



Everything You Need To Know . . . about planning a successful golf outing to benefit your organization, company or family. We hope that you will use this packet as a guide for how to conduct a successful golf outing. Save or raise some money and make some awesome memories!

What is a golf outing?

Golfers come out to play 18 or 9 holes of golf with the opportunity to win prizes for door prizes or skills like closest to the pin, best/worst score, longest drive, etc. They often eat breakfast, lunch and/or dinner before, at the turn or after playing golf.

How does the outing raise money?

Golfers pay a fee to play, which covers greens fees, cart rental, and meals. You can adjust the per person fee to include a donation to your charity organization. However, the most effective way to raise money is through sponsorships, contests and raffles. Most packages will offer a proshop credit as a thank you to the coordinator who have many creative ideas about how to use this credit for prizes or gifts at 3 Lakes we give you a certificate for a foursome including carts.

Timeline

Six Months before the outing

- Choose a location – call golf courses for prices and availability (3 Lakes has the most competitive package!)
- Decide on time and date of the event
- Decide whether to have breakfast, lunch and/or dinner or all 3
- Recruit players as team captains who will commit to getting foursomes or volunteer to help with skill prizes on the day of the event
- Recruit volunteers to help solicit donations, sponsorships and prizes
- Begin to develop promotional materials, flyers, brochures, posters, website and social posts as well as a registration form to others excited about the event

Five Months before the outing

- Send letters to friends informing them of the outing, registration for golfers and requests for donations of prizes, cash, and/or hole sponsorships.
- Finalize promotional materials.

Four Months before the outing

- Send letters, emails and texts to local businesses, friends and family asking for sponsorships and donations.
- Begin meeting with local businesses face-to-face to solicit donations and players.

Two-Three Months before the outing

- Send follow-ups to friends, family, neighbors, co-workers, & local businesses seeking players.
- Begin picking up prize donations.
- Meet with volunteers and check on progress of donation collection.

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One Month before the outing

- Pick up any remaining prize donations.
- Decide which prizes will be given for which contests.
- Meet with volunteers to stuff goodie bags.
- Finalize all sponsorship signage.
- Confirm all arrangements with golf course.

1 Week before the outing

- Assign players to starting hole based upon pairings.
- Send the list of players and holes to golf course to get cart assignments. Give final number with regard to meals and volunteer's cart requirements.
- Make final payments as per terms of the agreement.
- Confirm all arrangements with golf course staff.

Day of the outing

- Arrive 1-2 hours early and meet with volunteers to go over what needs to be done and make sure everyone understands their assignment and responsibilities.
- Set up registration table and raffle tables.
- Place sign and banners in appropriate locations.
- Take time to celebrate your success at planning a successful golf outing!

Registration

Getting players registered for your outing can sometimes feel like a chore or a part-time job. Sharing the load is critical. Designating one person to stay in communication with **8-10 of the team captains of each foursome** is one of the key to success. Phone trees or email lists can be very helpful tools. Other tech savvy coordinators have used apps like Remind, email threads or Facebook Messenger to make these follow-ups easier. Be sure to set a deadline for registration of golfers for several weeks before the time the golf course needs a final count. After the deadline, there are no refunds. This may sound harsh, but last minute cancellations can be a nightmare for the golf course who has blocked the tee times or closed the course for your outing. You will have to honor the number of golfers that you committed to the golf course whether the players show up or not.

The registration form should include:

- 1) the information the player will need to get to the golf course
- 2) the date
- 3) the time
- 4) what to expect once they get there

The form should also include all the information you will need to contact the player (and his/her foursome if applicable) including phone, address and e-mail. E-mail is a great way to send reminders and let the golfers know you received their registration fees. But don't forget about social media like Facebook, Twitter, Instagram and more as ways to remind the committed players and spread the word to others.

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Sponsors

Sponsors are either individuals or businesses that help offset the cost of running a golf outing by providing money, services or prizes. You will need to solicit sponsorships from the business community. Think of asking vendors, friends, people who benefit from the organization and business associates.

