

Golf Tournament by Esher & District Branch

A Golf Tournament is a great way to attract a new group of people to a Save the Children fundraising event. Golf lovers are supporting a charity while doing something they enjoy.

Esher & District Branch have held three tournaments and have gathered good support from this annual event within the local community.

Step-by-step guide

Step One

Almost a year in advance find a suitable venue. Look for a club that is attractive to players, Esher & District Branch suggest a private club or one with a very desirable location. Make sure the club has competitive Society Days (Charity Golf Days). Such package would normally include a welcome coffee, breakfast, 18 holes of golf (with use of the club facilities) and a meal.

Step two

Plan your day and work out tee times and maximum numbers. Esher & District Branch have found that there are normally two options depending on the course and the club policy and they are as follows:

1. Tee times being either every seven minutes or so from start time to a finish time. This involves players arriving and finishing at different times.
2. All players tee off at the same time but at different holes so all players will finish around the same time. This is convenient for planning but you are limited to 18 x 4 balls i.e. 72 players.

Step three

Find a golf playing volunteer to plan the competition side of the day whether it be Better Ball, Stapleford etc. When you know the times available on the course you can also add on additional competitions for individuals, pairs, teams, longest drive and closet to the pin etc.

Step four

Depending on the possible tee times available on the course you can plan a meal either a buffet or a sit down lunch or dinner. This will be the only time you will have all the players together and Esher & District Branch suggest using this opportunity for additional fundraising activities such as an auction or raffle.

Step five

Now it's time to get your contact book out and seek a sponsor. Esher & District Branch suggest asking local companies and they have had a lot of success with local estate agents and property developers. You can entice them by adding their logos on your printed material and present at the golf club on the day. Esher & District Branch use sponsorship money to give players some added extras like a drinks reception, logo balls and tees. You can also ask your sponsor to provide the trophy.

Quick points:



This event can raised anything from £1000 – £4,000 depending on the number of players, guests and extra fundraising elements.



You need a group (around two - three) to plan and prepare the golf tournament and you need at least one golf player in your group.



You will not? to find a suitable location and golf club that offers a Charity Golf Tournament packages.



You will need to start preparing for your event a year in advance.

Step Seven

When you have all your elements of the day in place decide the price per player or per 4 ball and the price for any accompanying person to join the lunch or dinner. Esher & District Branch suggest doing some research into how much other local golf events charge to help you get your price right.

Step Eight

Get creative and design all your marketing materials; posters, flyers and invites (go to <http://www.savethechildren.org.uk/en/brandguidelines.html>, username: brand, password: br@nd for all the latest Save the Children brand elements). Complete this six months before your event.

Step Nine

Publicise, publicise, publicise! Start this as soon as possible. Esher & District Branch send flyers to all the local golf clubs for club notice boards and to golf playing friends. You can also target receptive individuals to ask them to pass on information and to make up their own 4 ball. Place information in the local freebie papers and in libraries. When you receive enquiries send out entry forms with tee times that can be reserved when the entry cheques are received. Don't forget to ask for handicaps on the entry form as this will help organise the play and timings. You could also ring the local press a week before your event to get a photographer to come to record the first 4 balls teeing off.

Step Ten

Six months before your event, start seeking prizes for the competition from local golf or sports stores and also items for a raffle or auction.

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Six months before your event talk over every detail with the club. Meet the course manager and the head of catering to clarify all aspects of the day. Clarify how Save the Children branding can be used around the club and on the course. Esher & District Branch have banners at different holes but especially at the first and last hole as this is where photographs can be taken.

Step Ten

One week before the event send instructions to all players including timings, dress code, changing and practice facilities and give full details of all the competitions and fundraising elements on the day.

Esther & District Branch really enjoy running this event: "it attracts new people to Save the Children and everyone really enjoys themselves come rain or shine."

Claire Whicheloe and Sophie McCormick who have run the tournament over the last couple of years say: "It's really important to involve an experience golfer to plan the day and all the extra competitions you could include. They will also have great contacts in golf clubs and with other golf players."

If you have any questions about running a Golf Tournament please contact Claire Whicheloe on Claire.Whicheloe@eu.son.com

