

## Swing for the Cure Emmerly Morris Golf Tournament

**Don't be afraid to start!** Last year's golf tournament was my very first fundraiser ever, and I didn't start planning until the end of June. The tournament was on September 16, so I only gave myself 3 months, and we ended up raising over \$27,000 for KIF1A.org! You can do it! And this year, I've had more time to plan. And it's been so much easier because I've already done this once! And also, most of the companies that sponsored last year have already committed to sponsoring again this year!

### **First things to do when you are going to do your first Golf Tournament Fundraiser:**

- Open a separate checking account. We just did a personal checking account at a local bank. This way we could keep all fundraiser expenses separate from our personal finances. At the end of the tournament we just wrote one big check to KIF1A.org that emptied out this account.
- Sign up for Square Account (to send invoices and swipe cards at the event). Connect it to your Fundraising checking account.
- Create a new venmo account (optional)
- Create a new paypal account (optional)
- Create a website via square space (optional). SquareSpace is very easy to use! I didn't know anything about creating websites, and I was able to do one very easily.
- Create a new email account.
- Come up with a "slogan" to name all of these accounts when you open them. Ours is "Cure for Emmerly".

### **Second set of things to do:**

- Find a golf course. We chose one that was centrally located and had moderately priced greens fees, yet still had nice greens.
- Meet with the manager at that golf course to reserve a date, discuss how much they will charge you for each golfer. You will need to provide breakfast and lunch for each golfer. The golf range that we selected has a lunch cafe, so we had to purchase lunches through them. We got our local Chick-Fil-A to provide breakfast (chicken biscuits) for free. Go to your local Chick-Fil-A and ask for the email address or phone number of their marketing manager. Our golf course charged us \$55 per player and this included their golf cart, 18 holes of golf, and lunch (hamburger, hot dog, potato salad, chips, tea, water). They also provided coffee for all golfers in the morning. The breakdown of the \$55 was: \$38 for golf and golf cart, \$15 for lunch, \$2 to tip kitchen staff. We had 120 golfers (30 teams of 4) and I had 20 volunteers to help me throughout the day. I asked the Golf Course manager if they would feed my volunteers for free, and they agreed. Also, yes, that means Chick-Fil-A donated 140 chicken biscuits!
- Hire a graphic designer (or convince your friend/family member to do it) to create a tournament flyer and a sponsor flyer. My friend did all graphic design stuff that I needed for free, but she typed up everything she did on an invoice and KIF1A.org sent her a tax write off receipt for the amount that she would have charged someone to do everything that she did. It was a win for everyone :) I've attached mine.
- Type up an "Appeal Letter" that you will email to potential sponsors along with the 2 Flyers. I've attached mine.

### **Third Set of things to do:**

Find Sponsors! Email any company that you possibly can. We had car dealerships, realtors, Doctor's Offices, Banks, Gyms, Engineering Companies, and a Mortgage Company Sponsor our event. This is how you will make the majority of your money. In your email, send your appeal letter in the body of the email and attach both flyers. Post on social media, ask friends and family to help you spread the word, and don't be afraid to go to businesses in person to drop off flyers! I had quite a few companies say that they prefer this just so that they can meet people face to face. Oftentimes, you can find email addresses on websites, or even call the company and ask for the email address or phone number of the marketing director. Your goal is to have every single hole sponsored! Our first year, I think we had 12 holes sponsored.

### **How our event went on the day of:**

We started registration at 7:00 and the shotgun start was at 8:00. Our golf course had 60 golf carts, so 30 teams was the maximum amount that we could have. However, I recommend leaving a couple of golf carts available for the marshall and for your volunteers to ride to their "stations" on. If my golf course isn't able to supply more golf carts next year, I will cut my teams off at 27 or 28. I also don't recommend any more than 30 teams unless you want to do one group of golfers in the morning and then another group in the afternoon that will start around 2:00. 30 teams starting at once means that you will have 12 holes that have 2 teams starting at that hole. SIDE NOTE: The longer holes (Par 4's and Par 5's) are the best holes to have 2 teams start at. Any more than that, and people start to complain about things moving too slow. This year, for our second golf tournament, we are going to attempt an 8:00am start and a 1:00pm start, meaning we will have room for 28 teams in the morning and 28 teams in the afternoon!

