



**SEMPER FI & AMERICA'S  
FUND**

**So, you want to host a Golf Tournament?  
Here are some tips for a successful tournament!**

**Step 1 - Let's start!**

- Create a planning committee
- Pick a date, time, and location for the event
- Delegate responsibilities

**Step 2 - Discuss the following topics**

- How much money are you expecting to raise? Set a realistic goal.
- What percentage of the money raised will go back to SF&AF?
- How many golfers can your venue support?
- How many volunteers will you need?
- What type of golf format do you want? Scramble is the most common.
- Talk with others who have planned a charity golf tournament. Some points to bring up are: sponsorships, volunteers and golf course personnel

**Step 3 - Fill out Semper Fi & America's Fund's Guidelines and Proposal Forms**

**Step 4 - Get to know your Semper Fi & America's Fund Event Manager**

**Step 5- Formal Planning**

- Event Management

Discuss event management for the day of the event.

Have a detailed breakdown and timeline of the tournament.

Gather and assign tasks to your team.

Have an alternative day in mind in case of inclement weather

- Secure sponsorships

Sponsors are the key to larger donations. Find companies/organizations that would feel good knowing that their support will go to the mission of providing for our wounded and critically ill veterans. Reach out to every company you know.

- Secure volunteers

Make a list of all tasks and duties for before, during and after the event. Make sure you have all positions staffed.

- Building Attendance

You need golfers to have a tournament and to build donations. Golfers will play in your event if they know it will be fun, it will be worth their time and if they understand how their money raised will support wounded and critically ill service members through the SF&AF. If 9 committee members each bring in 4 foursomes, you will sell out your tournament.

- Promoting Your Tournament

Make a plan for promoting your tournament. You'll want to work with a graphic coordinator for promotional materials. Think of all the types of media- social, print, tv and radio if you can get it pro bono. The SF&AF will post your event on our website and twitter.

- Fun & Games

Build some fun into your Golf tournament. Games and contests make it fun and memorable. There are usually many different levels of golfers, games and contests to keep the play casual. It also gives you an opportunity to have more winners and this makes for a better tournament.

- Great Prizes

Great prizes, show the quality of your event. Provide quality and unique prizes. Try to trade with sponsors. Prizes include: Tee Package - Given to the golfers when they arrive. Contest Prizes, Winner Prizes, Raffle Items, Auction Items.

- Budgets and Accounting

Find a volunteer with a bookkeeping background to make a budget and take care of accounting for all the monies. Watch your spending so that your event will be profitable and increase the donation. Talk to your accountant. **\*Tip:** Negotiating deals with potential sponsors is always a great way to cut down costs associated with this sort of event.

- Food & Beverage

Provide great food. Decide whether you want to have a cash bar or if your sponsors can help pay.

- Lodging

Make a deal with a local hotel for out of town guests.

- Signage

Big beautiful signs look professional. Work the best deals to get the best, quality signage. Make sure that your sponsor signs are well done and in strategic places.

- Photography & Video

Have a good photographer and share photos as soon as possible. Include photos in all of your packages. Consider a video. It is a great opportunity for a sponsor to get exposure.

### **Now for all the fun! It's Tournament Day!**

#### **Step 1 - Time to Tee off**

- Create a detailed schedule.
- Keep registration quick and simple.
- Have informational SF&AF brochures and flyers to pass out
- Have lots of fun

#### **Step 2 - Dinner, Auction & Awards**

What better way to celebrate with all the participants than with great food, drinks, an award ceremony and a chance to promote the mission of the SF&AF and build donations. A cocktail hour and auction before or dinner and award ceremony and auction is a great and successful way to start or continue the festivities and raise more funds. Have someone speak on behalf of the SF&AF. Take time to give proper recognition to sponsors and winners so that they will want to support the event for years to come.

#### **Step 3 - After all the fun is done**

- Have a clean up crew
- Return equipment
- Finalize finances
- Personally and publicly thank everyone involved with the event (sponsors, coordinators, participants, volunteers, etc) for making it successful.

- Send a few pictures/info of your event to your SF&AF event manager. We'd love to share it on social media.

#### **Step 4 - Relax, Unwind and give yourself a round of applause**

You've coordinated a successful golf tournament in support of the SF&AF mission to assist our wounded, critically ill and injured service members and their families. We are deeply grateful for all your time and hard work - THANK YOU!

How about making it an annual event?

**Check out these links for more tips and ideas:**

[Golf Registrations](#)

[Wiki How- Run a Golf Tournament](#)