

Jeremy Dale's Confidential Guide to the perfect Charity Golf Day (part two)



Creative and entertaining ON COURSE fundraising for charity golf days

If you host a charity golf event, of course you want your guests to give generously but you also need them to have a wonderful experience.

You want them to enjoy the day so much that they donate more to your charity AND want to sign up for next year's event too.

You can achieve both these things by making your charity golf day.....ENTERTAINING!



Make entertainment your priority

Make entertainment the priority from start to finish and don't be afraid to be different, from the choice of course, to the form of play, the event photos, the prize giving, the after dinner speaker, the charity auction and to the golf professionals you choose for a clinic or to play with your guests.

So whether you want to breathe new life into an old format, or you are organizing a day for the first time, here is a list of tried and tested fundraising ideas that will help you plan the most ENTERTAINING charity golf day you've ever hosted.



Don't let them think...."Not another tenner!"

On course fundraising is an easy way to raise more from your guests and a nice way for them to feel that they have made a donation to the charity if they cannot afford to bid for an auction item.

Offer value and entertainment on the course

It is a great idea to involve one or more golf professionals in your on-course fundraising but try to be DIFFERENT with how you use him or her.....you HAVE to offer VALUE!

No one really minds paying £10 to the charity if they get a professional quality shot for the team in return....especially if they have been entertained in the process.

Pre-event communication....tell your guests to bring cash

Do remember to tell guests before the day to bring cash for all the on course challenges. PRE-EVENT communication is everything!



DON'T make your guests 'beat the pro'.....they want him (or her) on their side!

In my experience, 'Beat the Pro' competitions, where everyone pays £10 to have a go, are unsatisfactory because neither side can really win.

If the professional beats all the amateurs (as he should) then the amateurs feel like they have not really had a fair chance. If the amateurs win too often then the professional's reputation suffers and he feels he has added no value.

Much better is a collaborative approach where the professional is actually on the SAME SIDE as the team of amateurs and they can use his shot to play the hole.....then everybody wins!

Here are some examples...



Professional Long Driver.....WOW!

Place the pro on a tough driving hole where perhaps there is a long carry over water. The pro can give a two minute clinic about how to hit further and then hit just ONE (good) drive after everyone else has played.

The twist is that ANYONE on the team can use the pro's drive to play the hole...but only if they have paid!

A female pro will also out drive the male amateurs

This is especially good fun with a female professional – they hit a lot further than everyone thinks and will out drive the male amateurs almost every time.....and they will certainly be straighter.





Pro plays a par three WITH the group

Rather than play beat the pro, let the pro's score (or shots if it is a scramble format) count for the team. Teams nearly always welcome some professional help – and the pro can also offer a quick lesson to anyone who is really struggling.

NB The pro will need a buggy for this – so he can get back to the tee for the next group without holding up play.



Trick Shot Challenge...looks easy....but isn't!

If you have a professional trick shot artist booked for a show then put him on a tee so everyone can have a go at the high tee trick shot. It is great fun and much harder than it looks - when they make a mess of it (which they will!) the pro hits one shot that the WHOLE team can use to play the hole. If the amateurs have seen the show before play, they will all be curious and want to have a go – if the show is after play then it breaks the ice and everyone will be keen to get a drink from the bar and go to watch.



Other examples of on course fundraisers....

- 1) Mulligans – everyone loves a second go when they mess up a shot so you can sell mulligans (a chance to hit your last shot again) at the beginning, middle and end of a round! Golfers love them!
- 2) Nearest the pin
- 3) Longest drive
- 4) Hickory clubs challenge – playing a hole with hickory clubs is great fun and much easier than people imagine. For most it will be a completely new experience. There are companies that will bring all the equipment and set up on course so each team can have a go for a few holes with old style hickory clubs.
- 5) Hole in one prize – you can insure against a hole in one and give any kind of prize depending on your budget. It is nice for guests to have a go for a hole in one prize and you may even be able to find a local car dealer who will sponsor the hole.

Please email Jeremy@jeremydale.com or call me on 07748307849 if you would like a recommendation for any of these services in your area.



Collect the money for ALL your on course challenges at the reception desk

If there is lots of on course fundraising, consider collecting the money at the front desk for all of them at once. Even better get a credit card machine, which you can also use for the auction too.

Collecting all the money at the reception desk saves the golfers time and hassle and avoids giving them the feeling that they are constantly being asked for money. In addition, they will all feel that they have contributed to the charity at an affordable level and received something in return.

Thanks very much for reading, I hope your are finding these articles useful and interesting.....the third part of this confidential guide will reveal simple secrets for a successful auction.

It will arrive in your inbox soon.

Kind regards, Jeremy.

Jeremy Dale
2015 Villages Golf Entertainer of the Year
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