### **More specifics about the day of:**

-We did a 4 person scramble. We also had prizes for 1st, 2nd and 3rd. The golf course owner tallied up all of the scores as teams finished up and turned in their score cards. We had different places around town that donated gift cards in sets of 4. Our first place team received gift cards in the amount of \$100 per person, 2nd place was \$75 each, and 3rd place was \$50 each. You will also need to have door prizes (at least 20). About half of the door prizes were donated from places around town such as gift cards and golf accessories. I went to Dick's Sporting Goods and purchased the remaining 10 items. Each person gets a ticket when they check in that morning. Tear it and give them one side, you keep the other and place it in a bowl/bag. Tell them to check back after lunch to see if they won a door prize. After everyone starts playing golf, set out all of the door prizes on the registration table, and tape a ticket to each prize that you randomly pick from the bag.

-We charged \$400 per team of 4. Most people paid by venmo or paypal. I only had 4 teams that didn't pay ahead of time. This helped the check in process to go very quickly! This year, I will have people purchase their 4 person teams directly from our website. In order to do this, you must sign up for a Stripe account. I had 4 different volunteers with computers checking people in. Each of those 4 people also had a "partner" volunteer helping them by swiping cards and

handing the players their door prize tickets. I also had a different single ticket that I gave each person that they could redeem in the pro shop for a small basket of balls to warm up with at the driving range.

We sold "extras" as people were signing in on the morning of the tournament.

-\$15 for 2 mulligans and a power drive (1 per person)

-\$10 for a 50/50 drive the green raffle ticket (each person can buy as many as they want), We picked a hole and if that person drove the green on that hole, they got to tear their raffle tickets and put them in the bowl. We drew the winner right before we announced first, second and third place. The winner got half of the pot. He ended up donating it back to charity. I think next year I am going to try to get a place to donate a nice cooler and then get different places to donate different types of alcohol and the winner will win a cooler of booze. That way they don't feel like they have to donate it back to charity.

-\$20 to hire a pro. We picked a hole where we had a golf pro that had volunteered his day to drive for anyone that purchased the hire a pro. If he hit a bad drive, he would drive again until he got them a good one.

We also had 3 prize holes: Closest to the pin, longest drive, and hole in one. I had a volunteer set up at each of these holes to make sure everyone was being honest. Our local papa john's donated coupons for "a year of free pizza" which was coupons for 12 free papa john's pizzas that was the prize for who won the closest to the pin. I purchased a nice rangefinder for the winner of the longest drive contest. I hired <https://hiouisa.com/> to do this. It's basically insurance to cover the prize if someone gets a hole in one on the specific hole that you pick, I picked the prize to be \$10,000. This year, I have had a local jewelry store offer to set up a table at the tournament at the Hole in One hole, and he will have a very nice watch to give away if anyone happens to get a hole in one on that hole.

#### **Other Details:**

As people paid for their teams, I put it all in the separate checking account that I had set up. I linked my square account, paypal, and venmo to this account so that it was easy to transfer it, and it didn't have anything to do with my personal finances. By charging \$100 per person, and only having to give \$55 of that to the golf course, that gave me money to purchase extra items that I needed for the tournament such as:

-raffle tickets for 50/50 drive the green

-door prize tickets

-tickets for players to redeem for practice balls

-paper bags for each player's goody bag

-tshirts for each player and each volunteer

-4 bags to collect money

-chips for each goody bag

-waters that I kept at drink stations for free

-ice

-door prizes

-a prize for the 2 contest holes

-hole in one insurance

-3 trophies: for first, second, and third place. I got these from k2awards.com

Being organized is very important! As teams emailed me to sign up, I kept a spreadsheet of the names of each of the 4 people on that team and their tshirt sizes. I placed the t-shirt order 2 weeks before the tournament. The front of the tshirt had our golf tournament logo and the back had all of our sponsors' logos (I've attached a picture of ours. The week of the tournament, I got some of my friends together to put each golfer's goody bag together. Each bag got a sleeve of balls (donated by a local mortgage company), 3 tees, a t- shirt, a sticker with the tournament logo on it, 2 drink tickets, a paper that had the golf tournament rules on it (I've attached this), and a bag of chips.

We were not allowed to sell alcohol at the tournament because of liquor laws, but my golf course did allow me to give each golfer and volunteer 2 drink tickets (they kept up with these as people turned them in, and I paid for all of them at the end of the day.) They also allowed me to set up 3 drink stations throughout the course. We filled coolers full of their beer and seltzers. I had 2 volunteers set up at each station. They collected cash from people as they wanted to buy more drinks throughout the day. The drink stations were a HUGE hit. One of the golf course employees filled my coolers up around 6am. She kept up with everything that she put in the coolers. At the end of the day, she subtracted whatever was left, so that she knew how much to charge us. If your Golf Course has cart girls, then no need to worry about drink stations! I would just make sure they have multiple cart girls working that day.

