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HANDBOOK
2015

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 \$32 Million back to the community and in 2014, the Travelers Championship generated \$1.558 Million for more than 140 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

Birdie: 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.

Participating charities solicit pledges from their donors based on the number of birdies that will be made. Pledges can be as low as two pennies!

- 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.

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 process.

100% of funds will be returned directly to your organization in the Fall of 2015!

Each organization will also receive an additional 15% of what they raise through the Birdies Bonus Pool sponsored by CohnReznick.

Travelers Championship & Birdies for Charity

Quick Facts

Travelers Championship Dates - June 22-28, 2015

2014 Travelers Championship Champion - Kevin Streelman

Minimum Pledge Amount - \$0.02 per birdie

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

Minimum Flat Rate Donation - \$10

History of Birdies Made:

2014: 1,828 birdies made

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

Per Birdie Pledge	Pledge x 1,500 Birdies
2¢	\$30.00
5¢	\$45.00
10¢	\$150.00
\$1.00	\$1,500.00
\$5.00	\$7,500.00
\$10.00	\$15,000.00

Important Dates to Remember

Date	Event
January 26 th	Birdies for Charity Pledge Season officially begins
April 15 th	Birdies for Charity Kickoff Breakfast
June 3 rd	Deadline and drawing for On-Site Booth Exposure
June 23 rd	Guess the Birdies Sweepstakes Deadline
June 28 th	Deadline to submit all collected pledges and flat rate donations
July 10 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

Roles & Responsibilities

Participating Organization

- Soliciting pledges on behalf of your organization and submitting those pledges one of the following ways for processing, billing and collection.
 - Travelers Championship Birdies for Charity Website
 - CohnReznick
- Designate one representative to be the Travelers Championship primary contact (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 receive communication moving forward.

Travelers Championship

- Registering all participating charities.
- Development and distribution of all program materials and information to participating charities.
- Administering all Birdies for Charity training sessions & communication
- Processing all pledge forms received
- 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 2015 Travelers Championship (*see page 7*).
- 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 2015.

Pledge Solicitation

Online Pledging

The screenshot shows the 'Pledge Submission Form - Pledge/Payment' for the Travelers Championship. The header includes the event logo, dates (June 22-28, 2015), location (TPC River Highlands, Cromwell, CT), and the FedEx Cup logo. A user login box is in the top right corner with fields for Username (KatieM), Password (Forgot?), a Remember me checkbox, and a Log In button. The main form area is titled 'Charity' and features a dropdown menu for selecting a charity. Below this are two payment options: 'Pledge per Birdie' (with a minimum of \$0.02) and 'Flat Donation' (with a minimum of \$10.00). There is also a 'Guess the Birdies Contest' field. A 'Payment Information...' section follows, containing fields for Payment Method (Pay Now - Charge), Credit Card, Name on Card, Credit Card Number, CVV #, and Expiration Date. A 'Referred By' field is also present. On the right side of the form, there is a 'BIRDIES FOR CHARITY' logo, a 'Presented by COHN REZNICK' logo, and an 'ENDORSED BY CONNECTICUT ASSOCIATION OF NONPROFITS' logo. At the bottom right, a red box labeled 'Top Charities' contains the text 'No data yet.'

Online Pledges

- Upon registration, each organization will be provided with their own online pledge website. This will include a unique link and login information for each organization.
- All Administrators will have the ability to track their own pledges/ flat rate donations and to access comprehensive progress reports during the pledge and payment seasons.
- 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.

Pledge Solicitation

Online Pledging Continued

Collecting Online Donations

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 2015 Travelers Championship.
4. At the conclusion of the 2015 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
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.

Remember, photocopied pledge forms will be accepted at all times 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 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.



OFFICIAL PLEDGE AND FLAT RATE DONATION FORM

Charity of Choice: _____

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: (____) _____

Email: _____

FLAT-RATE DONATION

_____ I would like to make a one-time donation in the amount of \$ _____

I guess that exactly _____ birdies will be made Wednesday – Sunday of the 2013 Travelers Championship.

Check Enclosed _____ Invoice Me _____ Credit Card _____

MASTERCARD _____ VISA _____ AMEX _____

Credit Card Number _____ Expiration Date: _____

Security Code/CVV# (on back of card) _____

PER BIRDIE PLEDGE

_____ I pledge and promise to donate the following amount to my designated charity for every birdie made during the 2013 Travelers Championship. I understand that the total number of birdies and my pledge will be calculated at the conclusion of the tournament and that I will be charged at that time.

