

FUNDRAISING TOURNAMENTS 101

1. Why should my organization have a Fundraising Golf Tournament?

Raise Money and Awareness for your business, charity or non-profit. The average fundraising tournament makes at least \$5,000 profit!

Attract new Donors, Sponsors and Volunteers, by utilizing this relaxed and positive atmosphere. These individuals are the lifeblood of any successful organization!

Recruiting Participants is Easy; golf is a popular sport amongst all ages, genders and skill levels.

Golf Tournaments are Flexible in structure and can be designed to meet your organizations needs and budget.

2. How does a Fundraising Tournament typically work?

Most tournaments are held using a “shotgun start,” format. This means you have eighteen foursomes all starting at the same time – but on different holes. The entire course will be reserved for your group. At starting time, each group of golfers tees off and plays their hole before moving on to the next. With this format, everyone starts and ends at the same time. The entire round takes usually about four hours.

3. How do Fundraising Tournaments make money?

Let’s take a look at pricing. Let’s say the green fees are \$25 and the catering is \$20 per person. If you charge a \$100 entry fee, a full \$55 per person can go to your business, non-profit or charity! That’s \$220 per foursome and a whopping \$3960 for a full set of eighteen foursomes.

In addition to the profits from entry fees, you can expect to raise additional funds by selling hole sponsorships, raffle tickets, “Mulligans “and “Red Tees”.

A hole sponsorship allows a local business to pay a fee in exchange for golf sponsor signs or a company representative at a particular hole. If you charge \$100 per hole, your charity can raise an additional \$1800. Assign a committee member to approach a local business about becoming a charity golf tournament sponsor. If the business is unable or unwilling to sponsor a hole, ask them if they can donate an item to raffled off. Many businesses are more than willing to donate golf prizes.

Another golf committee can assist in obtaining raffle items and golf prizes by approaching other business. Don't overlook people within your organization when drumming up raffle donations. Many people have unopened goodies that are cluttering their homes and would love to donate them as golf prizes.

Use a computer and blank business card stock to print up a bunch of "Mulligans," to sell to golfers at check-in. These are good for a free shot should they dislike one of their drives or putts. Mulligans are a fun inexpensive way to squeeze a little extra cash out of your golfers and are incredibly popular.

4. How do I set up our Fundraising Golf Tournament?

Plan ahead! Booking your tournament in the early winter months is the best option. This allows you to pick the optimal time for your Tournament; the peak golfing months are March through October.

To book your event, simply call our club manager, Chris at 919.934.4544 or email him at chrismcdonald@ccjohnstoncounty.com. He will assist you with picking the best available dates and completing the Tournament Contract. It's as easy as that!

5. Why should I choose CCJC to host my Fundraising Golf Tournament?

We offer the most bang for your buck! For only \$25 per person your participants can experience a truly superior golf experience on a piece of Johnston County History. Our 18-hole Ellis Maples designed Course has been settled in the lush scenery of Holt Lake since 1936 and is the ideal setting for any golf outing. The course offer 7,000 yards to challenge even the most accomplished golfers, while still providing enjoyment for golf novices. **Now with our new Tournament Special listed below, your organization can further their profit!**

We'll help you get the word out! When you book a Tournament with us, we will publish your event and entry information on all of our advertising portals. More publicity equals greater profit!

Our staff is here to help you succeed! The staff at CCJC are here to assist you with any of your tournament needs. Need help choosing a caterer? Finding sponsors? Organizing your tournament? Give us a call at 919.934.4544. We are here to make your Fundraising tournament experience as successful and enjoyable as possible.