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CONNECTICUT
ASSOCIATION
of NONPROFITS

*...to serve, strengthen
and support Connecticut's
nonprofit community.*

2014 HANDBOOK

Birdies for Charity

10 Great Reasons to Get Involved!

1. A birdie is one stroke better than par, which is the normal expected score per hole. There are approximately 1,500 and 2,000 birdies made Wednesday-Sunday of the Travelers Championship.
2. There are **NO risks and NO costs or fees** for your organization through the Birdies for Charity Program.
3. The Travelers Championship staff will provide you with all of the materials you will need including pledge cards, posters and your own online pledge website.
4. All administrative costs will be handled by the Birdies for Charity Staff.
5. All invoicing and accounting is handled by CohnReznick Staff.
6. Each participating organization will **receive 100%** of their collected donations.
7. Each organization will also receive an **additional 15%** of their collected donations through the Bonus Bucks program presented by CohnReznick
8. This is a free program for any 501(c)(3) organization in the Northeast.
9. Each participating organization will receive 10 Any One Day tickets to use as incentives
10. Donors have a chance to win the Grand Prize in our “Guess the Birdies Sweepstakes” sponsored by the Connecticut Association of Nonprofits.

About the Travelers Championship and the PGA TOUR's Tradition of Giving Back

The Travelers Championship is unlike any other professional sport entity in that it donates 100 percent of net proceeds to charity every year. Since 1952, the tournament has given more than \$31 Million back to the community and in 2013, the Travelers Championship generated \$1.25 Million for more than 180 charities throughout New England. The tournament is committed to supporting our charitable community through Birdies for Charity and Chip In for Charity that allow every 501(c)(3) ability to partner with the Travelers Championship to raise funds and awareness for its cause.

Launched in 2004, Birdies for Charity provides every 501(c)(3) in Connecticut an opportunity to raise 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 number of birdies made by the pledge amounts and distributes invoices to each donor. For example, if an individual makes a 2-cent pledge and there are 1,800 birdies made, that individual would make a donation of \$36 to the charity of their choice. At the conclusion of the pledge collection season, the Travelers Championship returns 100% of collected pledges to the participating charities.



About Birdies for Charity

1. A birdie is a score of one stroke better than par for any golf hole. Par is the normal expected score for golf professional on any given hole. PGA TOUR professionals are anticipated to make an average 1,500-2,000 birdies, Wednesday – Sunday of the Travelers Championship.
2. Participating charities solicit pledges from their donors based on the number of birdies that will be made. Pledges can be as low as **two cents!** If a donor pledges just 2-cents and 1,500 birdies are made, the donor will contribute \$30 to the charity of their choice. Flat-rate donations at a minimum of \$10 can also be made.
3. At the conclusion of the tournament, the Travelers Championship and the Birdies for Charity presenting sponsor, CohnReznick will distribute invoices to all donors. The Travelers Championship and CohnReznick will manage the pledge collection. Following multiple rounds of billing, the Travelers Championship will provide each charity with a check for 100% of pledges collected.
4. 100% of funds will be returned directly to your organization in the Fall of 2014!
5. This year, the Bonus Pool sponsored by CohnReznick will also give each participating organization the chance to receive an additional 15% of what they raise.

Travelers Championship & Birdies for Charity

Quick Facts

Travelers Championship Dates

June 16-22, 2014

2013 Travelers Championship Champion

Ken Duke

Minimum Pledge Amount

\$0.02 per birdie

For Example: 1,500 birdies made x \$0.02 per birdie = \$30 donation to your organization!

Minimum Flat Rate Donation

\$10

History of Birdie Amounts at the Travelers Championship:

2013: 1,620 birdies made

2012: 1,885 birdies made

2011: 1,839 birdies made

2010: 1,834 birdies made

2009: 1,888 birdies made

Birdies for Charity Roles & Responsibilities

Charity Responsibilities

All participating charities will have the sole responsibility of soliciting pledges on behalf of their organization and submitting those pledges either via the Travelers Championship Birdies for Charity website or to CohnReznick for processing, billing and collection.

Each participating charity must also designate one representative to be the Travelers Championship's primary contact for the Birdies for Charity Program, the Administrator.

Birdies for Charity - Administrator

- Only ONE Administrator per participating organization, chosen by the organization.
- Administrators are required to attest to the validity of their charity's fundraising efforts.
- Administrators are asked to encourage their friends, families, co-workers and/or board of directors to support the collection process of all funds.
- Following the tournament, Administrators are responsible for reviewing all submitted pledges and flat rate donations (via summary sheet provided by tournament). This summary will be distributed within seven days of the tournament's conclusion.
 - The information in this report will be assumed correct, if no discrepancies are reported **PRIOR** to [July 8, 2014](#).
- If at any time an Administrator changes/leaves your organization, a new registration form **MUST** be signed by the new Administrator in order for the organization to receive information and funds.

