



Presented by
COHN  **REZNICK**
ACCOUNTING • TAX • ADVISORY

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CONNECTICUT
ASSOCIATION
of **NONPROFITS**

2015 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 or Taylor Whiting at twhiting@travelerschampionship.com.

Social Media Templates

Facebook

1. 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 \$1,500 Visa Giftcard, a World Golf Village vacation package, and more! Guess the Birdies at [\(pledge website\)](#).
2. 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 [\(pledge website\)](#).

Social Media Templates

Twitter

5. We are a Birdies for Charity member! Want to support (Nonprofit organization) and win great prizes? Visit our pledge website, at (pledge website).
6. 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, (pledge website).
7. We are excited to participate in Birdies for Charity through CohnReznick. Donate and we'll receive a 15% match!
8. We need (# of pledges) by June 3rd to be one of the Top 4 pledge-collecting charities. The Top 4 pledge-collecting charities will receive one day of on-site exposure at the Travelers Championship!
9. You only have until June 28th to donate to us through Birdies for Charity and help us get an extra 15% on your donation!

Email Template

Version 1

Dear _____,

We are excited to announce our 2015 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 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 can help us receive extra funds too! Each organization that raises money through the Birdies for Charity program will receive a 15% bonus on top of the pledges collected.

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 \$1,500 cash gift card, a World Golf Hall of Fame Vacation package, and other great prizes.

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 2015, 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 1,800 birdies are made, a \$0.02 pledge would be a \$36.00 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,

(**Nonprofit organization name**) is excited to announce our fundraising partnership with the 2015 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 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 1,800 birdies made, then that individual will be asked to make a donation of \$36.00 to (**nonprofit organization**). The Travelers Championship will donate 100% of the proceeds to our organization.

You can win too! Birdies for Charity also has great prizes for the Guess the Birdies sweepstakes. Donors can guess the number of birdies that will be made Wednesday-Sunday of the 2015 Travelers Championship. The donor that correctly guesses the number of birdies will win a \$1,500 Visa Gift Card. Other prizes include a World Golf Village Vacation package, a foursome at TPC River Highlands, and a \$600 Visa Gift Card.

