



Presented by

COHN  **REZNICK**

ACCOUNTING • TAX • ADVISORY

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TOOLKIT

2017

Toolkit Table of Contents

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
Taylor Whiting at twhiting@travelerschampionship.com

Social Media Templates

Facebook

1. Contribute today to **(nonprofit organization)** through the Birdies for Charity program! We receive an additional 15 percent of each dollar we raise, thanks to the Bonus Bucks Pool sponsored by CohnReznick. Donate at **(pledge website)**.
2. Birdies for Charity takes both pledges and donations for area non-profits like us! Donate at least \$0.02 per birdie hit during the **(TAG – Travelers Championship)** or make a flat-rate donation.
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 sponsored by CohnReznick! Donate at **(pledge website)**.
4. Help **(nonprofit organization)** come out on top of the Birdies for Charity program! The top four pledge-collecting charities by May 31, 2017, will receive one day of on-site exposure at the Birdies for Charity booth at this year's **(TAG – Travelers Championship)**. Donate now at **(pledge website)**.
5. We have reached the halfway point to our Birdies for Charity goal! Only **[number of days]** to have your donation matched 15%. Here we go!

Social Media Templates

Twitter

1. There are only **XX** days left until the Birdies for Charity program ends! Donate now at our pledge website, **(pledge website)**.
2. We are excited to participate in Birdies for Charity through CohnReznick. Donate and we'll receive a 15% match!
3. We need **(# of pledges)** by May 31 to be one of the top four pledge collecting charities. The top 4 charities will receive one day of on-site exposure at the Travelers Championship!
4. You only have until June 25 to donate to us through Birdies for Charity and help us get an extra 15% on your donation!
5. Help **(nonprofit mission)** by supporting **(nonprofit organization)** in the **(TAG – @Travelerschamp)** Birdies for Charity Program!
6. Birdies for Charity makes your donation grow! Pledge **[here]**!

Email Template

Version 1

Dear _____,

We are excited to announce our 2017 partnership with the Travelers Championship Birdies for Charity program, a unique fundraising program to get excited about!

Birdies for Charity is a pledge-based fundraising program based on the number of birdies made by the PGA TOUR professionals during the Travelers Championship. For example, a \$0.02 pledge would equal a \$36.00 donation if 1,800 birdies are made. You can make a flat-rate donation of at least \$10.00, too! The Travelers Championship will donate 100% of the proceeds from your donation to **(nonprofit organization)**.

Your donation will also help us receive extra funds! Each organization that raises money through the Birdies for Charity program will receive a 15% bonus on top of the pledges collected.

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 2017, 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 pledge website, at **XXX**.

Thank you for your continued support!

Email Template

Version 2

Dear _____,

Have you heard? **(nonprofit organization)** has become a member of the Birdies for Charity program!

The Birdies for Charity program is a pledge-based program based on the number of birdies made by the PGA TOUR professionals during the week of the Travelers Championship. If 1,800 birdies are made, a \$0.02 pledge would be a \$36.00 donation to our organization. Or you can make a flat-rate donation of at least \$10.00 too!

Simply visit our pledge website at **XXX** to donate.

Thank you,

Letter Template

Dear Friends,

(Nonprofit organization name) is excited to announce our fundraising partnership with the 2017 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 pledges based on the number of birdies made by PGA TOUR professionals during the tournament.

At the conclusion of the tournament, the Travelers Championship will multiply the number of birdies made by the pledged amounts, and then will distribute invoices to each of our donors. For example, if an individual makes a \$.02 pledge and there are 1,800 birdies made, then that individual will be asked to make a donation of \$36.00. The Travelers Championship will donate 100% of the proceeds to our organization.