Birdies for Charity Roles & Responsibilities

Travelers Championship Responsibilities

The Birdies for Charity Program will be administered by the staff of the Travelers Championship and CohnReznick. All funds collected will be processed through the Birdies for Charity account of the Travelers Championship.

Administrative functions include, but are not limited to the following:

- Registering all participating charities.
- Developing and distributing all program materials and pledge website information to participating charities.
- Collecting prizes.
- Administering all Birdies for Charity webinars, training sessions and conference calls.
- Processing all pledge forms received from participating charities.
- Tracking and updating all pledge and flat rate donations.
- Supporting the participating charity and Administrator's fundraising strategies.
- Hosting (5) participating charities on-site at the 2014 Travelers Championship (*see page 13*).
- Billing and collecting of all pledges and flat rate donations.
- Providing summary reports of collection status to each participating Administrator.
- Hosting the annual Charity Check Presentation in the Fall of 2014.

Pledge Solicitation

Pledge Forms

Paper Pledge Forms

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

Remember, photocopied pledge forms will be accepted at all times and pledge forms will be available for download from TravelersChampionship.com.

New this year! – Personalized Electronic Pledge Forms

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

Please contact Katie McMorrow at kmcmorrow@travelerschampionship.com if you are interested in personalized electronic pledge forms.

Pledge Solicitation

Online Pledging

Online Pledges

1. Once you register to participate in the Birdies for Charity Program, each organization will be provided with their own online pledge website. This pledge website will provide the following features:
2. Each organization will be given a unique link to their own pledge website.
3. All Administrators will be provided with a username and password to log onto their Birdies for Charity website. They will have the ability to track and enter their own pledges/ flat rate donations and to access comprehensive progress reports during the pledge and payment seasons.
4. Each organization's individual pledge website will allow the donor to not only select the organization as the charity of choice; it also will provide the donor with the opportunity to click on the organization's website, if they are interested in more information.

Welcome KatieM
Katie McMorrow
enjoy browsing
Change your password?
Log Out

Home My Contact Info Pledges Manage Users Admin Super Admin Reports

Pledge Submission Form - Donor Contact

(* Required Fields)

* First Name: * Last Name:

Company:

* Address: * City:

* State: Connecticut * Zip Code:

Country: United States Home Phone:

Work Phone:

Email Address: Confirm Email Address:

Cancel Next

BIRDIES FOR CHARITY
TRAVELERS CHAMPIONSHIP

Presented by
COHN REZNICK

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Top Charities

The First Tee of Connecticut	\$42,066.20
Lustgarten Foundation	\$39,226.67
Travelers Championship Charities	\$25,461.20
Family Intervention Center	\$23,853.25
Connecticut Section PGA Golf Foundation	\$20,791.20

Pledge Solicitation

Online Pledging

How simple is pledging online?

1. Direct donors to your organization's 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. Finally, once donors enter their contact information and donation, the program will ask them to participate in the “**Guess the Birdies Sweepstakes**”. This sweepstakes allows the donor to guess how many birdies will be made from Wednesday – Sunday of the 2014 Travelers Championship.
4. At the conclusion of the 2014 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 out to the “Travelers Championship” to**

**Attn: Birdies for Charity
CohnReznick
180 Glastonbury Blvd, 4th Floor
Glastonbury, CT 06033**

Billing Process Information

Following the 2014 Travelers Championship, the tournament staff will provide each Administrator with a summary of their donors and the subsequent pledges and flat rate donations collected, which must be reviewed prior to **July 7, 2014**.

The Travelers Championship will issue multiple rounds of invoices, beginning on **July 14, 2014** and continuing every three weeks throughout the summer.

- 1st Round (July 14th) – Electronic /paper invoices for donors without email address
- 2nd Round (week of August 5th) – Electronic / paper invoices to all unpaid donors without an email address
- 3rd Round – (week of September 1st) – Paper invoices to all remaining unpaid donors

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.**

- However, **for Birdies Bonus Bucks purposes, the tournament reserves the right to only count funds received up to \$5.00 over the pledge /flat rate committed amount.** This means if a donor pledged 2-cents per birdie and 1,500 birdies are made, \$30.00 is the expected donation. Payments at or below \$35 will be tracked and counted toward the Birdies Bonus Bucks Program and all other funds will simply be sent directly to the charity.

