



Presented by

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CONNECTICUT  
ASSOCIATION  
of NONPROFITS

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

# 2014 TOOLKIT

# Toolkit Table of Contents

The Travelers Championship and Birdies for Charity staff are dedicated to make 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 Katie McMorrow at [kmcmorrow@travelerschampionship.com](mailto:kmcmorrow@travelerschampionship.com).

# Email Template

## Version 1

Dear \_\_\_\_\_,

We are excited to announce our 2014 partnership with the Travelers Championship Birdies for Charity program, a unique fundraising program our donors can get excited about!

Birdies for Charity is a pledge based program based on the number of birdies made by the PGA TOUR professionals during tournament week. For example, for a \$.02 pledge and 1,500 birdies made, then that individual will be asked to make a donation of \$30.00 to **(nonprofit organization)**. The Travelers Championship will donate 100% of the proceeds to our organization.

As a donor, you could also win great prizes! Donors have one chance to guess the number of Birdies made during the Travelers Championship. Prizes include a \$1,000 cash gift card, a foursome at TPC River Highlands, and other great prizes. Who knows, you too could win!

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 2014, 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 professional during the week of the Travelers Championship. If 1,500 birdies are made, a \$.02 pledge would be a \$30.00 donation to our organization.

Simply visit our pledge website at **XXX** to donate, and check out the great prizes you too could win!

# Letter Template

Dear Friends,

The (nonprofit organization name) is excited to announce our fundraising partnership with the 2014 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 tournament week. At the conclusion of the tournament, the Travelers Championship will calculate 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 1,500 birdies made, then that individual will be asked to make a donation of \$30.00 to (nonprofit organization). The Travelers Championship will donate 100% of the proceeds to our organization.

You can win too! Birdies for Charity has added even better prizes to the Guess the Birdies contest. Donors can guess the number of birdies that will be made Wednesday-Sunday of the 2014 Travelers Championship. The donor that correctly guesses the number of birdies will win a 24-month lease on a 2014 Ford Escape SE. Other prizes include a \$1,000 Cash Gift Card, a Vacation package to the World Golf Hall of Fame and IMAX Theatre, and a foursome at TPC River Highlands.

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.

CohnReznick, the presenting sponsor of the Birdies for Charity program has generously donated \$50,000 to a bonus pool so that each participating organization can receive an additional 15% cash back of what they raise 2014. In addition, the top-4 pledge collecting charities as of June 4, 2014 will qualify for an expo booth at the 2014 Travelers Championship, which is vital to the exposure of our organization.

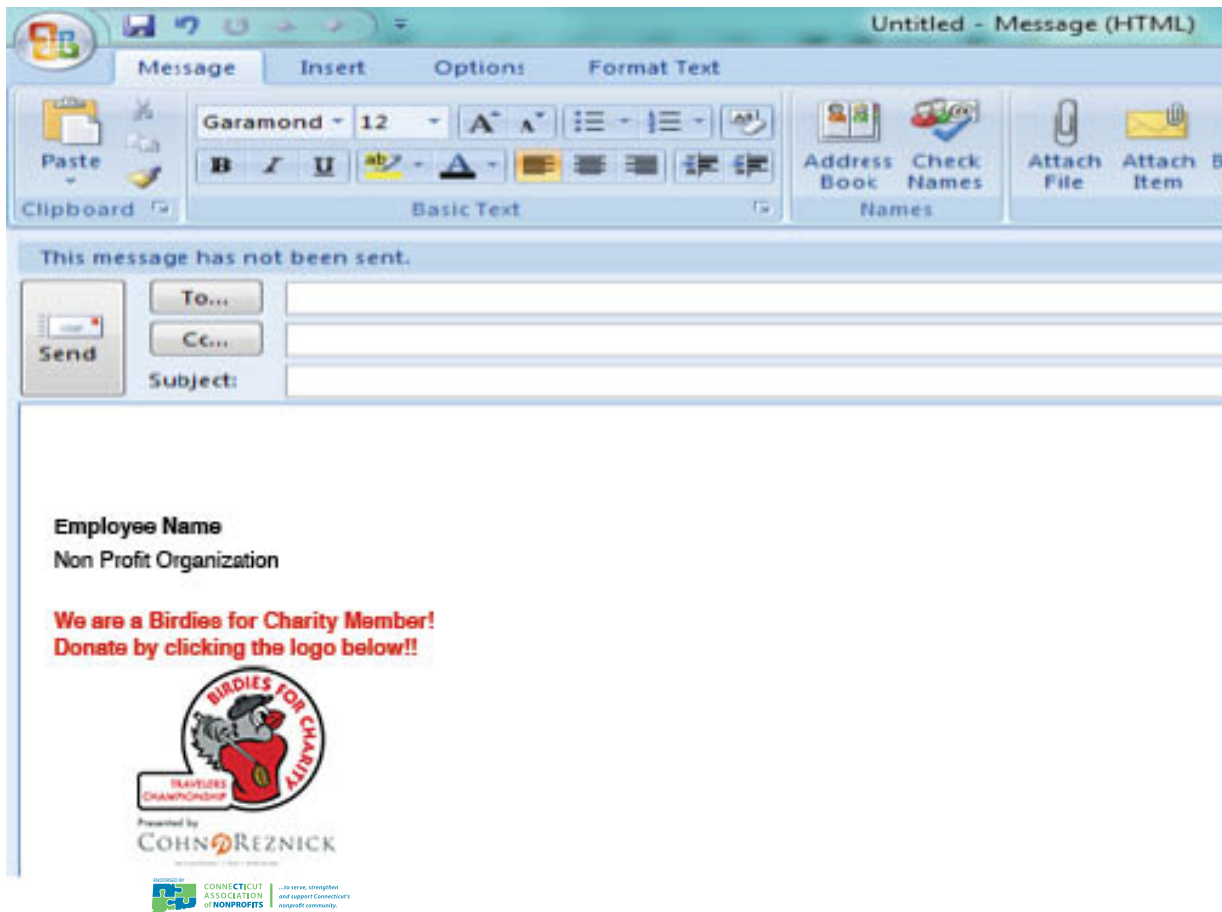
Making a per birdie pledge or flat rate donation is simple and easy. Please just complete the form enclosed or log onto our Birdies for Charity pledge site XXX.