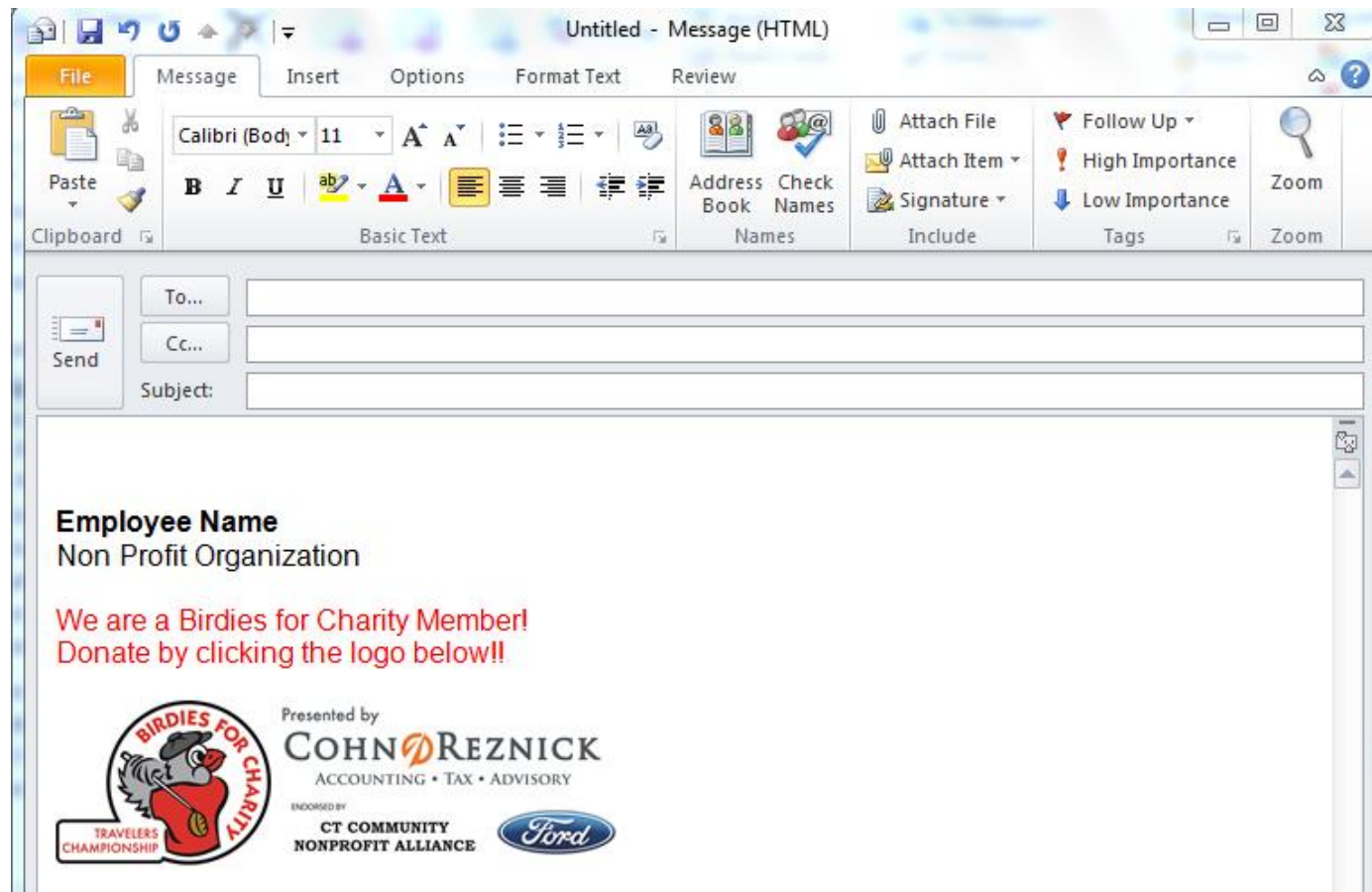
Join us in this exciting fundraising initiative! With your help the (nonprofit organization) will also be eligible for additional Birdies for Charity funds through the Bonus Bucks program. This year, each organization that raises money through Birdies for Charity will receive a 15% bonus on top of the pledges collected. The maximum bonus is \$11,250 (which would equal 15% of \$75,000 in donations collected).

In addition, the top four pledge collecting charities as of May 31, 2017, will qualify for an expo booth at the 2017 Travelers Championship, which is vital to the exposure of our organization.

Your pledge commitment to (nonprofit organization) will help to (insert a description about who/ what will benefit from the funds raised). Making a per birdie pledge or flat-rate donation is simple and easy. Please just complete the form enclosed or log onto our Birdies for Charity pledge site [XXX](#).

Thank you,

Email Signature Setup

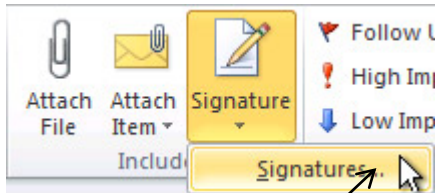


Email, could be the most beneficial tool you use. By inserting the Birdies for Charity logo into your email signature, the people you are communicating with on a regular basis will be provided with an easy path to your pledge website, each time they read your email.

