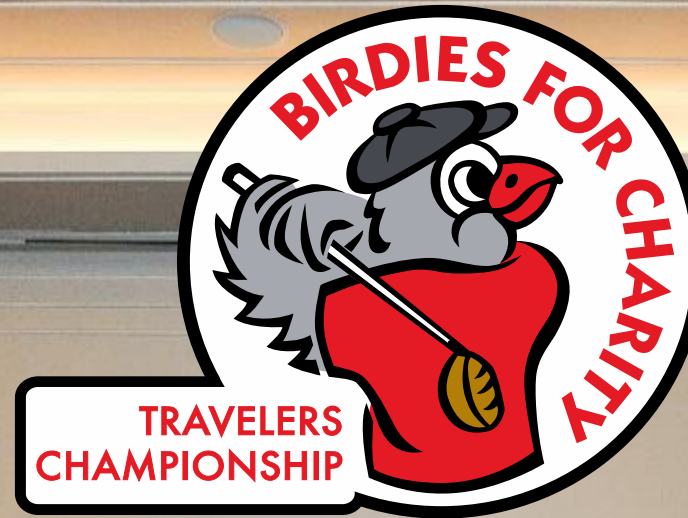




TRAVELERS CHAMPIONSHIP

June 18-24, 2018



2018 BIRDIES FOR CHARITY HANDBOOK

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ABOUT THE TRAVELERS CHAMPIONSHIP AND THE PGA TOUR'S TRADITION OF GIVING BACK

The **Travelers Championship** is proud to be a PGA TOUR event that donates 100 percent of net proceeds to charity every year. Since 1952, the tournament has given more than \$38 million to the community, and in 2017, the Travelers Championship generated more than \$1.7 million for 165 charities throughout New England. The tournament is committed to supporting our charitable community through Birdies for Charity and Chip In for Charity.

Launched in 2004, **Birdies for Charity** provides every 501(c)(3) in Connecticut an opportunity to raise awareness for its cause. The program is a giving platform that utilizes the excitement around the tournament to help nonprofits in communities across the region raise awareness and funds to support their missions. The Travelers Championship sends 100% of collected donations to the participating charities.

It is a **PGA TOUR** initiative to build a community of tournaments, players, charities, sponsors, partners, volunteers and fans who are committed to making a social investment by helping others. The majority of the funds raised as a professional sporting league are directed back into the local community where the tournament is held. This means that there isn't one specific beneficiary of the PGA TOUR. Instead there are nearly 3,000 charities and countless individuals worldwide who are touched by the TOUR's goal of giving back.



Together, anything's possible.





OVERVIEW

THE CONCEPT IS SIMPLE...

What is Birdies for Charity?

Birdies for Charity is a giving platform that utilizes the excitement around the Travelers Championship to help nonprofits across the region raise awareness and funds to support their missions. Simply collect donations and receive a bonus on every dollar raised!

The tournament provides a platform to make the program possible!

**TRAVELERS
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CHARITIES

Registered non-profits campaign for donations using the bonus pool as an incentive to give.

Your organization will receive a 15% bonus on top of each donation collected, thanks to the BFC Bonus Bucks Pool.

BONUS BUCKS

DONORS

Donors that want to boost their giving power, can make a donation online or by mail in the name of their selected charity.

ROLES & RESPONSIBILITIES

With our turnkey program administration, your organization's responsibilities are minimal and listed below. We will take care of the rest!

PARTICIPATING ORGANIZATION:

- **Designate** one or two **representatives** to be the Travelers Championship primary contacts (the organization's administrator)
 - Following the tournament, administrators are responsible for reviewing all submitted donations via the summary sheet provided by the tournament
 - If at any time, the administrator leaves the organization, you must inform the Travelers Championship in order to continue receiving communications.
- **Solicit donations** on behalf of your organization through:
 - Travelers Championship Birdies for Charity website
 - Send donation forms to Travelers Championship

TRAVELERS CHAMPIONSHIP & BIRDIES FOR CHARITY STAFF

Alleviate Fundraising Challenges

- Process all donation forms received
- Track and update all donations
- Send out payment reminders if needed
- Provide summary reports of collection status to each administrator

