



TRAVELERS
CHAMPIONSHIP



FUNDRAISING TOOLKIT 2018



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The Travelers Championship and Birdies for Charity staff are dedicated to making Birdies for Charity as easy as possible for your organization to raise funds. This toolkit provides several examples and templates of ways to reach out to donors, friends and family!

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**If you need any additional ideas, please contact
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Social Media Templates

Facebook

1. Contribute today to (nonprofit organization) through the Birdies for Charity program! We receive an additional 15% of each dollar we raise, thanks to the Bonus Bucks Pool. Donate at (donation website).
2. Last year, through Birdies for Charity (nonprofit organization) was able to (insert description of what your organization was able to do with funds raised) through our Birdies for Charity fundraising. Help us continue to (insert organization mission statement) by donating today! (donation website)
3. It's not too late! You can still donate to (nonprofit organization) through the Birdies for Charity program. We will receive an additional 15% of each dollar we raise, thanks to the Bonus Bucks Pool. Donate at (donation website).
4. Help (nonprofit organization) come out on top of the Birdies for Charity program! The top four donation-collecting charities by May 31 will receive one day of on-site exposure at the Birdies for Charity booth at this year's (TAG – Travelers Championship). Donate now at (donation website).
5. We have reached the halfway point to our Birdies for Charity goal! Only (number of days) to have your donation increased by 15%. Here we go!
6. Here is a simple way to make an even more powerful contribution! Help grow the power of giving by donating through Birdies for Charity, where your donation will be matched 15% thanks to the Bonus Bucks Pool. Click here to make your donation go further! (donation website)



Social Media Templates

Twitter

1. There are only XX days left until the Birdies for Charity program ends! Donate now (donation website).
2. We are excited to participate in Birdies for Charity! Donate (donation website) and we'll receive a 15% match!
3. We need (donation goal) by May 31 to be on of the top four donation-collecting charities. The top 4 will receive one day of on-site exposure at the Travelers Championship!
4. You only have until June 24 to donate to us through Birdies for Charity and help us get an extra 15% on your donation! (donation website)
5. Help (nonprofit mission) by supporting (nonprofit organization) in the (Tag - @travelerschamp) Birdies for Charity program!
6. Birdies for Charity makes your donation grow by 15%! Please support us by donating (here)!
7. Your donation + a 15% bonus = MORE support for (nonprofit organization) and helping (insert part of mission statement). Donate here! (donation website)
8. Make your donation grow! Donate through Birdies for Charity and it will grow by 15% thanks to the Birdies for Charity Bonus Bucks Pool. Ready to make your donation go further? (donation website)



Email Template

Version 1 – Returning Charities

Dear _____,

We are excited to again announce our 2018 partnership with the Travelers Championship Birdies for Charity program. Last year with the money that **(nonprofit organization)** raised through Birdies for Charity, we were able to **[insert how your organization utilized your 2017 funds raised]**.

As a reminder, Birdies for Charity is a giving platform where nonprofits simply solicit donations and receive a 15% bonus on every dollar raised! So make your donation go even further by donating to us through the Birdies for Charity program. There is no cost for **(nonprofit organization)** to tap into the excitement of Connecticut's only PGA TOUR event and have your donation help us receive extra funds!

In our continued effort to **(insert mission statement)** we hope you will join us as we raise funds through the Birdies for Charity program. For 2018, our goal is to raise \$_____ these funds will help provide _____ for _____. Please help our mission by donating through the Birdies for Charity program today. Simply visit our donation website, at **XXX**.

Thank you for your continued support!

Thank you,



Email Template

Version 2 – New Charities

Dear _____,

Have you heard? **(nonprofit organization)** has become a member of the Birdies for Charity program! We are excited to announce our 2018 partnership with the Travelers Championship and this unique fundraising program.

