

# 2018 Fundraising




**WILLARD**  
**COMMUNITY**  
C E N T E R


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# EVENTS


## Give to Lincoln Day

- May 28, 2018
  - Online format
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## Poker Run

- July 2018 or 2019
  - Event
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## Kenny Gardner Golf Tournament

- September 30, 2018
  - Event
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## Giving Tuesday

- November 27, 2018
- Online

## Donor Databases to consider....

- Donor Perfect
- Kindful
- Network for Good
- Trail Blazer
- <https://www.capterra.com/donation-management-software/compare/94130-133368-111128-101648/DonorPerfect-Fundraising-Software-vs-Kindful-vs-Network-For-Good-vs-Trail-Blazer>

# Kenny Gardner Golf Tournament Timeline

## 1-year out

- Set a date
- Reserve golf course

## 9 months' out

- Select Committee
  - o Golfer (knows tournaments)
  - o Marketing
  - o Food and Beverages
  - o Sponsors
  - o Other volunteers
- Plan Budget
  - o Location
  - o Carts
  - o Food and Beverage
  - o Gifts and prizes
  - o Promotional items
  - o Signs
- Plan format
- Price for golfers
- Price for dinner only
- Choose games and contests
- Sponsor request letter/package

## 6 months' out

- Determine menu
  - o Lunch-hot dogs and chips
  - o Dinner- (Raising Canes) Reach out to 2-3 other restaurants to see if they would donate 100% of the meal.
- Tee sign vendors
- Prizes/awards
- Photographer/volunteer
- Create publicity/marketing strategy
  - o Posters/flier
  - o Social media
  - o Update website
  - o Reach out to news

- Contact potential sponsors
  - o Keep track of sponsors
- Save the dates
  - o Email/mail
- Recruit golfers
- Start requesting donations for auction items
- Post auction items as they come in on Facebook
- Research a credit card reader for the event

### **3 months' out**

- Continue requesting donations for auction items
- Post auction items as they come in on Facebook
- Create registration form
  - o Address, email and phone number for all golfers
- Print and mail invitations
  - o Include registration form
- Press release
- Sponsors logos for signs
- Recruit golfers
- Post volunteer opportunities
  - o Facebook/website
  - o Volunteer Linc
  - o Kohl's, Allstate, Sam's Club

### **2 months' out**

- Continue to request auction items
- Post auction items as they come in on Facebook
- Confirm all contract with vendors
- Check participation progress
- Continue to recruit
- Check in with committee
- Recruit volunteers

### **1-month out**

- Confirm details with golf course
- Confirm food and beverage orders
- Gather auction items
- Post auction items as they come in on Facebook
  - o Create baskets
  - o Bid sheets
- Create event day checklist

## 2 weeks' out

- Assign volunteer tasks
- Create volunteer contact list
- Finalize all details with golfers
- Create teams if not already done

## 3 day's out

- Confirm any last minute details with golf course/donors
- Pick up any final donations
- Confirm details with volunteers

## Day of

- Set up registration table
- Set up auction items
- Put out all signs
- Assign volunteer tasks
- Confirm food pick ups
- Announce Mulligan's winner prior to starting the tournament
- Social media posts throughout the day
- Take pictures throughout the day

## After the event

- Announce scores/winners
- Silent auction
- Thank sponsors, golfers, donors and volunteers
- Final money count
- Clean up

## Week after

- Send thank yous'
- Evaluate event
- Set date for next year