Provide You With the Tools to Succeed

- Administer all Birdies for Charity training sessions & communication
- Host (5) participating charities on-site at the 2018 Travelers Championship (*see page 13*)
- Host the annual Charity Check Presentation in the Fall of 2018

Cover all administrative and processing fees for both charities and donors

NONPROFIT RESOURCES

Upon registration, each organization will be provided with the following:

ONLINE DONATION LOGIN

- An online login that allows you to access the donation website:
 - View real-time donation totals
 - Access progress reports during the donation period
 - View donor information

DIRECT DONATION LINK

- A unique donation link that can be shared with donors and allow them to directly select your organization as the charity of choice

BIRDIES FOR CHARITY TOOLKIT

- A toolkit filled with promotional templates for all different channels including social media, emails, hard copy letters and more!



WAYS TO DONATE:

ONLINE DONATIONS

1. Simply direct donors to your organization's unique Birdies for Charity **website link** or to TravelersChampionship.com/birdies-for-charity to make a donation.
 2. Ask donors to complete the **simple contact form** on the first page and then to follow the system prompts to make a donation.
 3. At the conclusion of the 2018 Travelers Championship, any outstanding payments will be sent a reminder, when they can simply log back onto the donation website and make a payment.
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DONATION FORMS

- All physical donations made, must be accompanied by a donation form (i.e. checks or cash submitted). Hard copy donation forms can be picked up at the below locations or organizations can print out their own donation forms if desired. Donation form downloads can be found at www.travelerschampionship.com/birdies-for-charity.
- All Birdies for Charity donation forms and marketing materials can be picked up at the following locations:
 - **Travelers Championship** – 90 State House Square, 11th Floor, Hartford, CT 06103
 - **CT Nonprofit Alliance** – 75 Charter Oak Avenue, Hartford, CT 06106
 - **Travelers Championship Stamford Office/The Ashforth Company** – 707 Summer Street, Stamford, CT 06901

PAYING BY CHECK

Checks must be:

- Made payable to: **Travelers Championship** or **Birdies for Charity**
 - Accompanied by a donation form
- OR
- Received with a copy of the Birdies for Charity receipt indicating the donation that the payment is intending to cover. Any checks received without a receipt or donation form will NOT be accepted and will be returned promptly to the donor.
 - Sent to:

**Travelers Championship
Attn: Birdies for Charity
90 State House Square
11th Floor
Hartford, CT 06103**

DONATION COLLECTION PROCESS

SUNDAY, JUNE 24 | DONATIONS DEADLINE

All individual donations must be sent in via donation form or through the Birdies for Charity website before June 24 at **6:00 p.m.** or they will not be accepted for processing.

Any donors with outstanding payments will also be sent a reminder email with how to fulfill their promised donation.

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- At no time will the Birdies for Charity program accept payments that were tracked and collected by the participating organization. Participating charities and their administrators will **NOT** be allowed to submit lists of donor information for processing.
 - All checks must come from the original donor. Checks received from the participating organization will NOT be accepted.
 - No donations will be accepted in exchange for goods and services (i.e. event registration, silent auction items, etc.)
 - All payments will be accepted at or above the donation amount. **Please note the Birdies for Charity Program will provide 100% of any additional funds collected to the participating charity.**

INCENTIVES



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BIRDIES BONUS BUCKS

YOU GIVE, WE GIVE MORE!

The strongest incentive of the BFC program is that each organization that raises money through the Birdies for Charity program will receive 100% of every donation collected, PLUS a **15% bonus on top of every donation**. The maximum bonus is \$11,250 (which would equal 15% of \$75,000 in donations collected) in total matching funds.

For Example:

2018 Collected Donations: \$2,000

2018 Bonus Bucks Program: \$300

Total Funds Received in 2018: \$2,300



ON-SITE EXPOSURE

The **top four fundraising charities** by May 31 will receive one day of on-site exposure at the 2018 Travelers Championship, Wednesday, June 20 – Sunday, June 24. In addition, the tournament will also randomly draw a participating charity to receive a day in the Birdies for Charity booth (Wed. - Sun.).

