finding an open hitting area, purchasing additional qualifying balls, and updating the qualifying scoreboard.

- ◯ **Green Observer (1 per shift)**

  This person is positioned in a cage adjacent to the qualifying green with a walkie-talkie and alerts the Range/Scoreboard Supervisor of a ball landing in the circle and a golfer advancing to the semi-finals.

- ◯ **Floaters (2-3 per shift)**

  Just as it sounds, these people relieve others for breaks and do whatever necessary.

- ◯ **Emcee (1 for semi-finals and finals)**

  An announcer is very important to coordinate the semi-finals and finals. You should prepare a script for this individual and train him/her to keep the show moving.

Ball Sales (3-4 per shift)

_____ _____

_____ _____

_____ _____

_____ _____

_____ _____

_____ _____

Ball Filler (2-3 per shift)

_____ _____

_____ _____

_____ _____

_____ _____

_____ _____

_____ _____

Range/Scoreboard Supervisor (1 per shift)

_____ _____

_____ _____

Green Observer (1 per shift)

_____ _____

_____ _____

Floaters (2-3 per shift)

_____ _____

_____ _____

_____ _____

_____ _____

_____ _____

Emcee (1 for semi-finals and finals)

_____ _____

FUNDRAISING SHOOT-OUT PLANNER

PUBLICITY

We can't stress enough the importance of a high-quality, well managed publicity campaign.

The first step in putting together your publicity campaign is to research various media sources (television, radio, and newspaper) and obtain an extensive list of specific contact names and addresses.

◯ MEDIA

Approach each media source to become a media sponsor in return for event recognition and free golf ball coupons. Try to obtain at least one media sponsor from each media type.

Hold a "Media and Celebrity Day" on opening day. Send invitations two weeks before the event to key media personalities, local celebrities and sponsors to shoot for a hole in one. The closest-to-the-pin winner qualifies for finals. You may also want to offer other prizes as well.

◯ LOCAL CLUBS AND PROS

Word-of-mouth promotion can be created by inviting local golf club pros and allowing sponsors to invite clients.

◯ GOLF BALL COUPONS

It is extremely important to offer "Free Golf Ball Coupons." These should be provided to sponsors (to give to clients) as well as offered in local newspapers and during radio broadcasts. Golf Ball Coupons should also be sold before the event to corporations, individuals, and donors through direct mail, volunteer groups, and retail outlets.

OTHER PRE-EVENT PUBLICITY SUGGESTIONS

◯ DIRECT MAIL

Postcard reminders to be mailed to local target audience.

◯ STREET BANNERS

Place in key areas around the community.

◯ POSTERS

Place at businesses, golf clubs, and other local sporting events.

◯ SPOTLIGHT

In the evening throughout the event, draw attention to the site by sweeping the skies.

◯ BILLBOARDS

Along major streets and highway one month before your event.

◯ HALF-TIME ANNOUNCEMENTS

At local sporting events.

◯ FLYERS

To be distributed at local golf clubs and other sporting events.

◯ NEWS SHOW APPEARANCES

At local news stations with key sponsors or celebrity.

TIPS AND EQUIPMENT

10 STEPS TO SUCCESSFUL FINALS

- [ ] **1. VIEWING AREA AROUND GREEN**

  It is important to provide sponsors and spectators with a viewing area around the green yet out of harms way. Offer refreshments to keep sponsors in tents throughout the event. Display and distribute materials that relate to the sponsors service or product.

- [ ] **2. USE A SCRIPT**

  Make sure to use a script when announcing the final shoot-out. Be sure to recognize each sponsor and introduce each contestant.

- [ ] **3. INFORM THE MEDIA**

  Inform the media about the location of the finals. Aim to complete the finals and awards presentation in about an hour.

- [ ] **4. FINAL SHOOT-OUT**

  It is recommended that the final shoot-out be held at the qualifying site. If not, be sure an appropriate power supply is available for the public address system.

- [ ] **5. AMPLE SET-UP TIME**

  If you hold the final shoot-out in a different place than the qualifying rounds, be sure to give yourself ample time for setup. An hour and a half is recommended.

- [ ] **6. WALKIE-TALKIES**

  Walkie-talkies are suggested for better communication between the public announcer at the tee box and the person on the green.

- [ ] **7. PROFESSIONAL PHOTOGRAPHER**

  Hire a professional photographer. Photos should be provided to the media for after-event publicity. They are also essential in selling sponsorships the next year and are great for pre-event publicity.

- [ ] **8. AWARD CERTIFICATES**

  Provide each finalist with an award certificate announcing their participation in the event as a "qualified finalist." These awards not only reinforce the sponsors and charity but also help develop loyalty to the event.

- [ ] **9. PREPARE FOR A WINNER**

  Be sure to prepare for a winner. This means having a presentation check available for pictures during the awards ceremony.

- [ ] **10. EVALUATE RESULTS**

  It is important to analyze the results of your event. Have a detailed list of names and addresses of attendees, busy qualifying times, averages on ball sales, etc.

EQUIPMENT

- [ ] P.A. System
- [ ] Receipt book and credit card slips
- [ ] Binoculars
- [ ] Measuring tape
- [ ] Walkie-talkies
- [ ] Tables and chairs
- [ ] Cellular phones
- [ ] Golf clubs
- [ ] Scoreboard
- [ ] Hard hats
- [ ] Registration forms
- [ ] Tee box signs
- [ ] Golf carts
- [ ] Ball retrieval system
- [ ] Portable restrooms
- [ ] Stakes and ropes
- [ ] Trash containers
- [ ] A tent in which to provide balls and registration forms
- [ ] Calculator, stapler, tape, scissors, pens and paper



how to run a successful
AFTER TOURNAMENT MINI SHOOT-OUT

This format is generally used to create incredible excitement and marketing appeal before, during, and after a golf tournament. Imagine advertising your tournament as "A chance to win $1,000,000!"

HOW IT WORKS

QUALIFYING

Qualifying for this shoot-out is generally done one of three ways with the goal being to select no more than five (5) qualifiers to shoot for the dough:

1) Sell raffle tickets
2) Qualify players in some manner such as putting, closest to the pin, longest drive, or some other contest.
3) Offer free qualifying through the tournament itself with closest to the pin, 1st place team, last place team, etc.

FINALS

Each qualifier receives one chance from 165 yards to make a hole in one for the grand prize. Generally $1,000,000. If no hole in one is made, a consolation prize can be awarded for closest to the pin.

KEYS TO SUCCESS

Make sure you advertise your tournament as "A chance to win $1,000,000!" Use a hole close to the clubhouse for the finals so your contestants and other golfers can spectate. Remember, winner or no winner, the goals are to create an exciting, memorable, and sold-out tournament.

INSURING YOUR AFTER TOURNAMENT MINI SHOOT-OUT

Your Grand Prize (generally $1,000,000) may be insured through Hole in One International, and underwritten by an A-rated insurance company. Pricing is based on four factors:

- Length of the hole. We recommend 150-180 yards for best results and affordability.
- Number of attempts. Generally no more than 5 finalists, due to time constraints.
- Cash value of the prize. You can offer any amount up to $1,000,000!
- Type of payment plan (cash, 20-year, or 40-year annuity).

Premiums normally vary between $190 and $1,500. The longer the annuity, the lower the cost of insurance.

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