### **The Week Before:**

I wrote each golfer's name on their goody bag. The week before the tournament, I emailed the golf course manager a list of names and which hole they would be starting at. They printed these out and put them on each golf cart on the morning of the tournament. I had volunteers that then placed each goody bag in that player's cart. That way after each person checked in, they warmed up at the driving range, then found their golf cart and they were ready to go to their starting hole for the shotgun start at 8:00.

I emailed all of the teams the week before the event letting them know all of the extras that were going to be available for purchase the day of the tournament and I also attached the rules card to the email so that everyone knew what to expect.

### **How to Collect Sponsorship Money:**

Make sure all sponsorship checks are written to KIF1A.org so that they can get a tax write off receipt. They do not get a tax receipt if the check is written to you, even though that money is still going to KIF1A.org. Make sure it is clear that all proceeds are going to KIF1A.org. People who donate gift cards or items can still get tax receipts as an "in kind" donation.

After I had collected a few checks for KIF1A.org, I would email Cassie at [accounting@kif1a.org](mailto:accounting@kif1a.org) and she would email me a FedEx label to send them to her. I unfortunately had a couple of checks get lost in the mail, which was a huge pain. At the end of the event, I also wrote a check

to KIF1A.org with whatever money was left in my checking account and sent it via FedEx to Cassie (she's wonderful by the way.) I also kept up with all donors on a separate spreadsheet for Cassie to email them their receipts once the event was done.

**Please email me if you have ANY questions!! [cureforemmery@gmail.com](mailto:cureforemmery@gmail.com)**

**Valerie Morris**



**SEPTEMBER 15, 2023**  
**SUNSET LANDING GOLF COURSE**  
346 JAMES RECORD ROAD SW, HUNTSVILLE, AL 35824

**4 PERSON SCRAMBLE FORMAT • \$400 PER TEAM OF 4**

**TWO ROUNDS TO CHOOSE FROM:**

**MORNING ROUND | REGISTRATION & BREAKFAST • 7AM | SHOTGUN START • 8AM**  
**AFTERNOON ROUND | REGISTRATION & LUNCH • 12PM | SHOTGUN START • 1:30PM**

**INCLUDES**

18 HOLES OF GOLF  
T-SHIRT  
2 DRINK TICKETS  
BREAKFAST/LUNCH

**CONTESTS & RAFFLES**

HOLE IN 1  
LONGEST DRIVE  
DRIVE THE GREEN RAFFLE  
CLOSEST TO THE HOLE

**DOOR PRIZES & PRIZES FOR  
1ST, 2ND & 3RD PLACE**

**SIGN-UP OR QUESTIONS**

VALERIE MORRIS  
CUREFOREMMERY@GMAIL.COM | 256.509.4706



**FOR MORE INFORMATION ON KIF1A, PLEASE VISIT CUREFOREMMERY.COM**



# SPONSORSHIP

## SEPTEMBER 15, 2023 • SUNSET LANDING GOLF COURSE

SPONSORSHIP LEVELS	BLACK gift card, cash or merch	GREEN \$500	BRONZE \$1000	SILVER \$2500	GOLD \$4000
LOGO ON SIGN AT REGISTRATION	★	★	★	★	★
LOGO ON TOURNAMENT T- SHIRT		★	★	★	★
SHARED SIGN AT ONE GOLF HOLE		★			
PROMINENT SIGN AT ONE GOLF HOLE			★	★	★
LOGO ON WELCOME BAG RULES CARD				★	★
LOGO ON CUREFOREMMERY.COM AND SHOUTOUT ON FACEBOOK PAGE				★	★
LOGO ON CHAMPIONSHIP TROPHIES					★
ONE 4-PERSON TEAM ADMISSION TO TOURNAMENT					★

**ALL SPONSORSHIP COMMITMENTS AND LOGOS MUST BE SUBMITTED NO LATER THAN SEPTEMBER 1**

**SIGN-UP OR QUESTIONS**  
 VALERIE MORRIS | CUREFOREMMERY@GMAIL.COM | 256.509.4706

**FOR MORE INFORMATION ON KIFIA, PLEASE VISIT CUREFOREMMERY.COM**  
 donation receipts will be sent to all sponsors  
 tax ID number, W9, 501(c)3 status, and invoice available on request



## SWING FOR THE CURE



### EMMERY MORRIS GOLF TOURNAMENT

RAISING FUNDS FOR KIFIA

## GOLF TOURNAMENT RULES

SEPTEMBER 16, 2022

### WELCOME!

THANK YOU FOR SUPPORTING OUR  
EFFORTS TO FIND A CURE FOR EMMERY!