Your pledge commitment to (nonprofit organization) will help to (insert a description about who/ what will benefit from the funds raised)

Thank you,

# Email Signature Setup

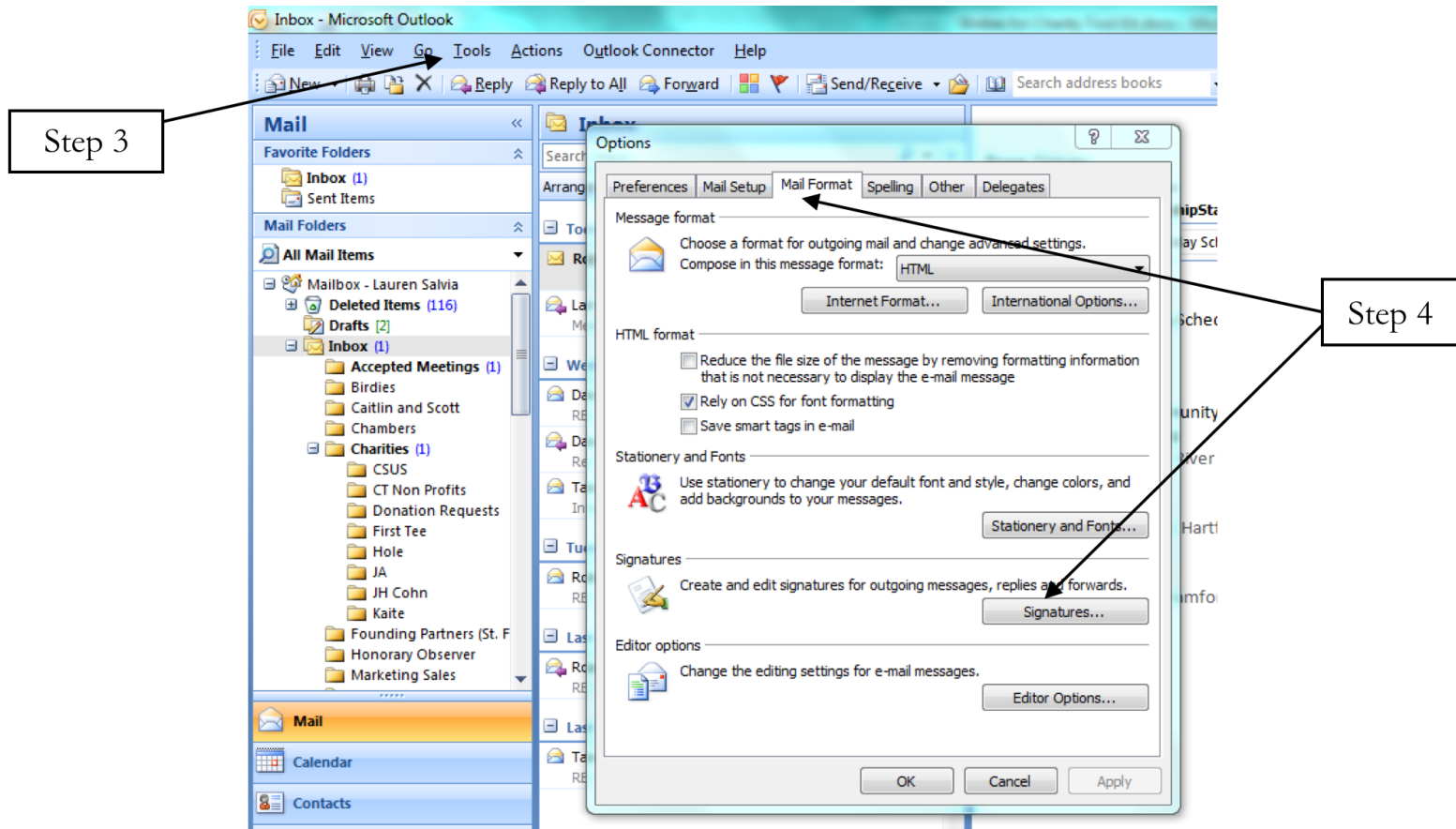
Email, the most common communication method for business related activity, could be the most beneficial tool you use. Those you are communicating with will be provided with an easy path to your pledge website, each time they read your email!