Levels and Types of Sponsorships

Set up different levels of sponsorship and itemize what the sponsor will receive in return for their contribution. For example: A platinum sponsor might be the highest level – making the highest contribution, which may include corporate recognition with a large banner at the event, two foursomes in the outing, official sponsor sign at the registration, email blasts, social media posts and/or official sponsor signage at tee. Other types of sponsors might include Prize Sponsor, Raffle Sponsor, Hole-in-One Sponsor, Tee Sponsor, or Beverage Cart Sponsor. Use your imagination to come up with as many ways as possible to recognize your sponsors. If you treat your sponsors well they will be much more likely to help you next year. Do not forget to send thank you notes to all sponsors and those who made donations. It is not necessary to send a thank you letter to individual golfers. Be sure to show them your appreciation throughout the day of the event. Take lots of photographs and share them with all involved.

Prizes

Goodie Bags

This is a “bag” of complimentary gifts given to each player, usually on arrival. It can consist of anything from snacks, a ball marker or a bag of tees to a golf or a customized shirt. It could also be promotional items to promote your sponsors’ businesses. Encouraging your sponsors provide something with their name or services to give. Promotional pieces like balls, tees, sunscreen, pencils or divot repair tools helps them and saves you money. Whatever they offer, accept and hand out to your players, even if it is only a business card or flyer.

Individual and Team Prizes

These are prizes given out to outing contest winners (for example: men’s and women’s longest drive, closest to the pin, or longest putt) and to individual scoring winners (for example: low gross or most boogies). 3 Lakes can help you by providing proximity markers and making suggestions the best holes for your skill prizes. Most fun outings involve some competitions. Although, typically slower, a scramble format allows weaker players to play with stronger players so that everyone has a reasonable chance of winning. If you choose teams please make sure that each member of a prize-winning team gets an appropriate prize. Try to keep prize values relatively equal (i.e. similar value for first, second, third place, etc.) so that as many prizes as possible can be given out. Remember in fun outings it’s not what you win but winning *something* that counts.

Fun Prizes

These are prizes for some of the less prestigious outing contests like shortest drive or for dubious accomplishments like most balls in the water, most putts, most sand shots, or worst score on one hole. They can also include some miscellaneous humorous ones like best dressed, worst dressed, best swinging style, etc. Remember this is your outing, use your imagination to make it fun and give it your own style.

Door Prizes

This is a good way to give out prizes randomly by drawing names out of a hat. These could be smaller prizes that you’ve accumulated (never turn down a donation) which may not warrant a raffle.

Raffle Prizes

This is an excellent way to raise more money! And that is your ultimate goal. A raffle usually involves one or more large prizes that players can buy draw tickets for. Sell tickets at the registration table and throughout the day. Do the draw near the end of the day after golf has been completed to encourage as much participation as possible and to encourage players to stay for the festivities. This is for charity; people want to help. They will buy raffle tickets!!

Starting Options

Normal Tee Times

This option is good for small groups, up to 36 players or 9 foursomes. Each group tees off from the first hole at normal tee time intervals (usually between 8-10 minutes). There will be a corresponding lag in finishing times, so you must consider what the early finishers will do while they wait for prize presentations, etc.

Double Tee

Best for medium-sized groups (30-60 players). Groups tee off on first hole (play the 18 holes in normal sequence) and tenth hole (play the back nine first, then the front nine) at regular tee time intervals. This actually cuts the time to finish the round in half.

Full Field Shotgun

Best option for large groups. The ideal number is between 76- 120 (two groups of four on each hole except for the par 3s), but because of last minute dropouts and additions you may want to guarantee the paid number of players not the promised ones. Some courses will limit the number of golfers with the number of carts they keep on the property. Be sure to ask the minimum and maximum for a full field. This will require the whole golf course to be closed just for you, so that each hole is available for play. Named “Shotgun” because players all over the course start at the same time, with the signal to start being given by a loud noise (gunshot, siren, etc.). Players play the course in sequence and finish on the hole prior to the one they started on. This allows a large group to finish at approximately the same time, but typically at a slower pace of play.

