



Patriot Golf Day Host Facility Tips for Success

The nation's fourth Patriot Golf Day®, a joint initiative of The PGA of America and the United States Golf Association will be conducted Sept. 3-6, 2010 and enlist the support of public and private golf facilities across the country. On Labor Day weekend, public golf courses nationwide will request a minimum of \$1 for each green fee they process, while private facilities will ask patrons to contribute donations. The funds will go to the Folds of Honor Foundation to provide post-secondary educational scholarships to children and spouses of military men and women killed or disabled while serving our Great Nation.

PROGRAM ELEMENTS

1. On September 3rd – 6th

- Public courses are asked to collect a minimum of \$1 in addition to greens fees from all golfers.
- Retail outlets are asked to collect a minimum of \$1 from customers.
- Private clubs are asked to collect donations from members and guests.
- If customers use an American Express® Card, American Express will match the donation*. Please help maximize these donations by accepting and reporting total donations on American Express.

2. Host facilities / Professionals have flexibility to help maximize the success of Patriot Golf Day.

Best practices ideas include:

- Post event details on Facebook, Twitter, LinkedIn or other social media opportunities.
- Put a donation container along with a tent card at the register.
- Golfers may donate more than \$1, if they choose to do so.
- Golfers may make contributions on-line at PatriotGolfDay.com.
- In addition to hosting Patriot Golf Day during Labor Day weekend, consider running the promotion for the entire month.
- Have your men's or women's clubs run events.
- Coordinate a Patriot Golf Day Tournament.
- Coordinate a marathon and accept pledges.
- Run a Closest to the Hole Contest.
- Have prizes donated for a Silent Auction or Raffle.
- Give Free-10 Minute Lessons on the range and ask for donations.
- Give \$1 from every lesson (or more) as a donation.
- Have your facility match donations generated from your golfers.
- Seek a sponsor (a local business) to match all donations generated.
- Give Free Range Balls for donations.
- Offer package deals including golf, range balls and a lesson, then direct a portion of the package price for a donation.
- Purchase Patriot Golf Day and Folds of Honor merchandise and accessories. A percentage of proceeds benefit the Folds of Honor. Visit PatriotGolfDay.com for a list of participating vendors and their products.
- Offer incentives on merchandise purchases, i.e. instead of discounts for golfers, direct the savings on purchases for donations (ex. \$5 donation for every shirt purchase)
- Allow Veterans to play golf for free and ask for donations.
- Use "American Flags" for your pin-flags and/or purchase Patriot Golf Day pin flags (information available on PatriotGolfDay.com.)
- Use multiple locations to accept donations, i.e. golf shop, grill room, first tee, range, beverage cart, etc.collected donations.

3. Go to PatriotGolfDay.com Host Resource page to access the "Success Stories" tool to get new ideas or share your success stories, with the potential of being featured in PGA Magazine.

** American Express will match each donation made on a valid American Express Card to the Folds of Honor Foundation during Patriot Golf Day weekend up to a maximum total of \$150,000. Matching contributions from American Express are not tax deductible for Cardmembers.*

TIPS TO PROMOTE

Patriot Golf Day will once again receive extensive national media attention, including promotions in Golf Digest, Golfweek, CBS, NBC, Golf Channel, plus there will be an extensive public relations campaign as well. Participating facilities will also be listed on PlayGolfAmerica.com.

1. Use promotional materials provided

- Hang the poster in the most visible locations.
- Put the tent cards at your register and around your facility.
- Make copies of the flyer to post in visible locations and pass along to community businesses to help promote your event.

2. Go to PatriotGolfDay.com to download additional materials

- Print additional posters and flyers.
- Use the Press Release Template.
- Distribute the fact sheet to your staff so they are ready to inform customers about the event.

3. Conduct local marketing/promotions

- Send press release to your local media, including daily and weekly newspapers, radio stations, television stations and local Web sites that promote community events.
- Media prefer communications sent via e-mail. If you can't e-mail, then fax or send.
- For daily newspapers and local TV affiliates, send communications out at least one week prior to the start of the event. The more notice you can provide, the better.
- Promote Patriot Golf Day via e-mail to your data base or customers, leagues, associations, etc.
- Post the Patriot Golf Day logo on your Web site.
- Promote in your newsletters (NOTE: One club sent a video message to all members.)
- Use Social Media outlets like Facebook, Twitter and LinkedIn to promote your events.

4. Community Marketing

- Ask local VFW, ROTC to help with promotion and/or involvement.
- Ask VFW color guard to participate the day of your event.
- VA Hospitals may wish to help with promotion and/or involvement.
- Recruit local business and Chamber of Commerce to get involved – playing and promoting

5. Inform Your Staff

- A key to success is making sure everyone on your staff is aware, i.e. they know how to respond to questions from phone calls.

POSTEVENT

Complete the Fund Raising Report Form and write one check for the total amount raised or submit donations with an American Express Card®. (Please do not send cash. Make check payable to the Folds of Honor Foundation.) You may also submit donations and the fundraising report form online at PatriotGolfDay.com. American Express needs the total dollar amount of donations on American Express Cards in order to match these contributions*. Please report this charge volume to the Folds of Honor Foundation along with the Fundraising Report Form.

Use the enclosed return envelope for the Fundraising Report Form and send **by September 30, 2010** to:
Folds of Honor Foundation
5800 N. Patriot Drive
Owasso, OK 74055
(918) 274-4700

All PGA Professionals hosting an event and sending in donations will receive 2 MSR credits.

For questions regarding donations, please e-mail contact@foldsofhonor.org.

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