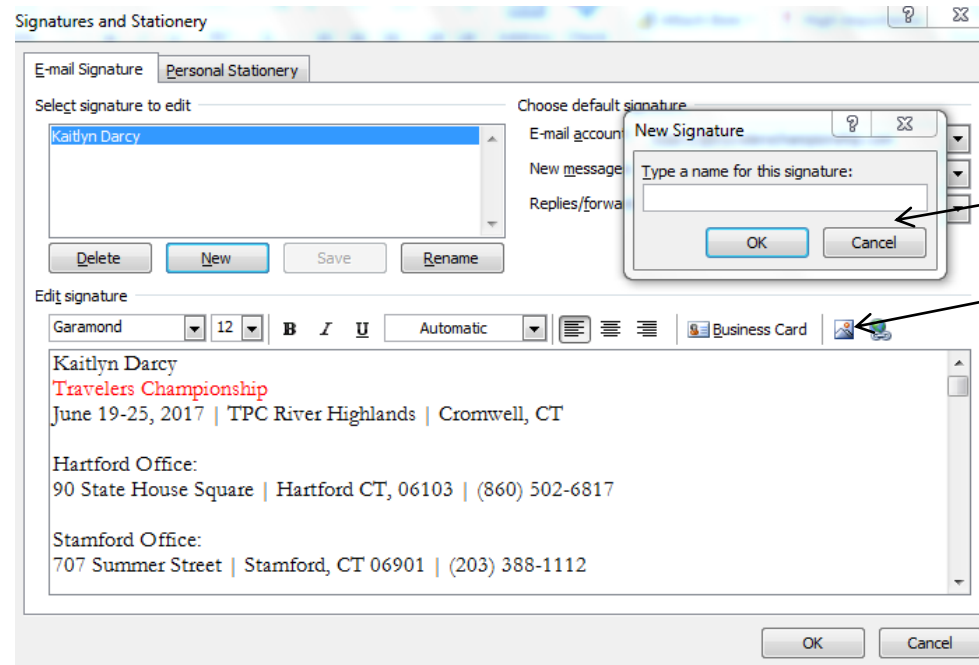
Email Signature Setup - Continued

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



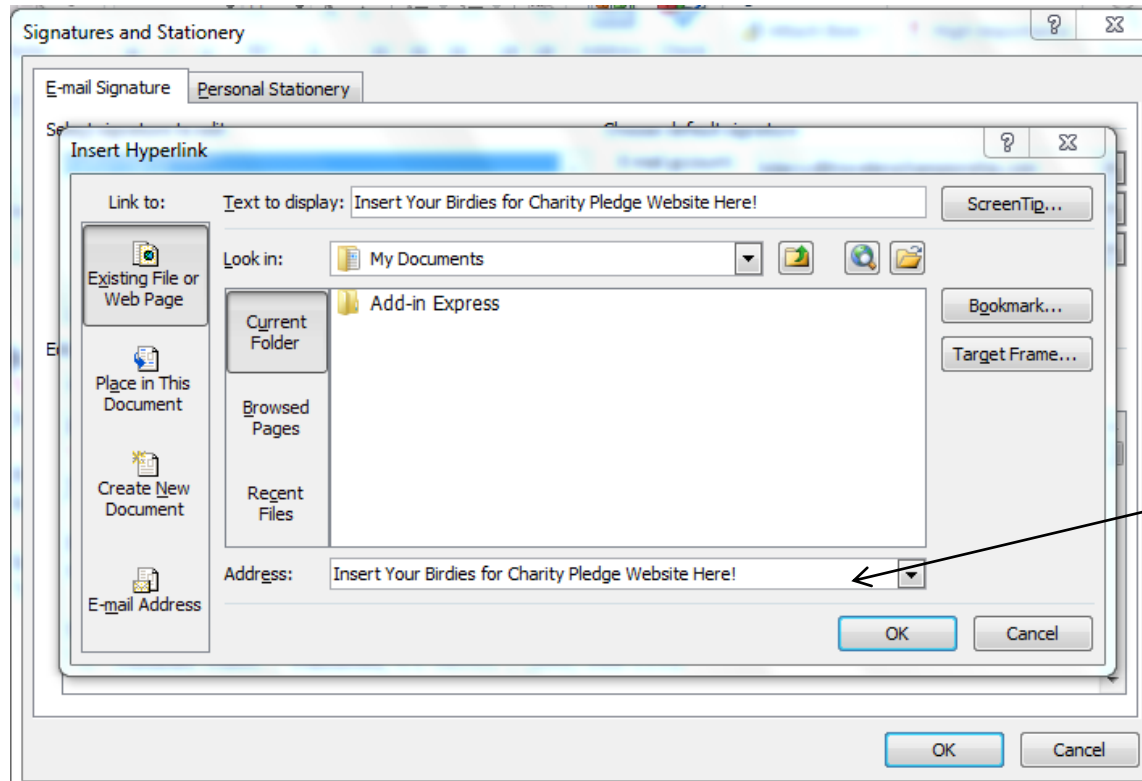
Step 5

Step 8

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 Pledge Website, then click OK
12. In the address column that pops up, input your Birdies for Charity Pledge Website, then click OK
13. To finish creating the signature, click OK.



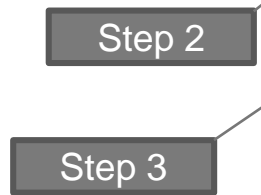
Make sure this is your default signature to New Messages, and Replies/Forwards, and you are all set!

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 utilizes the TrueHeart Application through R2 Innovative Technologies to keep track of all online donations. It will help charities set goals, track donations, and much more. The website will also allow donors to see how well your organization is doing in comparison to the other participating charities.

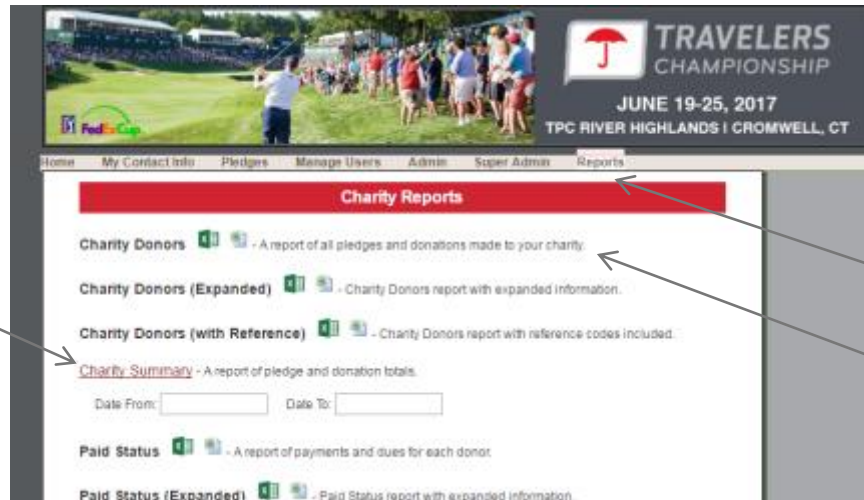
How to Input a Pledge:

1. Sign into your personal pledge web link.
2. Click on the "Pledges" tab.
3. Fill out the Pledge Submission Form
 - a) Fill out the Donor Contact sheet
 - b) Fill out the Pledge/Payment sheet and click submit
4. Make sure to click "Confirm"



The screenshot shows a web browser displaying the "Pledge Submission Form - Donor Contact" page. The page header includes a banner for the "TRAVELERS CHAMPIONSHIP" from June 19-25, 2017, at TPC River Highlands in Cromwell, CT. The navigation menu includes "Home", "My Contact Info", "Pledges", "Manage Users", "Admin", "Super Admin", and "Reports". The form itself is titled "Pledge Submission Form - Donor Contact" and includes a note "(* Required Fields)". The form fields are: * First Name, * Last Name, Company, * Address, * City, * State (set to Connecticut), * Zip Code, Country (set to United States), Home Phone, Work Phone, Email Address, and Confirm Email Address. At the bottom of the form are "Cancel" and "Next" buttons. On the right side of the page, there are logos for sponsors including COHN ACCOUNTING and Alliance.

Birdies for Charity Website



Step 3

Step 2

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How to Pull a Report:

1. Log into your personal pledge website.
2. Click on the “Reports” tab at the top of the webpage.
3. Find the report that you are looking for, such as ‘Charity Summary,’ and click on the excel logo to the right of the report’s title.

**This Reports page also includes brief descriptions of the different reports you can utilize.