Modified Shotgun

Good option for medium sized groups (56-76). Players start simultaneously as in a shotgun start but only occupy the number of holes required to accommodate the number of players playing. For example: 68 players starting at the same time might use holes 1 through 10 and the public or other players are welcome to start on holes 10-18.

Food & Beverages

Breakfast Tips

If your outing is going to be in the morning you may want to consider providing breakfast. A buffet-style hot breakfast requires time, but a continental breakfast works well too. Again, the golf course restaurant will have ideas and could be willing to provide a breakfast special at a reduced price. Alternatively, you could include an energy bar or similar snack in each goodie bag.

Lunch and Dinner Tips

Depending on your outing start time, lunch or dinner can either be served before, during (at the turn) or after the round of golf. A simple buffet-style meal will work the best as some players will finish before others. A barbecue, on a patio or out on the grass, is a great inexpensive way to finish off a golf outing and give your prizes. 3 Lakes pavilion was built specifically to make golf outing meals fun and hassle-free. If you would like a formal dinner off-site be sure to give the players time and space between to change and get there. All golf course can provide you with a lot of ideas.

Beverages/Beverage Cart

Make sure players have enough to drink during play and after the outing. You can provide stationary coolers at strategic locations throughout the course or ask for the course’s beverage cart as an option. This is a golf cart, stocked with coolers and beverages, that drives around the course during play providing beverages to those who want them. The cooler contents can be all or partially “sponsored” if you have the golf course’s permission. If you have over 100 players, two or more beverage carts or stations are best. 6 packs per carts or barrels of draft beer can also add some fun and control your costs well. At 3 Lakes we also offer cases of canned beer in iced coolers for your convenience. You should include a tip jar at each beverage point as another way to raise money for the cause.

Provide A Rules Sheet

What is a Rules Sheet?

Each golf course has its own local rules of play. The format you choose for your outing has its particular set of rules. Players must be informed of outing contests. All these things should be included in a outing rules handout that you give each player (in goodie bags or at the registration table). Players can then refer to this sheet when they are confronted by any confusion during or after play.

SAMPLE RULES SHEET

Outing Format: Captain's Choice Scramble

1. Each player in the foursome hits off the tee. The "captain" then decides which is the best ball to play and all four players make their next shot from that spot. This process continues for each shot (including putts) until the ball is in the hole. (Note: Balls not being used are simply picked up.)
2. The team score on each hole is the number of strokes taken to get the ball in the hole using the "best" shots.
3. Each foursome must use one tee shot of each player during the round.
4. Shots must be played from as close to the spot of the shot selected as possible and must be played from the same type of lie (e.g. not moved from rough to fairway, fringe to green).
5. If your group is a threesome, one player will be allowed to hit two shots on each hole. For example, player one will hit two shots on hole one, player two on hole two, player three on hole three, player one on hole four, and so on. Keep the rotation the same.

Outing Contests (Mulligans can not be used for contests):

1. Longest Drive (Men's and Women's) – on the 8th hole. Your drive must be in the fairway to count. Put your name on the marker in the fairway and move it to your ball location if you beat the existing longest drive.
2. Shortest Drive – on the 3rd hole. (Come on, fess up.) Your drive must be in the fairway to count for this skill. Put your name on the marker in the fairway and move it to your ball location if you beat the existing shortest drive.
3. Closest to the Pin – on the 11th and 15th hole. Your **tee shot** must be on the green to count. Put your name on the marker and move it to your ball location if you beat the existing closest to the pin.
4. Hole in One – on the 2nd hole. Just get a hole in one, pretty simple.

Tees: If you hit your ave driver 150 + yards use the white tees. If you ave driver length is 50-150 yards please use the red tees.

Mulligans can be purchased for \$X each. They can be used to "do over" a bad shot, but only by the individual who purchases the mulligan. The entire foursome is not allowed to hit again.

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Contest Ideas

Beat the celebrity double or nothing

This contest is run on a par three hole with a celebrity of your choice (maybe the president of the organization or a golf pro, it should be someone connected to your charity who is good at golf & wants to talk with everyone). The winner is any players whose tee shot is closer to the pin than the celebrates shot. Make your own rules, but if there is more than 1 winner the pot is usually evenly split. Or 50/50 This can be run on one or more par three holes depending on the number of prizes you have. Often an open amount is bet that is doubled in the form of entry tickets (let's say each basket raffle ticket is worth \$5 and the winner bet \$10 they would get 4 tickets for the basket raffle) or in the event of a loss it is exclusively a contribution to the cause.