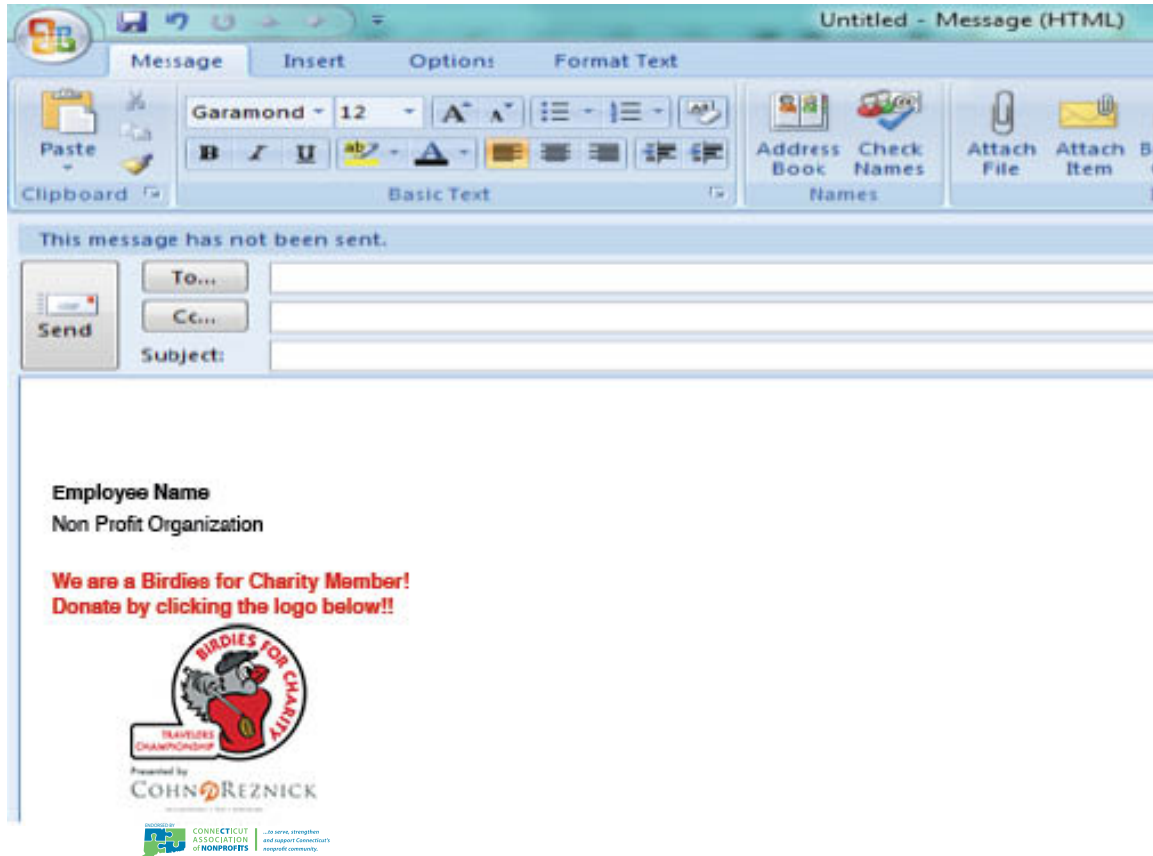
Join us in this exciting fundraising initiative! With your help the (**nonprofit organization**) will also be eligible for additional Birdies for Charity funds through the Bonus Bucks program. This year, each organization that raises money through Birdies for Charity will receive a 15% bonus on top of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

In addition, the top-4 pledge collecting charities as of June 3, 2015 will qualify for an expo booth at the 2015 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, the most common communication method for business related activity, 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.

