



TRAVELERS CHAMPIONSHIP



2016 HANDBOOK

TRAVELERS
CHAMPIONSHIP

ABOUT THE TRAVELERS CHAMPIONSHIP AND THE PGA TOUR'S TRADITION OF GIVING BACK



The Travelers Championship is proud to be a PGA TOUR event, which donates 100 percent of net proceeds to charity every year. Since 1952, the tournament has given more than \$33 million to the community and in 2015, the Travelers Championship generated more than \$1.565 million for 140 charities throughout New England. The tournament is committed to supporting our charitable community through Birdies for Charity and Chip In for Charity. These programs give every 501(c)(3) the 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 \$0.02 pledge and there are 1,800 birdies made, the individual would be invoiced for a donation of \$36 for 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.

OVERVIEW



**TRAVELERS
CHAMPIONSHIP**

TRAVELERS CHAMPIONSHIP & BIRDIES FOR CHARITY

QUICK FACTS

Travelers Championship Dates – August 1-7, 2016

2015 Travelers Championship Champion – Bubba Watson

Minimum Pledge Amount - \$0.02 per birdie

Example: 1,800 birdies made x \$0.02 per birdie = \$36 donation to your organization!

Minimum Flat-Rate Donation - \$10

History of Birdies Made:

- 2015: 1,829 birdies
- 2014: 1,828 birdies
- 2013: 1,620 birdies
- 2012: 1,885 birdies
- 2011: 1,839 birdies
- 2010: 1,834 birdies
- 2009: 1,888 birdies

Per Birdie Pledge	Pledge x 1,800 Birdies
\$0.02	\$36.00
\$0.05	\$90.00
\$0.10	\$180.00
\$1.00	\$1,800.00
\$5.00	\$9,000.00
\$10.00	\$18,000.00

HOW BIRDIES FOR CHARITY WORKS

What is a Birdie?

Par is the normal expected score for a PGA TOUR professional on any given hole. A birdie is a score of one stroke better than par.

What is Birdies for Charity?

A pledge-based fundraiser, based upon the number of birdies made during the Travelers Championship, August 1-7, 2016.

Birdies Pledge System

Simply solicit pledges based on the number of birdies made during the 2016 Travelers Championship (Monday, Wednesday – Sunday.) Each year, between 1,500 – 2,000 birdies are made.

Birdies for Charity Flat-Rate Donations

Flat-rate donations are also accepted, at a minimum of \$10.00. This is a good way to use a long-time donor's contributions to help raise your totals!

**WITH THE BIRDIES FOR CHARITY PROGRAM, THE FUNDRAISING
POSSIBILITIES ARE ENDLESS!**

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
 - Sending pledge cards to CohnReznick
- Designate one or two representatives to be the Travelers Championship primary contacts (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 / COHNREZNICK

- 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 participating charities and administrator's fundraising strategies
- Hosting (5) participating charities on-site at the 2016 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 2016

ONLINE PLEDGE SOLICITATION

Top Charities	
MARC Community Resources	\$2,457.18
Capital City Education Alliance, Inc.	\$1,000.00
Warm the Children-Kiwanis Foundation of Middletown	\$650.00
MakeHartford	\$150.00
Lions Low Vision 23B	\$30.00

- 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.

ONLINE PLEDGE SOLICITATION 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 Monday, Wednesday – Sunday of the 2016 Travelers Championship.
4. At the conclusion of the 2016 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 payable to the "Travelers Championship" to**

CohnReznick
Attn: Birdies for Charity
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.

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 Megan Cassella at mcassella@travelerschampionship.com if you are interested in personalized electronic pledge forms.



PLEDGE COLLECTION PROCESS

Following the 2016 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 **August 17, 2016**.

The Travelers Championship will issue multiple rounds of invoices, beginning on **August 22, 2016** and continuing every three weeks throughout the summer.

- 1st Round: **August 22** – Electronic/paper invoices for donors without email address
- 2nd Round: **September 6**– Electronic/paper invoices to all unpaid donors without an email address
- 3rd Round: **September 20** – 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.**

All individual pledges and flat-rate donations must be sent in via pledge form or through the Birdies for Charity website before **August 7, 2016 at 6:00 p.m.** or they will not be accepted for processing.

