

## Fund Raising



### Donations

Junior Golf programs that are formed as 501 (c)(3) organizations may receive charitable contributions, whereby the donor would be eligible for certain tax deductions based on the value of the contributions made.

### Pro Am Tournaments

- Participants play and a certain portion of entry fee is donated to your program.
- Participants play with selected girls and again donate part of the entry fee.
- Conduct a junior clinic in combination with tournaments and find a corporate sponsor to host the event. The clinic would be free and the instructors would be volunteering, so all money is donated to the program.

### Sustaining Members

- Parents, friends, individuals, or corporations who donate money annually are listed in programs and scoreboards at events or wall plaques. These “memberships” or sponsorships can scale from \$10 to \$100 or whatever figure appropriate for the community. Civic or service organizations can be approached to support the program. This “Sustaining Member” program can be launched with a \$100 Booster Club where a commitment from 10-20 members would provide enough funds to get started.

### Become a Charity for Major Tournaments

- Money is donated from entry fees from local or national events. The AT&T Pebble Beach junior Golf Association is the major charity of the AT&T Pebble Beach Pro-Am Tournament.

### Solicit Golf Companies and Corporations for Donation

- Tournament prizes
- Tee Gifts and Special Event Prizes
- Shirts
- Raffle Items
- Program Sponsors
- Adult Advisory Board Members

### Host a Mini-School

- Charge students to take golf lessons. Instructors volunteer time and fees are donated to the program.

### Hold Special Events a Country Clubs and Golf Courses

- On the practice tee or on the golf course, conduct contests with proceeds donated to the program. (Have prizes donated by corporations.)
- Conduct a Golf-a-Thon with pledges per hole, pars per day. Etc.)

### Grant Writing

There are many foundations and non-profit organizations that have grant making abilities. The Internet

is an excellent resource to find information on individual organizations and their grant making procedures. Suggested topic areas to search to determine if organizations will entertain requests that fit your program:

- Education
- Youth
- Sports
- Recreational activities
- Life long skills
- Leadership

Remember, once you have received a grant from an organization, follow-up and accountability are required so don't assume this is "free" money. Be aware of the timing of when an organization actually presents the grant money to the recipient. It could be considerable time between notification and the start of the program. This information should be researched months in advance from the start date of the actual program, when possible.

### **Online Fundraising**

The term "Online fundraising" or "e-philanthropy" refers to Web sites set up to raise money for nonprofit organizations.

- "Charity Portals" are portal sites that list nonprofits and encourage donations to those organizations listed. These sites may list a nonprofit on their site for no charge, or they may charge a small fee. Most often they obtain revenue through the sale of advertising space.
- "Payment Service Providers" are companies that set up a method for nonprofits to conduct secure credit card transactions. Once a

user decides to make a donation, he or she is taken to the "payment service provider's" site where the transaction takes place. Usually the provider establishes a fee structure with participating nonprofits based on contributions received.

- "E-commerce Commission Portals" are e-commerce sites that donate a portion of their sales to a nonprofit of the customer's choice.

An excellent listing of companies involved in "Online fundraising" and "e-philanthropy" is available at the Internet Nonprofit Center at [www.nonprofits.org](http://www.nonprofits.org)

### **Additional Fund Raising Ideas**

- Silent Auction
- Bake Sale
- Putting Party
- Clinics
- Car Washes
- Working as a group at local events

The Key to raising funds is to start with a well-organized program. Become **visible** within your community by speaking at meetings and create reasons for media coverage. Last, but not least, **ask for money**. Don't wait for companies and volunteers to come to you. Form a committee **that will aggressively** solicit funds.

**BE CREATIVE!**