\$ 01 _____ \$ 02 _____ \$ 05 _____ \$ 50 _____ \$ 1.00 _____ Other: _____

Please provide accurate payment information. If you have selected a flat rate donation and a credit card payment, your card will be charged immediately. If you have selected a per birdie pledge, your balance due will be applied to your invoice or card at the conclusion of the tournament. You will receive confirmation of payment.

To submit your per birdie or flat rate donation, please read the reverse side of this form.

* Please return all pledge forms and checks to: COHN/REZNICK

* Please make checks payable to "Travelers Championship"

All per birdie pledges and flat rate donations are 100% tax deductible. Please consult your tax advisor.

For more convenient online pledging, visit www.TravelersChampionship.com/Birdies-for-Charity

Pledge Collection Process

Following the 2015 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 10, 2015**.

The Travelers Championship will issue multiple rounds of invoices, beginning on **July 14, 2015** and continuing every three weeks throughout the summer.

- 1st Round: **July 14th** – Electronic /paper invoices for donors without email address
- 2nd Round: **August 11th** – Electronic / paper invoices to all unpaid donors without an email address
- 3rd Round: **September 2nd** – 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 28, 2015 at 6:00 p.m.** or they will not be accepted for processing.

Pledge Collection Process (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
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. 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.

Nonprofit Incentives

On-Site Exposure at the Travelers Championship

The Top 4 pledge-collecting charities by June 3, 2015 will also receive one day of on-site exposure at the Travelers Championship, Wednesday, June 24 - Sunday, June 28!

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 presenting sponsor of the Birdies for Charity Bonus Bucks Program. CohnReznick has generously donated \$50,000 to be distributed among participating nonprofits through a 15% matching program. This year, Ford has become a supporting sponsor of the Bonus Bucks program as well through their contribution of \$15,000.

Each organization that raises money through the Birdies for Charity program 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)

For Example:

2015 Collected Pledges: \$10,000

2015 Cash Back Program: \$1,500

Total Funds Received in 2015: \$11,500.



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Donor Incentives

Guess the Birdies Sweepstakes

2015 Guess the Birdies Sweepstakes Prizes:

The person who correctly guesses the exact number of birdies will win the Grand Prize of a \$1,500 Cash Gift Card. In addition, due to the continued support from the Connecticut Association of Nonprofits, your nonprofit of choice will receive an additional \$500 donation, plus a year membership or \$250 in training session credits 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
- \$600 Cash Gift Card



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Helpful Hints

- Remind donors that 100% of the collected pledges go back to your charity...**and** that each organization will receive an additional 15% with our Bonus Bucks program!
- Request that your annual donors make their contribution through Birdies for Charity so that their donation can go even farther through the support of our Bonus Bucks Pool!
- Use Birdies for Charity to enhance your organization's fund development plan or fundraising efforts. Charities have utilized this program in conjunction with their annual events, year-end appeals or donations from individuals, board members, corporate sponsors or donor advised funding sources.
- 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.
- Market the program through your e-newsletter and website with a link to your online pledge site.
- Set up a booth at your nonprofit's events with Birdies for Charity materials provided by the Travelers Championship.
- Remind donors that their pledges may help you to showcase your organization at the 2015 Travelers Championship, and that they can win great prizes too!
- Set a fundraising goal to determine how many pledges you will need! – *To raise \$1,000 by soliciting 2¢ pledges, you will need to collect pledges from approximately 28 people (assuming the number of Birdies made in 2015 will be close to the 2014 total of 1,828).*

Additional Program Support & Resources

Training Sessions:

The 2015 Birdies for Charity Program kicks off the pledge season on January 26, 2015 and we are happy to provide the following training session for all of our participating and interested nonprofits.

2015 Training Session Schedule

Date & Time	Location
February 4 th 12:00 p.m.	CT Nonprofits 75 Charter Oak Avenue, Suite 1 - 100 (Building 1) Hartford, CT
February 26 th 12:00 p.m.	University of Bridgeport, Waterbury Campus 84 Progress Lane, Waterbury, CT
March 25 th 12:30 p.m.	Graustein Memorial Fund 2319 Whitney Avenue, 2B, Hamden, CT
April - TBD	

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 kmcorrow@travelerschampionship.com. Directions will be provided upon confirmation of registration.

Best Practice Emails:

All participating Birdies for Charity organizations will receive an email on the second Wednesday of 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 – 350 Church Street, 12th Floor, Hartford, CT 06103

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 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.

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, 350 Church Street, 12th Floor, Hartford, CT 06103

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 28, 2015.

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