



## ESSEX COUNTY GOLF EVENT PLANNING TIPS



### *MAXIMIZE THE POTENTIAL OF YOUR GOLF OUTING*

Having a Golf Outing at Essex County Golf Courses offers a great opportunity for your organization to raise funds, expose more potential donors to your mission or just have a fun day with friends. However, to be a successful you need to have a solid plan that allows you to have everything covered. The following is a simple planning guide that will help you to guarantee that you get the most out of your event.

#### **1) Select Your Course**

Essex County offers three great golf courses, all conveniently located near major highways. If your group has a number of beginning golfers, Weequahic and Hendricks Golf Courses may provide the best options and also saves \$10 per golfer.

#### **2) Create a Planning Committee**

It is very important that you have a Tournament Chairperson who will be the primary contact with our Golf Division and will coordinate other event workers and volunteers. Designate a committee that will be responsible for marketing, sponsorship, budgeting and event day volunteers.

#### **3) Get an Early Start**

Identify your fundraising goals early and then get your committee to work on attracting sponsors and players. The more time that you give yourself for these tasks, the more money you will be able to raise. Utilize your organization website to make people aware of the event and use e-mail to send invitations well in advance for Save The Dates. (See Sample Event Registration Form Enclosed)

#### **4) Event Day Coordination**

In working with our trained golf course staff, it is vital that your organization has plenty of volunteer help to coordinate registration and ensure that everyone has a great experience. This is your chance to make a great impression on donors and show the positive impact that your organization is having!

#### **5) Post Event Follow Up**

Evaluate what worked and what can be improved, send thank you notes and make calls to donors and sponsors, and begin planning for next year's Essex County Golf Outing.

