

**The 2012
East Alabama Youth
for Christ**



Fundraising Packet

PACKET CONTENTS

- **Welcome to the Team:** This is the information you need to get started.
- **Pledge Tally Sheet:** This form is meant to help you with record keeping. It will help you keep up with who has pledged to you and will be useful when reporting your progress.
- **Sample Sponsorship Letter:** This is a copy of a sample letter that you are welcome to use. Please email or call us with your list and we will be glad to print and mail your letters for you. Please have your potential donor list (names and addresses) ready.
- **Player Commitment Sheet:** Please fill out this sheet and return it to the YFC office by March 12, 2012.
- **Medical Waiver of Liability:** Please fill out this sheet and return it to the YFC office by March 12, 2012.
- **Pledge Cards:** These cards can be mailed or hand-delivered to prospective donors. Please call the YFC office if you need more. Turn in all completed cards as soon as possible.

WELCOME TO THE TEAM!

As always, the YFC staff and the teenagers of East Alabama thank you for your fundraising efforts on their behalf. For the next few weeks, you will be talking to a lot of people, and in one day, will play a lot of golf. What you will be doing is hard work, yet tremendously fulfilling. Youth for Christ, the sponsoring organization for this 2012 Iron Man of Golf, is counting on you and other supporters like you to help them make a major difference in the lives of many young people. If you have any ideas that might make this event more successful or if you are aware of a possible Iron Man, please give us a call at 334.501.5637.

Your Areas of Responsibility

To participate in the 2012 Iron Man of Golf, you have two responsibilities:

- 1. Raise at least \$2,500 in sponsorship pledges**
- 2. Try to play at least 100 holes of golf (requested but not required) on April 23, 2012, or choose a representative to play for you, at Indian Pines Golf Course**

Each of these duties is critical. The items in this packet should help to equip you to fulfill your commitment and assist you with suggestions. Please ask for help if you need it! YFC will be glad to help in any way that we can.

Raising Sponsorships

Here's how to get started:

- 1. Within the first week after making the commitment to be involved in the event, make a list of potential donors you want to contact. YFC's experience has demonstrated that four out of five people asked will sponsor you. Suggested places to look for donors are at your church, your family and friends, business clients, etc.**
- 2. Speak to each individual or send a personalized letter asking if they would consider becoming a sponsor. YFC can help print and mail your letter if you need them to.**

- 3. Call each person that you mailed a letter within one week. Ask if they received your letter and ask if they would like to sponsor you.**
- 4. Record the pledge commitment on the Pledge Tally Sheet. Provide all information requested and turn in the pledge form to the YFC office. Turn in all pledge commitments on the day of the event.**
- 5. Ask for referrals. When you talk to people, ask them if they would introduce you to their friends who might want to help.**
- 6. Keep brainstorming! As you go about your day, think of people you can ask to sponsor you. The more people you ask, the more money you will raise!**

The level of sponsorship from each donor will vary according to the individual. Your goal is to raise a minimum of \$25 per hole. That means if you average \$0.50 per hole, you will need 50 donors. Suggest to your potential donor the amount ranging anywhere from \$1 to \$2 per hole. If you suggest \$1, they will either say yes or come down to \$0.75 or \$0.50. Many times, people don't know what to give, so you need to help them with a specific figure.

Your business or employer might sponsor as a part of a promotional campaign. They could pledge a percentage of a particular day's sales to YFC on your behalf. They might provide a point of purchase donation opportunity for your efforts. Ask and see if your company or other businesses would be interested. Recruit others to help you secure pledge sponsors.

