



TRAVELERS CHAMPIONSHIP



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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 \$36 million to the community, and in 2016, the Travelers Championship generated more than \$2.8 million for 160 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 and funds by collecting pledges based on the number of birdies made by PGA TOUR professionals during the week. At the conclusion of the tournament, the Travelers Championship calculates the pledge amounts by the number of birdies made and distributes invoices to each donor. The Travelers Championship sends 100% of collected pledges 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?

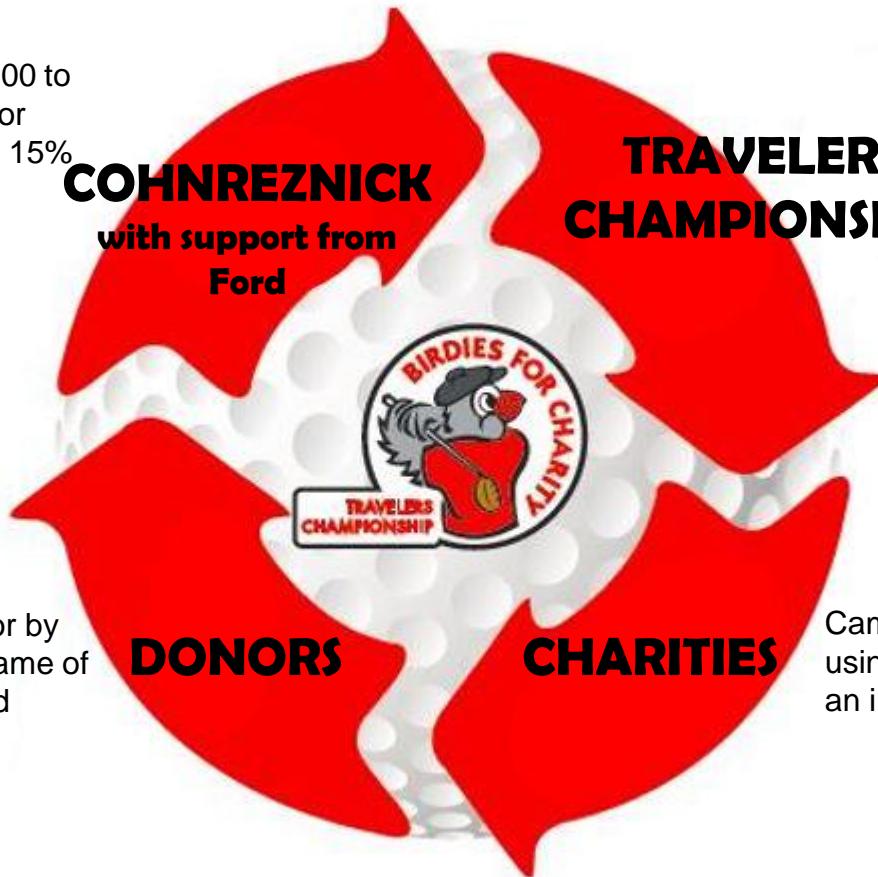
A pledge-based fundraiser, based upon the number of birdies made during the Travelers Championship, June 19 - 25.

Donates \$65,000 to Bonus Bucks for your additional 15% bonus!

COHNREZNICK
with support from
Ford

**TRAVELERS
CHAMPIONSHIP**

Provides a platform to make the program possible!



Give online or by mail in the name of their selected charity

DONORS

CHARITIES

Campaign for donations using the bonus pool as an incentive to give

FUNDRAISING METHODS:

Birdies Pledge System

Simply solicit online pledges based on the number of birdies made during the 2017 Travelers Championship (Monday, Wednesday – Sunday.) Each year, between 1,500 – 2,000 birdies are made.

Flat-Rate Donations

Flat-rate donations are also accepted, at a minimum of \$10.00. This is a good way to use a long-time donor's contributions to help raise your totals!

GOLF 101

A GREAT GOLF SWING CAN MAKE ALL THE DIFFERENCE.