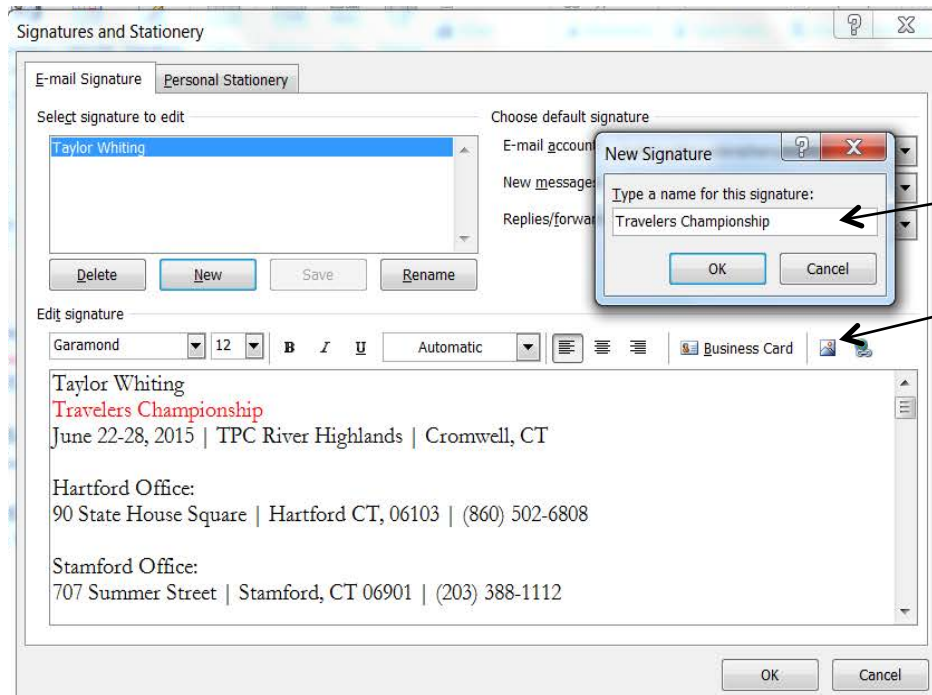
Email Signature Setup - Continued

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



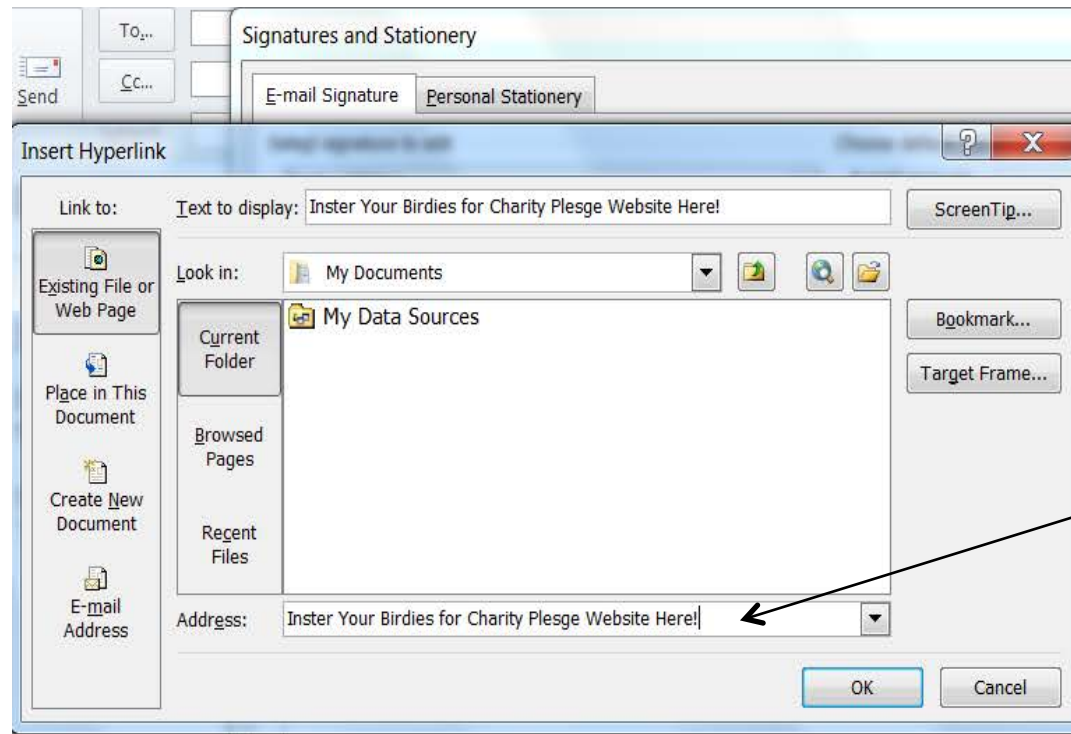
Step 5

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. This year 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"

Step 2

Step 3

Return to homepage

TRAVELERS CHAMPIONSHIP

JUNE 22-28, 2015 | TPC RIVER HIGHLANDS | CROMWELL, CT

FedExCup.

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

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Catholic Charities of Hartford

New Seasons Inc.

Birdies for Charity Website

Home My Contact Info Pledges Manage Users Admin Super Admin Reports

Admin Reports

[All Pledges](#) - A report of all pledges and donations made for this event.

[All Pledges \(Expanded\)](#) - All Pledges report with expanded information.

Date From: Date To:

[Guesses](#) - A report of guesses made.

[All Pledges \(with Reference\)](#) - All Pledges report with reference codes included.

[Pledges By Charity](#) - A report of all pledges and donations made for this event, grouped by charity.

Group by Charity:

[Charity Summary](#) - A report of pledge and donation totals for each charity.

Date From: Date To:

Show Charities Without Pledges/Donations

Step 3

Step 2

**

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.