

How to organise a golf day

Planning your event

- o **Your Team.** Before you start planning your day, you might want to consider creating a team. Organising a golf day can involve 1 person wearing a lot of hats! Make sure you have people around to assist and support so that your day is a great success.
- o **Location, location, location!** If you are a member of a golf club choosing your venue can be an easy task, if you don't have any club connections then reach out to those local to you.
- o **Pick a date!** The date of your event will heavily depend on your venues availability, but do consider days you may want to avoid so your event doesn't clash with any major events that may detract from your day.
- o **Competition and activity.** Once you have the basics confirmed you can start thinking about the format and organisation of the day itself. You need to choose the type of competition you are going to run, be it Stableford, Texas Scramble, or something different. Also give some thought to any mini competitions you may like to add such as '**Nearest the Pin**', '**Longest Drive**' or '**Beat the Pro**'. Mini comps can be great ways to raise extra funds on the day, other things to consider to help raise more money can include:
 - o Registration/team fees
 - o Sponsorship of holes
 - o The sale of mulligans
 - o Auctions and raffles
 - o Extra ticket sales for post comp dinner/entertainment
 - o Fundraising games

- o **Promotion.** Spread the word far and wide, to friends, family and more. Share your posters, leaflets and posts on social media. Advertise in newsletters, magazines and on the radio if you can! Do have a look at community and public calendars to see if you can list your event on these types of platforms too.
- o **Your fundraising page.** Less and less people are carrying cash, when registering your golf day with Sands a fundraising page will be created for you, you can collate money raised on this page and ask people to donate/pay for elements of the day. We recommend creating a QR code for your page to make it even easier for your supporters to donate. We will help guide you through this after you've registered your day with us.



During your day

- o **Fundraise.** Keep fundraising at the forefront of your mind. Keep encouraging those attending the day to get involved with as much as they can to help raise money for Sands.
- o **Talk about Sands.** If you are comfortable doing so, talk about your connection to the charity and the difference Sands makes, supporting bereaved families and saving babies lives.
- o **Have fun!** Whilst you have worked hard to create your day, remember to take a moment to enjoy and celebrate your success.



After your event

- o Total up your fundraising. If you have cash donations, we recommend paying these on to your fundraising page, it's the easiest way to collate your fundraising. You can share your page and your total with all who supported the day.
- o Follow up and thank everyone involved. From the players, to the club staff, make sure you thank everyone who attended and helped your event be a success!

Good luck and thank you for supporting Sands!

We hope you have a great day golfing for Sands, remember to check out our website for further support and advice, you can always email fundraising@sands.org.uk if you have any questions. Thank you for going above and beyond to organise a golf day for Sands, because of you and your fundraising efforts Sands can support more bereaved families and save babies lives.