



# Semper Fi & America's Fund

**So, you want to host a Golf Tournament to benefit Semper Fi & America's Fund?  
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 be donated to The Fund?
- 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, we are here and happy to help**

## **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 service members and military families. Reach out to every company you know.
    - Semper Fi & America's Fund can provide a verification letter for you to present to sponsors.
- Secure volunteers
  - Make a list of all tasks and duties for before, during and after the event. Make sure you have all positions staffed.



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- 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 Fund. 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 Fund will post your event on our website and socials.
- 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.
- Swag Bags
  - Consider including promotional items from your sponsors, information about The Fund, or other fun and useful 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.
    - SF&AF can loan you a banner for the event.
- 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.



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## **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 after 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 Fund. 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 would love to share it on social media.

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

You have coordinated a successful golf tournament in support of the Semper Fi & America's Fund 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:**

[Event Caddy](#)

[Perfect Golf Event](#)

[BirdEase](#)

[Golf Registrations](#)

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