The Birdies for Charity booth is an onsite tent space for charities to share their mission. In addition to gaining more exposure, the charities will be able to collect additional donations at this high traffic location onsite!



IHEARTMEDIA EXPOSURE

For the third year, the tournament will partner with iHeartMedia to continue to elevate the Birdies for Charity Program and provide charities with a platform to tell their stories. Opportunities throughout the Spring will arise including:

- Prerecorded interviews with Renee DiNino for top fundraising charities
- On-site tournament week radio interviews for all charities



Check out last year's iHeartMedia Partnership

[Renee DiNino's Birdies for Charity Blog](#)

[Sample Charity Interview](#)

RESOURCES



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IMPORTANT DATES TO REMEMBER

| Date | Event |
|-------------------|--|
| February 28, 2018 | Birdies for Charity fundraising season officially begins |
| May 2018 | Birdies for Charity Kick-Off Event |
| May 31, 2018 | Deadline and drawing for on-site booth exposure |
| June 24, 2018 | Deadline to submit all collected donations |
| July 2, 2018 | Deadline for reviewing donation summary |
| Fall 2018 | Charity Celebration & Check Distribution |

MEGA MESSAGES

Use these mega messages when talking to your staff, board members, donors or volunteers and become a spokesperson for Birdies for Charity:

- **100%** of collected donations go back to your charity!
- It is a **fun way** to solicit donations without taking on a heavy workload.
- Earn a **15% bonus** on every dollar raised from our Bonus Bucks program.
- Donations may help **showcase your organization** at the 2018 Travelers Championship with an on-site booth to help gain more exposure.
- There are **no online fees for donors** as the administrative and processing fees are covered by the Travelers Championship.
- Spread your organization's mission by utilizing the tournament's platform

IDEAS TO GET INVOLVED

Below are some examples of ways your organization can incorporate Birdies for Charity. Experiment with creative ideas to expand your donor base and to raise more throughout the year.

Get social: Activate your social media following to talk about the program. You can also promote through an e-newsletter and website with a link to your online donation site.

Collection force: Keep others involved within your organization to work on your Birdies for Charity fundraising. Entice them to participate with small prizes!

Fundraising goal: Set a goal to determine how many donations you will need or money you want your organization to raise. Use this as a promotional push throughout the year.

FREQUENTLY ASKED QUESTIONS

How do you keep track of which donations go to which charity? Donors are asked to select a charity of choice when donating online or on the donation form. It is imperative that the charity ensures their organization's name is written on the donation form before the form is submitted. We strongly recommend reminding donors to use your unique donation link or select your organization name from the drop down menu online.

Will we be able to access donors, contact information and amount donated during the Birdies for Charity campaign? Yes, your organization's administrator will have access to a complete list of your donors and contact information throughout the donation period.

Should we collect the donation forms or should they send them to you? All donation forms should be sent directly to Travelers Championship at the following address for processing:

**Travelers Championship
Attn: Birdies for Charity
90 State House, 11th Floor
Hartford, CT 06103**

It is in the best interest of the participating organization to submit the donation forms in a timely fashion. Withholding donation forms to be sent in at once will prohibit the organization from receiving accurate status reports.

Will you use our donor information for any other mailing or solicitation purposes? No. All donor information will remain confidential and will ONLY be provided to the designated administrator. Contact information will not be used for any purpose other than for processing donations.

FREQUENTLY ASKED QUESTIONS

Is the donation considered tax deductible? Checks should be made payable to the “Travelers Championship,” which is a 501(c)(3) and considered tax deductible. Therefore, no goods or services can be received in exchange for a donation.

When are donations due? All donation forms must be submitted or postmarked by 6:00 p.m. on June 24, 2018.

Where can I get donation forms? Are they available electronically? Donation forms can be downloaded at travelerschampionship.com/birdies-for-charity. They will also be on hand at multiple locations throughout the state. Please see the locations on the ‘Ways to Donate’ section of the handbook (page 8).

For any questions or program assistance, please contact

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Travelers Championship Website: www.travelerschampionship.com/birdies-for-charity