# Email Signature Setup - Continued

## How to Add an Icon to Your Signature:

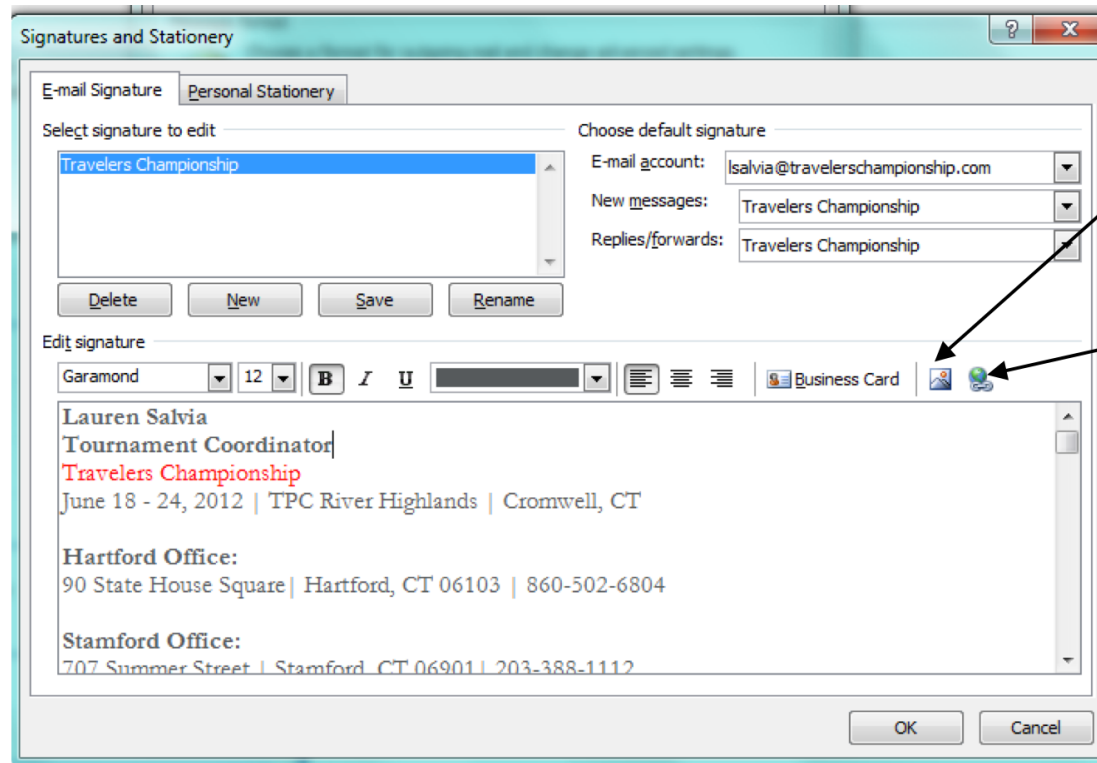
1. Save the Birdies for Charity logo to your Pictures
2. Open up Microsoft Outlook
3. Click Tools-Options
4. Select from the top row Mail Format, then Signatures



# Email Signature Setup - Continued

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

5. You will find your existing signature available to edit.
6. Simply add the text you desire.
7. To add a picture, click the picture logo, located by the font toolbar.
8. Find the Birdies logo, highlight, and click insert.
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.