Your Commitment Includes

- 1. Your ultimate effort to raise \$25 per hole**
 - a. People give to people, not causes**
 - b. Make phone calls or face to face contact with potential donors**
 - c. 4 out of 5 people will give you the pledge you ask for**
- 2. Pledging at least \$1 per hole to your own efforts**
 - a. You get far more than \$100 returned**
 - b. Your pledge helps your commitment**

- c. It greatly helps your pledge efforts**
- 3. Accept phone calls the last 5 weeks before the event**
 - a. Reporting to someone helps hold you accountable**
 - b. Competition is naturally created**
 - c. YFC can see how the event is progressing**
- 4. Try to play at least 100 holes**
 - a. Usually averaging 109 to 115**
 - b. It's fun and can be some of your best golf ever played**

Summary

Your best efforts to raise at least \$25 per hole and play 100 holes of golf are vital to YFC and the teens we serve. Thank you for your commitment and hard work!

PLEDGE TALLY SHEET

Name: _____

#	Contact Date	Donor Name	Pledge Date	Pledge per hole	Total Amount
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					
26					
27					
28					
29					
30					

SAMPLE SPONSORSHIP LETTER

Over thirty golfers and I are going to risk total exhaustion, sunstroke and possible coronary to help make a difference in the lives of our kids in the East Alabama area. You too can help these teens by sponsoring me in the 2012 Youth for Christ Iron Man of Golf as we chase, hack, chip, putt and beat hundreds of little white balls from dawn to dusk.

All proceeds from the event will benefit the East Alabama chapter of Youth for Christ and aid in their efforts to challenge today's youth in the physical, emotional, mental and spiritual areas of life.

Your sponsorship will help fund the ministry of YFC to directly impact the lives of our local youth. Since the inception of YFC in the East Alabama area in 1982, our local high schools, junior high schools, as well as the Youth Development Center have benefited from the consistent care delivered by the YFC staff and volunteers.

I would like to challenge you to sponsor me at \$1, \$2 or even \$5 per hole. If I play 100 holes of golf in a single day, your \$1 per hole donation would enable our kids to get the support and encouragement they deserve.

Thank you for allowing me to share this opportunity with you. Attached is a response card. Just indicate the amount you would like to pledge and mail it today. You may also go to insideyfc.com to make a donation, just be sure to put my name in the Notes section. All donations are tax deductible and will be receipted.

If I do not hear from you within the next week, I hope you won't mind if a volunteer from YFC phones you for your response. I'm doing this because I really want to help the teens in our area. Thanks for your consideration in joining me.

**In Him,
Kevin Flannagan**

P.S. – If you choose to support me in this cause and I survive, I will let you know how many holes I played and the total amount of your sponsorship.

2012 YFC IRON MAN OF GOLF PARTICIPANT COMMITMENT FORM

Please read and sign this commitment statement, fill out the information and return it to Youth for Christ, P.O. Box 1722, Auburn, AL 36831-1722 by March 12, 2012.

YES! I want to participate in the 2012 YFC Iron Man of Golf on April 23, 2011. I believe I can reach the pledge goal of at least \$25 per hole and hereby commit to put forth the ultimate effort to do so.

YES! I understand that I am to have my sponsorship campaign in full swing within the first week after making my commitment.

YES! I have read and signed the Medical Waiver of Liability and fully agree to its terms.

Name: _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Home Phone: _____ **Cell Phone:** _____

T-shirt Size (circle one) **S** **M** **L** **XL** **2XL**

Email: _____

Signature: X _____

Date: _____

2012 YFC IRON MAN OF GOLF MEDICAL WAIVER OF LIABILITY

Name: _____

Date of Birth: _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Person to notify in case of emergency: _____

Relationship: _____ **Phone:** _____

Physician: _____ **Phone:** _____

I recognize that there is an element of risk in any outdoor sport or activity. Understanding of the inherent risks, dangers and rigors involved in the 2012 YFC Iron Man of Golf, I certify that I am fully capable of participating in this event.

I hereby assume all risks involved in playing in the 2012 YFC Iron Man of Golf. I and my heirs, successors and assigns will hold Youth for Christ and the management of the Indian Pines Golf Course harmless from any and all liabilities, actions, causes of actions and claims resulting from the 2012 YFC Iron Man of Golf.

Signature: X _____

Date: _____