All individual pledges and flat donations must be sent in via pledge form or through the Birdies for Charity website before **June 22, 2014 at 6:00 p.m.** or they will not be accepted for processing.

Billing Process Information (Continued)

Participating charities and their administrators will **NOT** be allowed to submit lists of donor information for processing. All per birdie pledges and flat rate donations must be submitted on the official pledge form (photocopied/printed versions are acceptable) or through the Birdies for Charity website.

Checks must be payable to “Travelers Championship”

All checks **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.

Checks must be sent to:

**Attn: Birdies for Charity
CohnReznick
180 Glastonbury Blvd, 4th Floor
Glastonbury, CT 06033**

At no time will the Birdies for Charity Program accept payments that were tracked and collected by the participating organization. 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.



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Donor Incentives

Guess the Birdies Sweepstakes

2014 Guess the Birdies Sweepstakes Prizes:

The person who correctly guesses the exact number of birdies will win the Grand Prize of one 24-Month Lease on a 2014 Ford Escape SE. In addition, due to the continued support from the Connecticut Association of Nonprofits, your nonprofit of choice will receive an additional \$500 donation, a year membership and four training sessions with their organization.

Other prizes, depending upon eligible entries in the event of a tie, include:

- A World Golf Hall of Fame Vacation package which include:
 - Two nights at the Renaissance Hotel in St. Augustine, Florida
 - One round of golf for two at The Slammer & Squire World Golf Village
 - One golf lesson for two at the PGA TOUR Academy
 - Admission for two to the World Golf Hall of Fame and IMAX Theatre
 - \$600 Travel Voucher
- Four rounds of golf at TPC River Highlands
- \$1,000 Cash Gift Card



Drive one.



Charity Incentives

On-Site Exposure at the Travelers Championship

The Top 4 pledge-collecting charities by June 4, 2014 will also receive one day of on-site exposure at the Travelers Championship, Wednesday, June 18 - Sunday, June 22!

In addition, the tournament will randomly draw a participating charity to receive a day of their choice (Wed.-Sun.) The 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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Birdies Bonus Bucks

CohnReznick is the proud sponsor of the Birdies for Charity Bonus Bucks Program. CohnReznick has generously donated \$50,000 to be distributed among participating nonprofits through a cash back program.

Each organization that raises money through the Birdies for Charity Program will receive 15% cash back for the pledges that were collected. Each organization that raises money through the Birdies for Charity Program will be eligible to receive 15% cash back for the pledges that are collected with a maximum amount that a participating charity being eligible to receive equaling \$11,250 (which would equal 15% of \$75,000 in donations collected).

For Example:

2014 Collected Pledges: \$2,000

2014 Cash Back Program: \$300

Total Funds Received in 2014: \$2,300.

Frequently Asked Questions

What is a Birdie?

A birdie is a score of one stroke better than par for any golf hole. Par is the normal expected score for golf professional on any given hole. PGA TOUR professionals are anticipated to make an average 1,500-2,000 birdies, Wednesday – Sunday of the Travelers Championship.

How do you keep track of which pledges go to which charity?

By donor's completing the pledge form or going online, donors are asked to select a charity of choice. 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 requesting the personalized pledge cards available electronically and 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.

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 other purpose other than for processing pledge collections.

Will you provide a tax receipt to anyone who donates? Is the pledge considered tax deductible?

Checks should be made out to the "Travelers Championship", which is a 501(c)(3), and is therefore considered tax deductible. A tax receipt will be provided according to IRS laws.

Frequently Asked Questions

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**.

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.

Attn: Birdies for Charity
CohnReznick
180 Glastonbury Blvd, 4th Floor
Glastonbury, CT 06033

It is in the best interest for 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.

When are pledges due?

All pledge forms must be submitted by 6:00 p.m. on June 22, 2014.

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 Additional Support and Resources section of the handbook. Please remember, electronic pledge forms are always available at www.TravelersChampionship.com/birdies-for-charity

Who can I contact for further information?

