



How To Hold A Charity Golf Day

Organising a fund-raiser

This is an event where you will probably want to set up an organising committee to help you run the day, invite guests and share personal or business contacts who might be interested in sponsoring the event.

On the day, the golf club is likely to be able to run the logistics of the golf tournament, but you will need volunteers to help with registration and any fund-raising you have around the course or at the meal afterwards.

Golf club charity events

If you have a personal connection or you are a member of a golf course, this may be the best place to hold the event.

If you don't have a personal connection, then contact golf courses in your local area, consider who can offer you the best deal and whose course is most appropriate to the event you are hoping to run. Consider asking the club for support for holding the event or auction or raffle prizes (e.g. discounts on club membership, free four ball for a raffle prize).

Timing is everything

Choose a date that doesn't clash with any local or national events that may appeal to your audience (especially other golf tournaments!).

Consider whether a weekday date is better than a weekend when you are more likely to be offered the use of the golf course for free.

Plan your way to success

A few things to think about as you plan:

- Decide with the golf course how many teams you will be able to accommodate and how the timings will run on the day. To plan this, you will need to consider how long the tournament will be (a typical 18 holes or something different).
- Don't forget that you will also have to allow time for registration, any refreshment breaks or meals, speeches, prize-giving and any fund-raising elements (e.g. a raffle or auction).
- Don't forget to check whether the golf course has a dress code.

Maximise your fund-raising

There are various fund-raising elements which you could incorporate into your golf day:

- Set a fee for each person/team to take part.
- Encourage your golfers to be sponsored for each round they complete or win.
- If you are a serious golfer or a member of a golf club, then a charity golf day is the perfect opportunity to mix pleasure with fund-raising.
- Hold competitions like longest drive, closest to the pin, closest to the line, hole in one.
- Find a company to sponsor the whole event or companies to sponsor each hole.
- Consider selling advertising if you are producing a brochure for the event (you could also offer an advert in return for prizes for the event) or in the form of promotional banners around the course.
- Run a raffle or hold an auction at the lunch/dinner – think in advance about what you should auction and where you will source the lots.
- Leave donation envelopes on tables during lunch/dinner.
- In everything you do, don't forget to talk about the charity and why you are fund-raising.
- Why not consider inviting someone to speak at the lunch/dinner: this could be someone with a personal experience of the hospital, or someone who will be attending the event who is well-respected.
- If you have AV equipment in the venue, we can provide you with a DVD to show at the event to encourage them to dig deep.

Get the word out

Promoting your event is critical to its success so do consider all your options, especially if you are hoping to attract support from the wider golf community.

Consider:

- Who you and your committee could invite to take a team – don't limit this to personal friends and family as your business contacts may be interested in this as a corporate hospitality opportunity.
- Advertising in relevant golf newsletters or magazines.
- Listing your event on council run calendars.
- Displaying posters at the golf club you are using (and other clubs in the area if permitted) as well as at community centres, shops or libraries.
- Contacting local radios and newspapers (see our top tips for contacting the press for advice on how to do this and a template press release you can use to write your own).
- Interacting with existing supporters of the charity on Facebook.

After the event

The most important thing is to remember to thank everyone who has contributed to your event. Don't forget: everyone who bought tickets or brought teams, any sponsors or companies who gifted prizes, the golf club (especially if they let you use the course for free or waived any normal charges) and your committee or any volunteers who helped on the day.

Keep it safe and legal

Please check our fund-raising guidelines for everything you need to know to keep it safe and legal.