

End Colon Cancer
Coast to Coast



Golf To End Colon Cancer
Fundraising Guidebook

Welcome to Coast to Coast!

Dear Ally,

Thank you for your interest in hosting a golf event benefiting the Colorectal Cancer Alliance! The Alliance is excited to partner with individuals and groups across the country to host impactful community events that raise awareness and funds to screen, care, and cure colorectal cancer. We're looking forward to working with you!

End Colon Cancer Coast to Coast is a vital initiative that allows allies to combine the joy of a golf outing with the mission to make a difference in the lives of those impacted by colorectal cancer. With your support and enthusiasm, we can continue providing vital screenings, resources, and research to this community. This guide provides templates, resources, and step-by-step instructions to help you plan and execute your event. While Alliance staff support is limited, we are committed to equipping you with the tools you need for success. If you have questions, concerns, or suggestions, don't hesitate to reach out.

Thank you for your dedication. Together, we can end colorectal cancer in our lifetime!

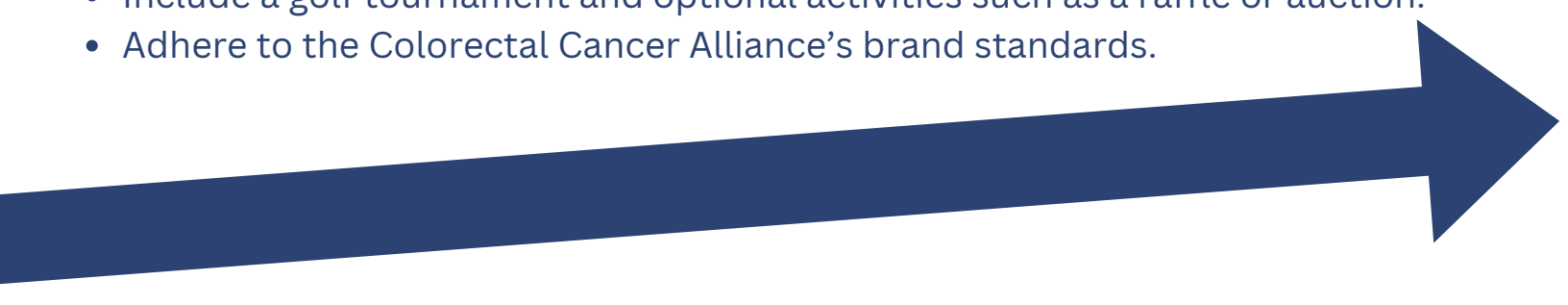
Sincerely,

The Alliance Peer-to-Peer Fundraising Team

What Does it Mean to Golf to End Colon Cancer?

A Golf to End Colon Cancer event is a community-led golf outing designed to raise funds and awareness for the Colorectal Cancer Alliance. This peer-to-peer fundraising event relies on the efforts of local volunteers to plan and execute a fun and impactful day of golf while adhering to Alliance branding and guidelines.

Key Guidelines:

- Establish a fundraising goal with the resources provided in this guide.
 - All funds raised must go directly to the Colorectal Cancer Alliance and should be submitted no later than 30 days post-event.
 - Recruit a volunteer committee to oversee event planning.
 - Include a golf tournament and optional activities such as a raffle or auction.
 - Adhere to the Colorectal Cancer Alliance's brand standards.
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Planning Your Event

Timelines:

Every successful event starts with a well-planned timeline. Begin planning at least 6-12 months in advance to ensure ample time for securing a venue, sponsors, and participants.


Committees:

A strong committee is critical to your event's success. Recruit volunteers with diverse skills to fill the following roles:

- **Event Chair:** Oversees all aspects of the event.
 - **Sponsorship Chair:** Focuses on securing corporate and local business sponsorships.
 - **Logistics Chair:** Handles venue arrangements, equipment, and day-of setup.
 - **Fundraising Chair:** Manages participant fundraising and coordinates additional revenue streams like auctions.
 - **Marketing Chair:** Promotes the event through social media, local media, and community outreach.
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Fundraising Ideas

Maximize your event's impact with creative fundraising strategies:

- **Hole Sponsorships:** Offer businesses the opportunity to sponsor a hole, with signage displayed at their sponsored location.
 - **Longest Drive/Closest to the Pin Contests:** Charge a small fee for participants to enter.
 - **Mulligans:** Sell mulligans (do-over shots) to players for a set price.
 - **Raffle or Silent Auction:** Collect donated items or experiences for participants to bid on.
 - **Golf Ball Drop:** Sell numbered golf balls and drop them from a height; the closest to a target wins a prize.
 - **Drink Stations:** Partner with local vendors to set up drink stations on the course for a donation.
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Sponsorship

Why Sponsorships Matter:

Corporate sponsors provide critical funding and enhance the event's visibility. They also benefit from brand exposure and community goodwill.

Tips for Sponsorship Outreach:

- Compile a list of potential sponsors, including golf-related businesses, local healthcare providers, and businesses connected to colorectal cancer.
 - Use a sponsorship packet that outlines benefits such as logo placement, promotional mentions, and participation opportunities.
 - Follow up regularly with prospective sponsors to secure commitments.
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Logistics

Venue Selection:

When selecting a golf course, consider:

- Accessibility and parking.
- Course layout and amenities.
- Availability of carts, clubs, and other equipment.
- Space for a post-event gathering or awards ceremony.
- Costs, including greens fees and additional services.

Event-Day Checklist:

- Ensure signage is in place (welcome signs, sponsor banners, hole markers).
- Set up registration and check-in stations.
- Prepare volunteer assignments for tasks like scorekeeping and directing participants.
- Organize tables for raffle items, prizes, and fundraising.
- Coordinate with the golf course staff on food, beverages, and safety measures.



Volunteer Roles

Volunteers are essential to the smooth operation of your event. Recruit individuals to help with:

- Registration and check-in.
 - Monitoring contests (e.g., longest drive, putting challenges).
 - Selling raffle tickets and mulligans.
 - Setting up and breaking down event spaces.
 - Distributing prizes and participant gifts.
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How the Alliance Supports You

The Colorectal Cancer Alliance provides:

- Templates and Resources: Fundraising pages, email templates, promotional materials, and event checklists.
- Event Collateral: Posters, brochures, banners, and participant incentives.
- Limited Staff Guidance: Access to staff for questions and strategic advice.



Appendix

Sample Timeline:

6-12 Months Out:

- Secure a golf course.
- Recruit committee members.
- Set a fundraising goal.

3-6 Months Out:

- Launch participant registration.
- Begin sponsorship outreach.
- Start promoting the event.

1 Month Out:

- Confirm logistics with the venue.
- Order prizes, signage, and participant gifts.

Event Day:

- Arrive early for setup.
- Greet volunteers and participants.
- Celebrate your success at the post-event gathering!