Birdies for Charity is a giving platform where nonprofits simply solicit donations and receive a 15% bonus on every dollar raised! So make your donation go even further by donating to us through the Birdies for Charity program. There is no cost for **(nonprofit organization)** to tap into the excitement of Connecticut's only PGA TOUR event and have your donation help us receive extra funds!

In our continued effort to **(insert mission statement)** we hope you will join us as we raise funds through the Birdies for Charity program. For 2018, our goal is to raise \$_____, these funds will help provide _____ for _____. Please help our mission by donating through the Birdies for Charity program today.

Simply visit our donation website **(donation website)**.

Thank you for your continued support!

Thank you,



Letter Template

Dear Friends,

(Nonprofit organization name) is excited to announce our fundraising partnership with the 2018 Travelers Championship Birdies for Charity program! The Birdies for Charity program provides 501(c)(3) organizations in Connecticut the opportunity to raise funds by collecting donations.

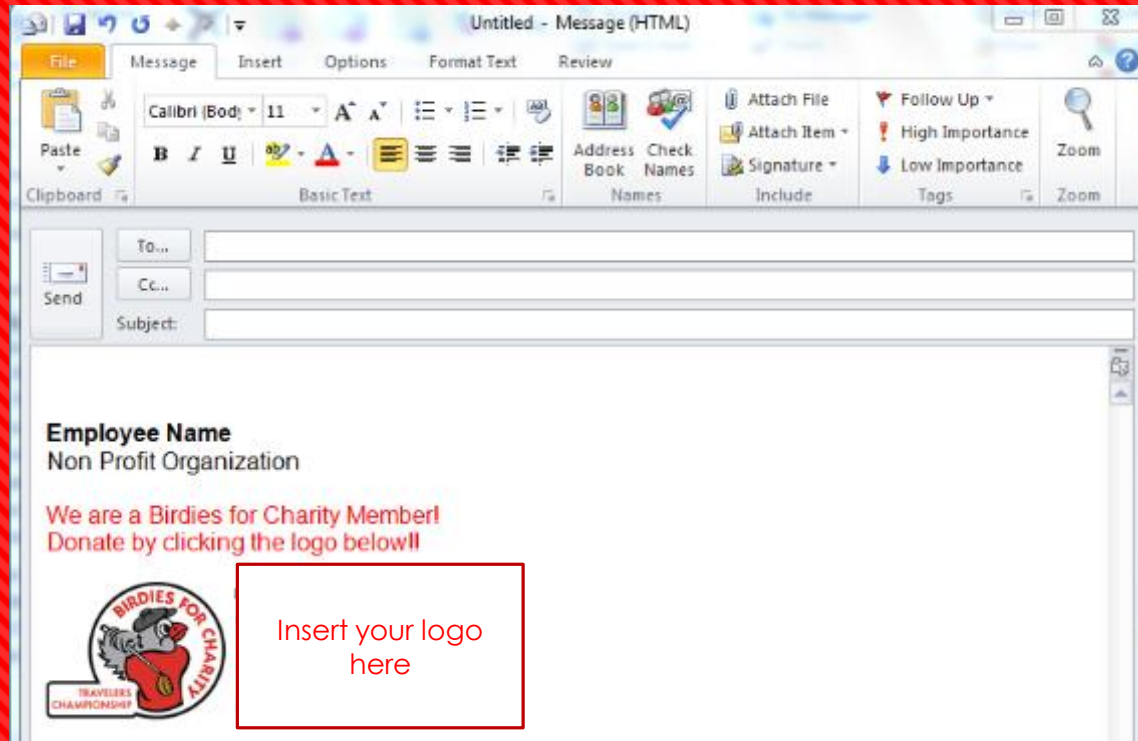
Join us in this exciting fundraising initiative! With your help the (nonprofit organization) **will also be eligible** for additional Birdies for Charity funds through the Bonus Bucks program. Each organization that raises money through Birdies for Charity will receive a 15% bonus on top of all donations. So make your donation go even further by donating through Birdies for Charity. The maximum bonus is \$11,250 (which would equal 15% of \$75,000 in donations collected).