Fewest Putts

Depending on your outing format, you can have players keep track of their individual (or team) putts and give a prize for the fewest putts of the day.

Hole-in-One

A prize is offered (usually by a sponsor) 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. This can involve two prizes if you like, one for men and one for women.

Straightest Drive

This contest is run on one or more par four or par five holes. The drive closest to the middle of the fairway wins. Distance is not important (although a minimum distance is sometimes stipulated).

Putting Contest

This could be held on the putting green before the round or during dinner after the round is finished (usually with an unconventional putter such as a baseball bat or shovel). The participant who makes the longest putt wins.

Chipping Contest

This is run as a sideline event to the outing. Set up a flag in a practice area or on the putting green and a "tee" area where the chip must be taken from. Player chipping closest to the pin wins. Any of the contests can be used as fundraising events. Players can be charged a fee to participate, and the winner receives half of the money collected for that particular contest.

Remember, you do not have to incorporate all of these contests into your outing. These are just some extra ways to make the outing more enjoyable for your guests. If they have fun this time they are more likely to come back next year!!

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Special Outing Contests

You can also add special contest offering prizes and cash awards to help with fundraising and making your event even more unique.

- **Hole-In-One:** Offer a grand prize for a hole-in-one on a selected par 3 hole and offer 3 more secondary prizes for a hole-in-one on other par 3 holes.
- **Putt Fore Cash:** Offer one player an opportunity to putt from either 40 or 50 feet to win a cash prize. Great for raffles and the event can be held after the outing to keep players on-site until the end.
- **Circle Shot:** Another hole-out contest. Offer a cash prize for getting within 3 or 6 feet of a par 3 hole.
- **Chip and/or Sand Shots:** Hole-out contests. Offer cash prizes for making a chip shot from 50 or 100 feet or a sand shot from 75 feet.

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Sample Letter To Businesses Asking For Donations and/or Sponsorships

To Whom It May Concern::

We will be hosting a golf outing on <Insert Date of Your Event> at <Name of Golf Course> to benefit the <Your Charity Name Here>.

<Describe your charity and its purpose here.>

I am asking for donations in the form of <requested items> for goody bags or door prizes for participants. You may also sponsor a hole for \$X.00 and your donation will be acknowledged with a sign at the hole. <Your Charity Name Here> is a 501(c)(3) non-profit public corporation, so your donation is tax deductible. Anything that your company can contribute would be greatly appreciated. At this time we hope to have X participants and it could grow to as many as X. Most players will be professional men and women ages 25-45. I realize the many donation requests your organization must get each year so on behalf of people with <Name of what your charity assists>. I would like to thank you in advance for considering our request. I can be reached via e-mail at <E-MAIL> or phone at <PHONE>. Or simply complete and return the attached donation form.

Thank you very much for helping!

Very Truly Yours,

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Sample Registration Form

<Your Event Name> GOLF OUTING

<Describe what your charity benefits and how it helps people>

All proceeds from the outing will be donated to <Your Charity Name Here>. Please join us for a round of golf to help <Your Charity Name Here>!

Where: 3 Lakes Golf Course, 6700 Saltsburg Road, Pittsburgh, PA 15235

Format: Captain's Choice Scramble (4 man teams)

When: <your date, registration & start time>

Donation: <cost per player and what's included>

Individual Registrations are Welcome!!

(Teams will be assigned)

Make checks payable to <Your Charity or Coordinator>.

Please contact <Your Name and phone number & email> for more information.

Complete the form below and return it to:

<Organization address and or email>

Want to advertise a business or don't want to play? You can sponsor a hole for \$X.00!

Registration Form

All fees are due in full at time of registration.

Captain (or individual): _____ Phone: _____

Address: _____ Email: _____

Team Members (name & phone/email):

1. YOU! _____ 2. _____

3. _____ 4. _____