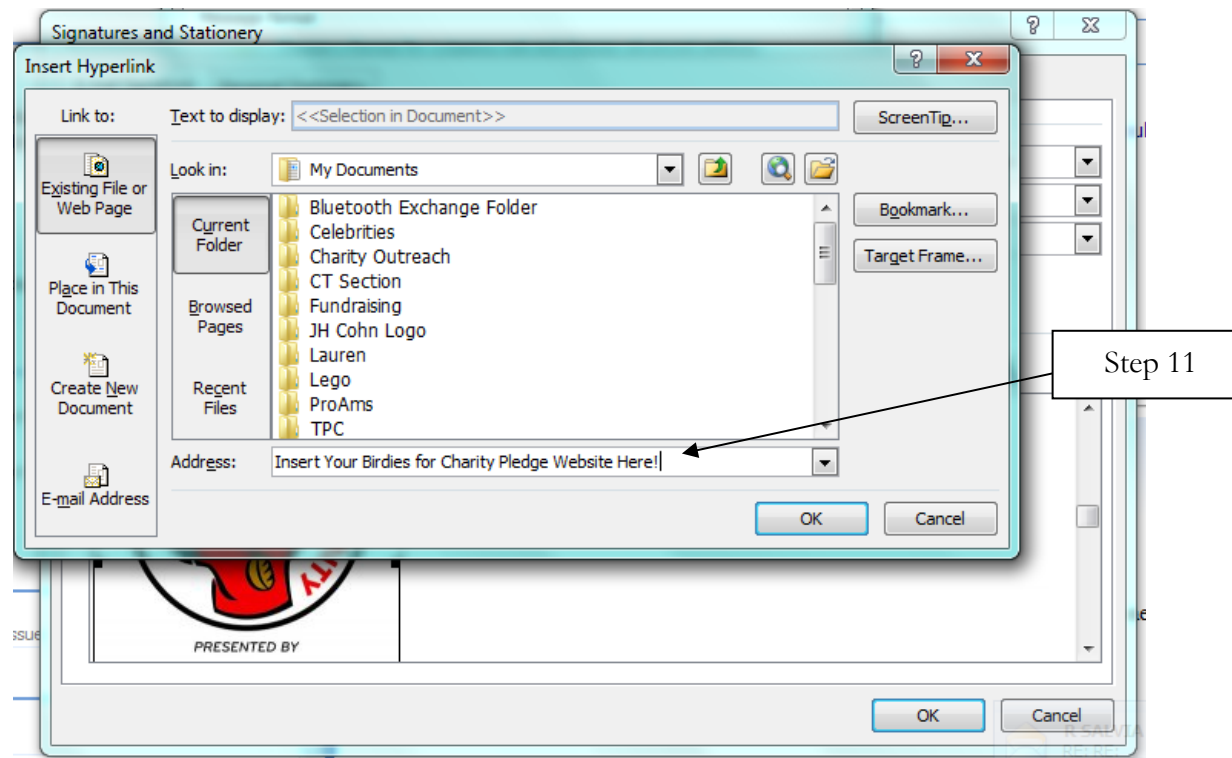




# Email Signature Setup - Continued

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

11. In the address column that pops up, input your Birdies for Charity Pledge Website, then click OK.
12. Hit SAVE to your signature, then OK.



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

# Social Media

## Facebook & Twitter

1. We are a Birdies for Charity member! Want to support (Nonprofit organization) and win great prizes? Visit our pledge website, at (enter pledge website).
2. You only have 30 days left until the Birdies for Charity program ends! Donate now and enter to win great prizes at our pledge website, (enter pledge website).
3. Birdies for Charity has added some great new prizes for our donors in this year's Guess the Birdies Contest at the Travelers Championship. Prizes include a 24 Month Lease on a 2014 Ford Escape SE, a \$1,000 cash gift card, and more! Guess the Birdies at (enter pledge website).
4. 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 (enter pledge website).