In addition, help our organization gain additional exposure by being one of the top four fundraising charities by May 31, 2018 and qualify for an expo booth at the 2018 Travelers Championship.

Your donation to (nonprofit organization) will help to (insert a description about who/what will benefit from the funds raised) Making a donation is simple and easy. Please just complete the form enclosed or log onto our Birdies for Charity donation website.

Thank you,

Email Signature Setup



Email, could be the most beneficial tool you use. By inserting the Birdies for Charity logo into your email signature, the people you are communicating with on a regular basis will be provided with an easy path to your donation website, each time they read your email.

Email Signature Setup

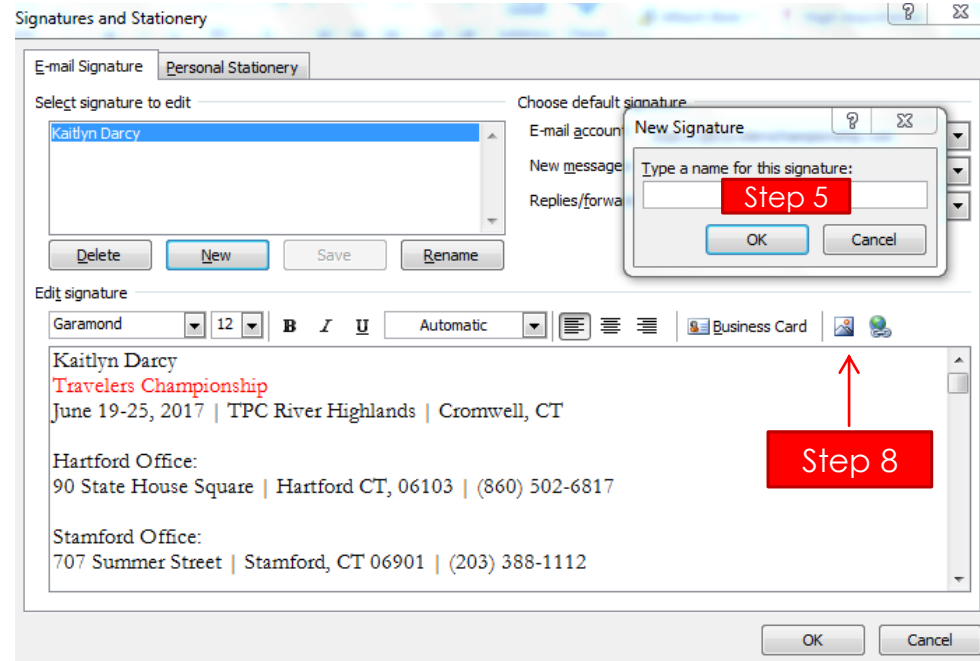
Continued

How to Add an Icon to Your Signature:

1. Save the Birdies for Charity logo to your Pictures
2. Open up Microsoft Outlook
3. Open a new message
4. On the Message tab, in the Include group, click Signature
5. Type a name for the signature then click OK.
6. In the Edit Signature box, type the text you want to include.
7. To add a picture, click the picture logo, located by the font toolbar.
8. Find the Birdies for Charity logo, click to select it and then click OK.



