

HOW TO ORGANISE A GOLF DAY



saving the lives
of people with
blood cancer

Are you a member of a golf club or know someone who is? Thousands of pounds are raised for charity through generous golfers doing what they love to help save the lives of people with blood cancer.

PLANNING YOUR GOLF DAY

- Choose a date that doesn't clash with other things happening at your club, in your local community or big sporting events and check that the club is happy to support the event.
- Think about putting an event committee together to help. Areas to consider are logistics, fundraising opportunities, sponsorship, on-the-day volunteering, and marketing materials such as brochures or leaflets. Allocate everyone a job that they are comfortable with and which uses their skills and experience.
- Allow yourself plenty of time to organise everything in the run up and on the day as it will be much more enjoyable that way.

FUNDRAISING ON THE DAY

How will you raise money on the day? Tried and tested methods include:

- registration fees or ticket sales for a post-game dinner
- selling mulligans for a donation before the day
- get sponsorship for each element of the day e.g. hole sponsors or brochure sponsors
- longest drive or nearest the pin competitions
- raffle or auction
- donation collection boxes on each table at lunch or dinner. Email community@anthonymolan.org and we can provide these for you

Don't forget to talk about Anthony Nolan and the reason you have decided to raise vital funds. You can do a talk or we can send you a speech - just give us an email.



PROMOTING THE EVENT

Promoting your event is critical to its success so do consider all your options, especially if you are hoping to attract support from the wider golf community. Consider:

- Who you and your committee could invite to make a team – don't limit this to personal friends and family as your business contacts may be interested in this as a corporate hospitality opportunity.
- Consider advertising in relevant golf newsletters or magazines.
- List your event on any community or public calendars.
- Display posters at the golf club you are using (and other golf clubs in the area if they allow you) as well as community centres, local shops or libraries.
- Contact local radios and newspapers (see our top tips for contacting the press for advice on how to do this and a template press release you can use to write your own).

FOLLOWING UP

The most important thing is to remember to thank everyone who has contributed to your event including:

- everyone who bought tickets or teams, any sponsors, any companies who donated prizes
- the golf club (especially if they let you use the course for free or waived any normal charges)
- your committee or any volunteers who helped on the day

KEEPING IT SAFE AND LEGAL

Please check our fundraising guidelines for information on how you can keep it safe and legal and be sure to work closely with the golf club to ensure their guidelines are adhered to.