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:

**CohnReznick
Attn: Birdies for Charity
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.

INCENTIVES



BIRDIES BONUS BUCKS
presented by

COHN  **REZNICK**
ACCOUNTING • TAX • ADVISORY

CohnReznick is the proud sponsor of the Birdies for Charity Bonus Bucks Program and has generously donated \$50,000 to be distributed among participating nonprofits. Thanks to additional support from Ford, the Bonus Bucks Pool for 2016 will be \$65,000 total.

Each organization that raises money through the Birdies for Charity program will receive a minimum of 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:

2016 Collected Pledges: \$2,000

2016 Bonus Bucks Program: \$300

Total Funds Received in 2016: \$2,300



ON-SITE EXPOSURE



The top 4 pledge-collecting charities by July 6, 2016 will receive one day of on-site exposure at the 2016 Travelers Championship, Wednesday, August 3 - Sunday, August 7!

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.

GUESS THE BIRDIES SWEEPSTAKES presented by

CT COMMUNITY NONPROFIT ALLIANCE

GRAND PRIZE

The entrant who correctly guesses the exact number of birdies or is the closest without going over will win the Grand Prize of a **\$1,500 cash gift card**.

In addition, the nonprofit of the Grand Prize Winner's choice will receive:

- A \$500 donation from the Travelers Championship
- A one-year membership for non-members, or \$500 to use on training sessions of its choice, with the CT Community Nonprofit Alliance, due to their continued support.

MORE GUESS THE BIRDIES PRIZES

1st Place Prize - World Golf Village Stay-and-Play Vacation Package for two in St. Augustine, Florida.

(Includes \$600 coupon for travel expenses)

Retail Value \$1,200

2nd Place Prize - Four rounds of golf at TPC River Highlands

Retail Value \$1,000 (\$250 per round per player)

3rd Place Prize - \$600 cash gift card

Retail Value \$600

Guesses will be accepted until **6:00 p.m. EST on Tuesday, August 2, 2016**.

RESOURCES



IMPORTANT DATES TO REMEMBER

Date	Event
December 1	Birdies for Charity pledge season officially begins
TBD	Birdies for Charity Kickoff Breakfast
July 6	Deadline and drawing for on-site booth exposure
August 2	Guess the Birdies Sweepstakes deadline
August 7	Deadline to submit all collected pledges and flat-rate donations
August 17	Deadline for reviewing pledge and flat-rate donation sheet summary
August 22	Invoicing begins
October 7	Birdies for Charity pledge collection deadline
October/November	Charity Celebration & Check Presentation

HELPFUL HINTS

- Remind donors that 100% of the collected pledges go back to your charity...**and** that each organization will receive an additional 15% minimum 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 organization 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 2016 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 \$0.02 pledges, you will need to collect pledges from approximately 28 people (assuming the number of birdies made in 2016 will be close to the 2015 total of 1,829).*

ADDITIONAL PROGRAM SUPPORT AND RESOURCES

Training Sessions:

The 2016 Birdies for Charity Program kicks off the pledge season on December 1, 2016 and we are happy to provide the following training sessions for all of our participating and interested nonprofits.

2016 Training Session Schedule – To Be Announced

Date & Time	Location
March 10 12:00 p.m.	CT Community Nonprofit Alliance Nonprofit Center 75 Charter Oak Avenue, Suite 1 - 100 (Building 1) Hartford, CT
March 29 10:00 a.m.	CT Community Nonprofit Alliance Nonprofit Center 75 Charter Oak Avenue, Suite 1 - 100 (Building 1) Hartford, CT
April 5 9:00 a.m.	Happy Life Coffee 756 Chapel St, New Haven, CT 06510
April 21 10:00 a.m.	CohnReznick 350 Church Street, Hartford, CT 06103

To register for an in-person training session, 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.

Pledge Forms and Marketing Materials:

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

- Travelers Championship – 90 State House Square, 11th Floor, Hartford, CT 06103
- CT Community Nonprofit Alliance– 75 Charter Oak Avenue, Hartford, CT 06106
- Travelers Championship Stamford Office/The Ashforth Company– 707 Summer Street, Stamford, CT 06901

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, Monday, 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.

Is the pledge considered tax deductible? Checks should be made payable to the "[Travelers Championship](#)", which is a 501(c)(3), and is therefore considered tax deductible.

FREQUENTLY ASKED QUESTIONS

CONTINUED

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.

CohnReznick
Attn: Birdies for Charity
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 or postmarked by 6:00 p.m. on August 7, 2016.

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 or kmcmorrow@TravelersChampionship.com or

Megan Cassella at 860-502-6817 mcassella@travelerschampionship.com