



TRAVELERS  
CHAMPIONSHIP



# BIRDIES FOR CHARITY

GATHER PLEDGES, RAISE FUNDS! | NO RISK, NO COST!



Presented by

COHN REZNICK

ACCOUNTING • TAX • ADVISORY

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## WHAT IS BIRDIES FOR CHARITY?

Birdies for Charity presented by CohnReznick is a pledge-based fundraiser, similar to a walk-a-thon, where nonprofit organizations can solicit pledges based on the number of birdies made during the 2015 Travelers Championship. Nonprofit organizations simply ask for a minimum of two cents (2¢) pledge per birdie, or a flat-rate donation of at least \$10.

Birdies for Charity was designed to make fundraising easier for nonprofits. Not only does every participating organization receive 100 percent of the proceeds from their fundraising efforts, but also all invoicing and accounting is handled by CohnReznick staff members!

## PARTICIPATING IS EASY!

- All 501(c)(3) organizations are eligible.
- Simply sign up with the Travelers Championship and we'll provide the materials you need to get started.
- Solicit pledges – ask your donors, sponsors, friends and family!
- Submit all pledges by 6:00 p.m. on June 28, 2015.
- At the conclusion of the tournament, the Travelers Championship & CohnReznick LLP will handle the billing and pledge collection with your donors.
- After multiple rounds of billing, the Travelers Championship will provide you with a check for **100%** of the funds collected, plus a percentage of our Bonus Pool.

## BIRDIES FOR CHARITY BENEFITS

- Birdies for Charity Bonus Bucks proudly sponsored by CohnReznick LLP.
  - Thanks to the support of CohnReznick, each organization that raises money through the Birdies for Charity program will receive a minimum of 15% cash back for the pledges that were 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).
- On-Site Exposure at the Travelers Championship
  - The Top 4 pledge-collecting charities and one lucky participating charity will be drawn at random to receive a day in the Birdies for Charity expo booth at the Travelers Championship main entrance, Wednesday, June 24 through Sunday, June 28 of tournament week.
- Receive 10 Any One Day tickets to the 2015 Travelers Championship to use as incentives for donors, staff members or volunteers.

## GUESS THE BIRDIES SWEEPSTAKES

Connecticut Association of Nonprofits proudly sponsors the Guess the Birdies Sweepstakes, where donors guess the number of birdies made during tournament week (Wednesday - Sunday). Guesses will be accepted through 6:00 p.m. on June 23, 2015. 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.