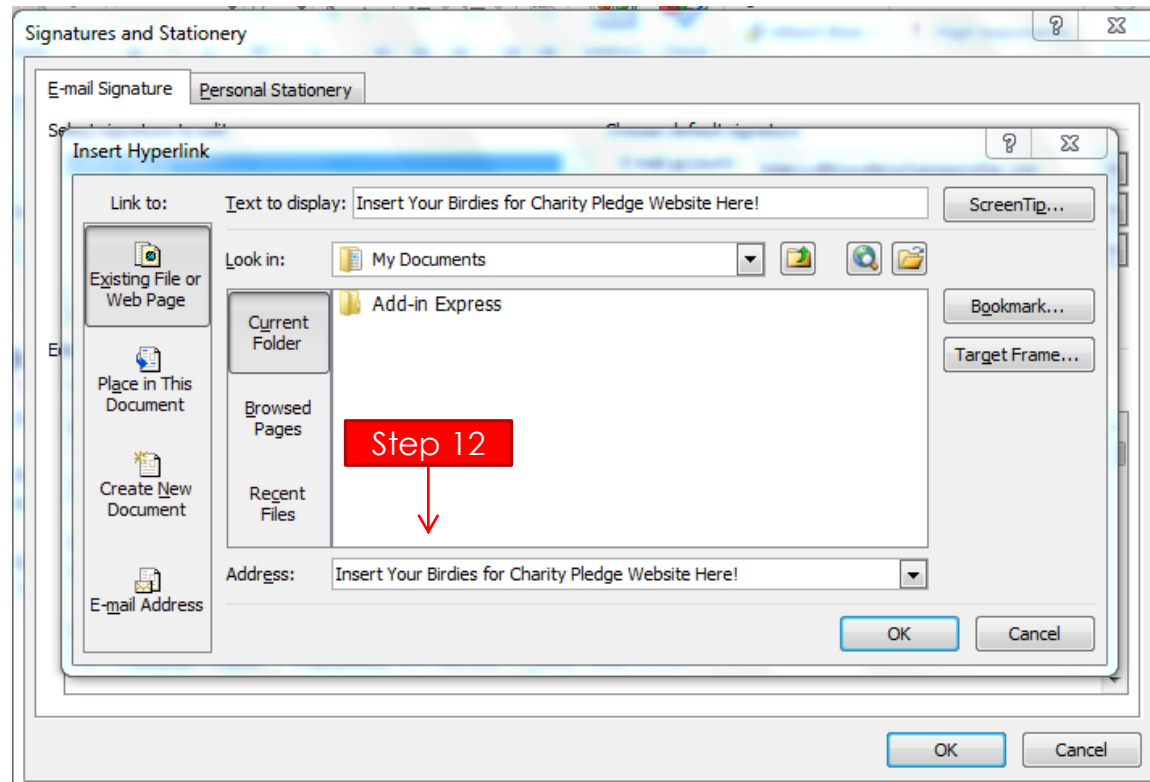
Step 4



Email Signature Setup *Continued*

How to Add an Icon to Your Signature (continued):

9. You can move the logo as you see fit
10. To hyperlink the picture, click on the picture, and then click the hyperlink button located next to the picture icon.
11. In the address column that pops up, input your Birdies for Charity donation website link, then click OK.
12. To finish creating the signature, click OK.




Make sure this is your default signature to New Messages, and Replies/Forwards, and you are all set!



Birdies for Charity Website

Get comfortable with your personal donation website! Your website provides you with complete access to your organization's fundraising program. Birdies for Charity is utilizing a new user-friendly website, Trust Event, keep track of all online donations.

You are logged in as: (Logout) [Event Home](#) | [About Us](#) | [Contact Us](#)

 **TRAVELERS**
CHAMPIONSHIP

JUNE 18-24, 2018 | TPC RIVER HIGHLANDS | CROMWELL, CT

CONTACT INFORMATION

* Mandatory Fields
Hello,
Please edit your contact information below or select another option from the side menu.

MESSAGE

Use this Link to invite people to donate directly to your charity:

<https://events.trustevent.com/index.cfm?eid=2960&charityid=5267370>

BILLING CONTACT INFORMATION

Prefix

First Name*

Last Name*

Menu

- Contact Info/Uploaded Files
- Donation Information
- Registration Summary
- Change My User Name & Password
- Logout
- Custom Reports
 - CHARITY NAME**
Donation Report
- Questions or Comments

1. Your Direct Donation Link

2. Change your automated log in

3. Click Here to Pull Your Report