

United Way Golf Tournament Template

Special events are a great way to get employees involved in your United Way giving campaign. Follow this timeline to successfully add this event to your workplace campaign. Feel free to adjust this timeline to best fit with your company's campaign. Special events can take place anytime of the year and don't have to be during your company campaign.

12 months before the event

- Decide on a location.
- Choose a few dates that will work for your company and contact the golf course and book a date. Golf courses in Wisconsin book very early in the year and many are only available on select days during the week.

9-12 months before the event

- Select at least six employees to be on the golf committee.
- Choose the different levels of sponsorship and the maximum number of teams that can participate.
- Decide what meals and other extras (drink tickets) are included in the event.
- Create a flyer or sponsorship packet to advertise the event.
- Approve a budget for the event.

6 months before the event

- Schedule monthly meetings with the committee. Feel free to include United Way's Director of Resource Development in the planning meetings.
- Decide who will be invited (vendors/customers/employees).
- Set up event registration through United Way of Marathon County.
- Decide what different prizes and awards will be given out at the tournament. Here are some suggestions: winners of the event, longest putt, longest drive, and beat the Pro.
- Decide if you will include additional raffles like silent auction, bucket raffles, 50/50 etc.
- Decide raffle items you will secure through a donation and what items will be purchased.
- Create a schedule for the day of the event.
- Decide on possible speakers and contact them for confirmation. This would include the emcee, keynote speaker (representative from United Way) and a company representative.

1-3 months before the event

- **Begin sending out asks for the sponsorships to vendors/customers/employees. All sponsors and event attendees should be finalized a month prior to the event.**
- **Allow time for two follow up asks for companies that have not responded.**
- **Finalize the event program.**
- **Get all marketing materials including logos from the vendors/customers/donors.**
- **Send order of sponsor hole signs to printing company.**
- **Meet with the golf course to finalize the food menu.**
- **Secure bucket raffle and silent auction items either through donations or by purchasing the items.**
- **Ask for volunteers for the event.**

2-4 weeks before the event

- **Finalize how many golfers are coming and decide who will be grouped together.**
- **Give the final number of attendees at the golf course.**
- **Order the number of lunches and/or dinners you will need for the event.**
- **Verify with all speakers that they are still able to attend and give them a detailed list of when they will speak and their time limit.**
- **Verify all prizes/awards have been obtained and are ready for the event.**
- **Assign tasks for volunteers such as registration desk, raffle/silent auctions, photographer, and a few miscellaneous runners.**
- **Purchase raffle tickets.**
- **Secure United Way signage and t-shirts.**

Day before the event

- **Drop off signs at the golf course.**
- **Print name tags, registration list, and programs.**
- **Print silent auction signup sheets.**
- **Print raffle item descriptions.**
- **Print pricing for raffle tickets and 50/50 raffle.**
- **Make sure you have containers for all the raffle item tickets.**
- **Secure petty cash and money bags.**

Day of the event

- **Have all volunteers show up at least 30 minutes prior to registration opening.**
- **Display silent auction and bucket raffle items.**

- **Designate someone to read the rules and start off the event.**
- **Once the tournament has started use a golf cart to drive around and take photos and thank everyone.**
- **About an hour before the end of the tournament transition to the dinner space and set up a table to sell more raffle tickets during the cocktail hour.**
- **Clean up after the event.**

After the event

- **Send invoices to companies that haven't paid for their sponsorship.**
- **Send a thank you to all sponsors.**
- **Return the signs to United Way.**
- **Turn in donations to United Way.**
- **Have an event debrief meeting to talk about what worked and what didn't.**
- **Book the golf course for the following year.**

United Way staff are happy to help with the planning process and the logistics of the event. If you are interested in running a golf tournament, please contact Amanda Flannery at aflannery@unitedwaymc.org or

Call 715-298-5706.