### THIS WILL BE A 4-MAN, BEST BALL SCRAMBLE EVENT.

- All male players will tee off from the **BLUE** tee boxes. Ladies will tee off from the **GOLD** tee boxes unless a Power Drive is being used.
- When using a Power Drive, men will tee off from the **GOLD** tee box and ladies will tee off from **50 yards in front of the GOLD** tee box.
- The highest score possible per hole is **BOGEY**.
- For shots off the green, each player must play within a club's length of where the ball came to rest and cannot improve your lie (if you're in a bunker, you can't move it out of the bunker, if you're in the rough, you can't move it out of the rough).
- For shots on the green, each player must play within a putter's head of where the ball came to rest.

### DRINK STATIONS & DRINK TICKETS

- Drink stations are set up in the following locations. Water is free. All other drinks can be purchased with a drink ticket. There are two drink tickets per gift bag.
- **CASH ONLY AT DRINK STATIONS ON THE COURSE.**
- After hole 2 (which is also at hole 3 and between holes 7 and 8)
- At the restroom facilities (which is after hole 5, after hole 10, after hole 13 and near holes 17 and 18).
- After hole 14 (which is also before hole 15 and accessible after hole 12).
- Drink tickets, cash, and cards can be used in the clubhouse after holes 9 and 18.

### HOLES TO NOTE

- Hole 3 • Closest to the pin (measure from edge of cup). Winner receives 12 gift cards for large one topping pizza's from Papa Johns
- Hole 8 • Drive the green raffle. Enter at check-in or at the tee box. The winner takes home half the pot!
- Hole 13 • Long Drive competition (must be in the fairway). Prize for longest drive is a rangefinder.
- Hole 15 • Hole in One - **\$10,000 TO THE WINNER.**  
**TO BE ELIGIBLE FOR THE HOLE IN ONE: ALL PLAYERS (MALE AND FEMALE)  
WILL TEE OFF FROM THE BLUE TEES. PROS ARE NOT ELIGIBLE.**
- Hole 16 • Hire a Pro: For \$25, your team can hire a pro to drive the ball for you from the **GOLD** tee box.

### SCORECARDS, LUNCH, & PRIZES

- Turn in score cards at the white pavilion.
- Lunch will be served in the white pavilion. Help yourself to a hamburger and hotdog. Seating in the pavilion and clubhouse.
- Be sure to check the door prize table to take home what you've won!
- Winners of competitions and the tournament will be announced after the last team turns in their score card.

FOR MORE INFORMATION ON KIFIA, PLEASE VISIT [CUREFOREMMERY.COM](http://CUREFOREMMERY.COM)



# SWING FOR THE CURE



## EMMERY MORRIS GOLF TOURNAMENT

RAISING FUNDS FOR **KFIA**  
KIFIA.ORG

### THANK YOU TO OUR SPONSORS!

SEPTEMBER 16, 2022 • SUNSET LANDING GOLF COURSE

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**DAMSON  
AUTOMOTIVE**

- EST. 1961 -

**GC**  
**GAMECHANGER™**  
BY DICK'S SPORTING GOODS

  
**WOODLAND**  
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LENDERS

**ELM** Echols, Lindsey & Moore  
Structural Engineers, Inc.

  
**OPEN DOOR  
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LOCAL WELLNESS AND AESTHETICS

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SWING FOR THE CURE



EMMERY MORRIS  
GOLF TOURNAMENT

WATER IS FREE

**DRINK  
TICKET**

USE THIS TICKET FOR ANY OTHER BEVERAGE  
IN CLUBHOUSE OR AT DRINK STATIONS

# SWING FOR THE CURE



## EMMERY MORRIS GOLF TOURNAMENT

RAISING FUNDS FOR **KAFIA**

THANK YOU TO OUR SPONSORS!

**BAE SYSTEMS**

**DAMSON AUTOMOTIVE**  
- EST. 1961 -

**WOODLAND**  
HOMES OF HUNTSVILLE  
*Local Legacy. Legacy.*

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EMMERY MORRIS GOLF TOURNAMENT

RAISING FUNDS FOR **KAFIA**

SEPTEMBER 16, 2022

SUNSET LANDING GOLF COURSE



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