You do not need to be a golf fan to help solicit donations. We summarized everything you need to know below!

PAR: The perfect score on any given hole. It is the normal expected score of a PGA TOUR professional.

Example: If par is 4 on a hole, that means the golfer is expected to take 4 shots to make it into the hole.

BIRDIE: The score of one stroke below par on a hole. This score is one score better than a par.

Example: If par is 4 on a hole, that means that if the golfer takes 3 shots to make it into the hole, they have scored a birdie.

WHAT DOES THIS MEAN? As the players do better during the tournament, your charity gets more money!

PGA TOUR professionals are anticipated to make an average 1,500-2,000 birdies on Monday and Wednesday – Sunday of the Travelers Championship.

QUICK FACTS

Travelers Championship Dates:

June 19-25, 2017

2016 Travelers Championship

Champion: Russell Knox

Minimum Pledge Amount:

\$0.02 per birdie

Example: 1,800 birdies made x \$0.02 per birdie = \$36 donation to your organization!

Minimum Flat-Rate Donation: \$10

History of Birdies Made:

2016: 1,841 birdies

2015: 1,829 birdies

2014: 1,828 birdies

2013: 1,620 birdies

2012: 1,855 birdies

2011: 1,839 birdies

2010: 1,834 birdies

2009: 1,888 birdies

IN 2016, THE PROFESSIONALS MADE 1,841 BIRDIES DURING THE TOURNAMENT.

IF 1,800 BIRDIES ARE MADE IN THE 2017 TOURNAMENT THE PLEDGES WOULD LOOK LIKE THIS:

Per Birdie Pledge	Pledge x 1,800 Birdies
\$0.02	\$36.00
\$0.05	\$90.00
\$0.10	\$180.00
\$1.00	\$1,800.00
\$5.00	\$9,000.00
\$10.00	\$18,000.00

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:

- **Solicit pledges** on behalf of your organization and submit those pledges through one of the following ways for processing, billing and collection:
 - Travelers Championship Birdies for Charity website
 - Send pledge cards to CohnReznick
- **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 pledges 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.

TRAVELERS CHAMPIONSHIP / COHNREZNICK

- Register all participating charities
- Develop and distribute all program materials and information to participating charities
- Administer all Birdies for Charity training sessions & communication
- Process all pledge forms received
- Track and update all pledge and flat-rate donations
- Support participating charities and administrators' fundraising strategies
- Host (5) participating charities on-site at the 2017 Travelers Championship (see page 15)
- Invoice and collect of all pledges and flat-rate donations
- Provide summary reports of collection status to each participating administrator
- Host the annual Charity Check Presentation in the Fall of 2017

ONLINE PLEDGE SOLICITATION

Top Charities	
MARC Community Resources	\$2,457.18
Capital City Education Alliance, Inc.	\$1,000.00
Warm the Children-Kwanza Foundation of Middletown	\$650.00
Make-Hartford	\$150.00
Lions Low Vision 25B	\$50.00

- Upon registration, each **organization** will be provided with their own:
 - Online pledge website
 - A unique website link
 - Personalized login information
- All **administrators** will have the ability to:
 - Track their own pledges/ flat-rate donations
 - Access comprehensive progress reports during the pledge and payment seasons
- Each organization's individual pledge website will allow the **donor** to:
 - Select the organization as the charity of choice
 - Provide the donor with the opportunity to click on the organization's website, if they are interested in more information

ONLINE PLEDGE SOLICITATION CONTINUED

Collecting Online Donations

1. Direct donors to your organization's personalized Birdies for Charity **website link** or to TravelersChampionship.com/birdies-for-charity to make a per birdie pledge or flat-rate donation.
2. Ask donors to complete the **simple registration form** on the first page and then to follow the system prompts to make a donation.
3. At the conclusion of the 2017 Travelers Championship, all unpaid flat-rate and per birdie donations will **receive an electronic and/or paper invoice** providing their payment information.
 - Donors can simply log back onto the pledge website and make a payment via credit card or **send a check made payable to the "Travelers Championship" to:**

CohnReznick
Attn: Birdies for Charity
350 Church Street, 12th Floor
Hartford, CT 06103

PLEDGE SOLICITATION PLEDGE FORMS

Paper Pledge Forms

Upon registering, the Travelers Championship will provide each charity with pledge forms to get started.