Katie McMorrow at 860-502-6814 / kmcmorrow@TravelersChampionship.com

Top Ten Helpful Hints

1. Set a fundraising goal to determine how many pledges you will need!
 - For example - To raise \$1,000 by soliciting 2¢ pledges, you will need to collect pledges from approximately 31 people – assuming the number of Birdies made in 2014 will be close to the 2013 total of 1,620.
2. Request higher pledges from your more generous donors. Easily change your communication methods to reflect donor's ability.
3. Keep others involved! Build a collection force within your company to work on your Birdies for Charity Program! Entice them to participate with small prizes.
4. Hand out, mail or email pledge forms to everyone you know.
5. Market the program through your e-newsletter and website with a link to your online pledge site.
6. Set up a booth at your nonprofit's events with materials provided by the Travelers Championship.
7. Remind donors that their pledges may help you to showcase your organization at the 2014 Travelers Championship, and they too can win great prizes!
8. Remind donors that 100% of the collected pledges go back to your charity...*and* that their donations could help you receive an extra \$500 to \$5,000 in Birdies Bonus Bucks, if you are among the Top 10 collecting- charities.
9. Reach out to the Travelers Championship staff to help brainstorm and/or to initiate new fundraising opportunities utilizing the Birdies for Charity Program.
10. Becoming an active member in the Birdies for Charity Best Practice conference calls every month to bounce ideas off of new and past participating organizations.
11. Use Birdies for Charity to enhance your organization's fund development plan or fundraising efforts. Charities have utilized the Birdies for Charity program in conjunction with their annual events, year-end appeals or donations from individuals, board members, corporate sponsors or donor advised funding sources.

Additional Program Support and Resources

Training Sessions:

The 2014 Birdies for Charity Program kicks off the pledge season on February 1, 2014, and we are happy to provide the following training session for all of our participating and interested nonprofits.

The 2014 training session schedule:

Friday, February 21 | 12:30 p.m. | University of Bridgeport – Waterbury Campus | 84 Progress Lane, Waterbury, CT

Tuesday, February 25 | 12:00 p.m. | CT Nonprofits | 75 Charter Oak Avenue, Suite 1 - 100 (Building 1) Hartford, CT

Wednesday, April 16 | 12:00 p.m. | Graustein Memorial Fund | 2319 Whitney Ave # 2B, Hamden, CT

* To register for the in person training sessions, please email your contact information including name, agency, email address, and phone number to Katie McMorrow at kmcmorrow@travelerschampionship.com. Directions will be provided upon confirmation of registration.

Best Practice Emails:

All participating Birdies for Charity organizations will receive an email each month with new fundraising tips and other insightful ideas to help increase the amount of money they can raise through the Birdies for Charity program. Gain awareness on how to revamp your collection process, recruit others to help and ultimately increase your pledge dollars!

Pledge Forms and Marketing Materials:

All Birdies for Charity pledge materials will be available at the following locations:

- Travelers Championship – 90 State House Square, Hartford, CT 06103
- Connecticut Association of Nonprofits – 75 Charter Oak Avenue, Hartford, CT 06106
- The Ashforth Company (Travelers Championship satellite office) – 707 Summer Street, Stamford, CT 06901
- CohnReznick – 180 Glastonbury Blvd, 4th Floor, Glastonbury, CT 06033

Important Dates to Remember

Date	Event
February 1 st	Birdies for Charity Pledge Season officially begins
April 2 nd	Birdies for Charity Kickoff Breakfast
June 4 th	Deadline and drawing for On-Site Booth Exposure
June 17 th	Guess the Birdies Sweepstakes Deadline
June 22 nd	Deadline to submit all collected pledges and flat rate donations
July 7 th	Deadline for reviewing pledge and flat rate donation sheet summary
July 14 th	Invoicing begins
September 30 th	Birdies for Charity Pledge Collection Deadline
October/November	Charity Celebration & Check Presentation

Thank You To Our Sponsors



Presenting Sponsor: CohnReznick

CohnReznick's mission is to give enterprises the accounting, tax and business advisory insight and technical expertise they need to seize those opportunities. Our flat organizational structure means that our clients have direct access to the financial knowledge they need and the resources required to move their businesses forward.

For more than 90 years, CohnReznick has been built around the belief that excellent client service is the surest path to success. We are proud to continue that legacy today.

Our clients and employees deserve nothing less than our best.

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*...to serve, strengthen
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Connecticut Association of Nonprofits - We help nonprofits help Connecticut.

Connecticut Association of Nonprofits (CT Nonprofits) is the largest membership organization in the state dedicated exclusively to working with nonprofits in Connecticut. By connecting organizations with information, education, advocacy and collaboration, we help members focus their energy on the people and communities they serve.

CT Nonprofits can provide your organization with vital cost-saving opportunities, a dedicated public policy and advocacy team, specialized training and education programs, information on nonprofit trends and best practices, and connections with nonprofit colleagues throughout the state.

There are thousands of nonprofits in Connecticut – each trying to make a difference on their own. We bring them together so that each member can benefit from our collective strength.

Join CT Nonprofits today and help us continue our work of advocating for and strengthening nonprofits across Connecticut. Learn more at www.ctnonprofits.org or call us at 860-525-5080.