Photocopied pledge forms will be accepted and pledge forms will be available for download from TravelersChampionship.com.

Personalized Electronic Pledge Forms

This year, the Travelers Championship is giving each charity the opportunity to have personalized electronic pledge forms. Each organization can print out their own personalized electronic pledge forms if desired.

Please contact Kaitlyn Darcy at kdarcy@travelerschampionship.com for personalized electronic pledge forms.

All Birdies for Charity pledge forms and marketing materials can be picked up at the following locations:

- **Travelers Championship** – 90 State House Square, 11th Floor, Hartford, CT 06103
- **CT Community Nonprofit Alliance** – 75 Charter Oak Avenue, Hartford, CT 06106
- **Travelers Championship Stamford Office/The Ashforth Company** – 707 Summer Street, Stamford, CT 06901



PLEDGE COLLECTION PROCESS

SUNDAY, JUNE 25 | DONATIONS DEADLINE

All individual pledges and flat-rate donations must be sent in via pledge form or through the Birdies for Charity website before June 25 at **6:00 p.m.** or they will not be accepted for processing.

MONDAY, JULY 10 | DONATION SUMMARY

After the 2017 Travelers Championship, the tournament staff will provide each administrator with a summary of their donors and the subsequent pledges and flat-rate donations collected. This must then be reviewed by the administrator prior to July 10, 2017.

TUESDAY, JULY 11 | INVOICING BEGINS

The Travelers Championship will issue multiple rounds of invoices, beginning on July 11 and continuing every three weeks throughout the summer.

- 1st Round: **July 11**: Electronic/paper invoices for donors without email address
- 2nd Round: **August 8**: Electronic/paper invoices to all unpaid donors without an email address
- 3rd Round: **September 5**: Paper invoices to all remaining unpaid donors

Checks must be:

- made payable to: **Travelers Championship**
- **must** be received with a copy of the Birdies for Charity invoice indicating the pledge or flat-rate donation that the payment is intending to cover. Any checks received without an invoice will NOT be accepted and will be returned promptly to the donor.
- sent to:

CohnReznick
Attn: Birdies for Charity
350 Church Street, 12th Floor
Hartford, CT 06103

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 payments (both check and credit card) **must come from the original donor**. Payments from the participating charity or another individual on behalf of a donor will not be accepted without prior authorization from the Travelers Championship staff.

All payments will be accepted at or above the pledge/flat-rate amount. **Please note the Birdies for Charity Program will provide 100% of any additional funds collected to the participating charity.**

INCENTIVES



BIRDIES BONUS BUCKS

presented by

COHN  REZNICK

ACCOUNTING • TAX • ADVISORY



YOU GIVE, WE GIVE MORE!

CohnReznick is the proud sponsor of the Birdies for Charity Bonus Bucks Program and has generously donated \$50,000 to be distributed among participating nonprofits. Thanks to additional support from Ford, the Bonus Bucks Pool for 2017 will be \$65,000 total.

Each organization that raises money through the Birdies for Charity program will receive a minimum **15% bonus on top of the pledges collected**. The maximum bonus is \$11,250 (which would equal 15% of \$75,000 in donations collected).

For Example:

2017 Collected Pledges: \$2,000

2017 Bonus Bucks Program: \$300

Total Funds Received in 2017: \$2,300

ON-SITE EXPOSURE

The **top four pledge-collecting charities** by May 31 will receive one day of on-site exposure at the 2017 Travelers Championship, Wednesday, June 21 – Sunday, June 25. In addition, the tournament will randomly draw a participating charity to receive a day of their choice (Wed. - Sun.).



Birdies for Charity booth may be used as a means of gaining additional exposure for the charity, as well as for collecting additional pledges at a high traffic location onsite!



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RESOURCES

IMPORTANT DATES TO REMEMBER

Date	Event
November 22, 2016	Birdies for Charity pledge season officially begins
April 27, 2017	Birdies for Charity Kickoff Breakfast
May 31, 2017	Deadline and drawing for on-site booth exposure
June 25, 2017	Deadline to submit all collected pledges and flat-rate donations
July 10, 2017	Deadline for reviewing pledge and flat-rate donation sheet summary
July 11, 2017	Invoicing begins
September 22, 2017	Birdies for Charity pledge collection deadline
October/November	Charity Celebration & Check Presentation

TRAINING SESSIONS

The Birdies for Charity team is happy to provide the following training sessions for all of our participating and interested nonprofits.

2017 Training Session Schedule:

Date & Time	Location
MARCH 2 10am-11am	The Alliance CT Nonprofit Center 75 Charter Oak Ave (Building 1) Hartford, CT
MARCH 15 10am-11am	Bridgeport Neighborhood Trust 570 State Street Bridgeport, CT 06604
MARCH 23 10am-11am	CohnReznick 350 Church Street Hartford, CT 06103
MARCH 29 10am-11am	CT Access Agency 1315 Main Street, Suite 2 Willimantic, CT 06226

To register for an in-person training session, please email your contact information including name, agency, email address, and phone number to Taylor Whiting at twhiting@travelerschampionship.com. Directions will be provided upon confirmation of registration.

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 pledges and 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.
- **Flat-rate donations** (minimum of \$10) are also a great way to raise money through the program.
- Pledges may help **showcase your organization** at the 2017 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.

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.

Host an event: Whether it is an annual fundraiser or a new inspired event, incorporate Birdies for Charity into the donation portion of the event. Set up a booth with materials, turn the entry fee into a donation through BFC, etc.

Secure annual donors: Request that your annual donors make their contribution through Birdies for Charity so that their donation can go even farther through the Bonus Bucks Pool!

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 pledge 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 pledges 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 pledges go to which charity? Donors are asked to select a charity of choice when donating online or on the pledge form. It is imperative that the charity ensures their organization's name is written on the pledge form before the form is submitted. We strongly recommend reminding donors to select your organization name from the drop down menu online.

Will you provide us a list of the donors, contact information and amount pledged at the end of 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 pledge and billing periods.

How do we know how many pledges have been submitted on our behalf? All administrators have access to their own progress reports on their pledge website throughout the pledge and billing seasons. These summaries will provide the participating organization donor information, payment status and total collection rates.

Should we collect the pledge forms or should they send them to you? All pledge forms should be sent directly to CohnReznick at the following address for processing.

CohnReznick
Attn: Birdies for Charity
350 Church Street, 12th Floor
Hartford, CT 06103

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

FREQUENTLY ASKED QUESTIONS

CONTINUED

Does a donor have to pledge based on the number of birdies or can they just make a donation? Flat-rate donations are accepted at or above \$10.00.

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 pledge collections.

Is the pledge considered tax deductible? Checks should be made payable to the “[Travelers Championship](#),” which is a 501(c)(3), and is therefore considered tax deductible.

When are pledges due? All pledge forms must be submitted or postmarked by 6:00 p.m. on June 25, 2017.

Where can I get pledge forms? Are they available electronically? Pledge forms will be provided to you within your Birdies for Charity getting started package. They will also be on hand at multiple locations throughout the state. Please see the locations in the ‘Pledge Forms’ section of the handbook (page 11). Please remember, electronic pledge forms are always available at www.TravelersChampionship.com/birdies-for-charity

Whom can I contact for further information?

Taylor Whiting at 860-502-6805 or twhiting@travelerschampionship.com

OR

Kaitlyn Darcy at 860-502-6817 or kdarcy@travelerschampionship.com