

A Guide to Running a
Successful
Golf Outing at
87FSS GOLF



Congratulations!

Your organization put you in charge of a golf outing because you're either a veteran of these events, or you missed the last meeting when they selected a committee chair.

Lucky for you, 87FSS Golf has put together this handy guide to help you in your newfound task.

The purpose of this guide is to help you:

- Raise funds
- Assure participants have an enjoyable experience
- Make life easier for you and the 87FSS Golf Course operator

Step 1: Pre-Planning

Prepare a Preliminary Budget

Since the purpose of most golf outings is to raise funds, you need to have a budget. Below are some of the factors you need to consider as you draft a preliminary budget. The preliminary budget will be a useful starting point for your discussions about costs and packages.

Revenue:

- Golfers
- Hole Sponsors
- Major Sponsor
- Mulligans
- Raffle
- Auction

Expenses:

- Greens fees & carts
- Food & beverage service
- Alcohol & beverage cart
- Printed materials: signs, postage, program etc.
- Trophies/contest prizes
- Goodie bags
- Non donated raffle prizes

Determining Time & Place

Since the space for golf outings is in high demand, many organizations book their event 6-12 months prior to the event. 87FSS Golf has 2 courses to choose from for your event, including 18 hole course Fountain Green (Dix) and 9 hole course Pine Ridge (Lakehurst). We can assist in helping you choose the right course based on your organizations needs. When contacting us, please have a few different date options, we will do our best to accommodate.

Format

For larger outings, we recommend to play a scramble format. A scramble is when a foursome acts as a team to shoot the best score. Everyone hits their ball off the tee, then as a team, they select the ball in the best position and each player hits a shot from there. The team continues to do this until they finish the hole. The advantage of a scramble format is that it allows players of all different skill levels to enjoy the outing while contributing to the team score.

A shot-gun start is also recommended for larger outings so all players start and finish at the same time. Since each foursome starts from different holes and

restricts non outing golfers from playing during this time, JBMDL golf has a minimum of 72 players required for a shotgun start.

Once you and your committee have a rough budget, selected a range of dates, and agreed on a format, it's time to select a course.

Step 2: Selecting a Course

To have a successful outing, you need to compare and select the course that fits your organization's needs and style. In addition to availability of dates and the outing format, below are some critical factors you should consider.

Food Service Availability & Cost

Whether it's a continental breakfast, hot dogs served on the course, or dinner after the event, most successful golf outings include a meal service at some point in the day. Make sure the course you select has adequate accommodations and menu for the size and type of group that you expect. The 87FSS Golf team can put together a package of golf, cart and food on a per person basis. When a meal is being served following golf, it is suggested that food service begins when two thirds of the golfers are in.

Alcohol Service

If you're interested, we have beer and liquor service available. We have a beverage cart, stocked with water, soft drinks, beer and snacks, will drive around the course during the outing offering items to your players. You can choose to pick up some or the entire tab for the cart, or have your players pay as they go.

Rain/Weather Policy

Golfers tend to be fanatics and will play in almost any weather. Additionally, most outings are booked on a rain or shine basis. Generally, once booked, outings are only subject to cancellation if the weather conditions become dangerous or if the conditions could cause damage to the course.

Cancellation Policy

Please be aware that if you cancel an outing after it is booked, you will forfeit your deposit. If you have to downsize your tournament, please let us know as

soon as you are aware. With enough notice, we may be able to minimize some of the costs.

Deadlines, Guarantees & Payment

A contract must be signed when booking your outing. We ask for a guarantee prior to the event. Keep this in mind when setting your deadline for participants. Try to collect as much money as possible before the day of the event to discourage no-shows.

Etiquette & Dress Code

Consider the dress code of the participants. Tank tops are not allowed. Also, consider the experience of the participants. If many who will be playing are not “golfers” you might want to include a brief list of golf etiquette in the welcome packets, i.e. replace divots, keep pace with group in front of you, etc.

Sign Policy

Please ask a 87FSS Golf Staff before placing signs on course, carts or any other course property. We do allow hole sponsor signs, as long as they are not damaging property in any way.

Gift Certificates/Gift Cards

When looking for prizes, consider purchasing rounds of golf or an FSS Gift Card. With a gift card, the winners can get their prize that same day and choose exactly what they want.

Access to 87FSS Golf Courses

Both 87FSS Golf Courses are located inside of the military installation. Therefore, a Special Event EAL must be provided to the course that you are playing at least five business days before the outing. For all guests of 18 years of age, without military identification, the list must include:

- Name as it appears on Driver’s License
- State of Issue of Driver’s License
- Driver’s License Number
- Date of Birth

The list needs to be sorted alphabetically by last name. This list will be submitted to the Security Forces by 87FSS Golf.

Step 3: Finalize Your Budget

After you know how much everything will cost, you can finalize your budget. With corporate sponsors, you may be able to cover all or some of these costs.

Once you book the event with 87FSS Golf, you are financially obligated by a non-refundable deposit. Since you want to raise money – not spend it – we suggest that your sales effort not only be focused on getting golfers to attend, but at getting money “up front.”

Step 4: Sales & Communication

Printed Material

A successful sales effort may require the following printed materials: registration form, save-the-date postcard, letters seeking sponsorship, program with rules and agenda for the day of the event, organization banner or sign, signs for the hole sponsors, name badges, etc.

Registration Form

Your registration form should include an RSVP deadline based on your deadline to provide the course with a guarantee. Also, the RSVP should include request for payment. Provide space on the form for golfers to list their names on their foursome or who they would like to be partnered with.

*Also provide space to collect the base access EAL information (name, driver’s license number, state of issue and date of birth). This will make collecting the information organized and easier than receiving separate emails and phone calls. Getting this information up front will make your life easier. Several days before the event you will be required to provide the course with a players list to identify foursomes or pairings for the carts and competition.

Send a confirmation email to remind participants of the event and include an agenda of activities. Include information about driving range, food, map, directions, etc.

Event Program or Welcome Letter

You should have a “Welcome Letter” on the day of the event. An outline of the day’s activities will reduce your headache from having to answer the same questions over and over. Include rules, agenda, and the following items:

- Gaming Holes
- Sponsors
- Play Format & Rules

Organization Banner & Signage

You need to prominently display who you are at the event. Also, your sponsors will be looking for obvious recognition at their sponsored hole(s).

Give Them Something to Remember

You want your players to remember you long after the round of golf is over. Give them something that lasts, something to take with them, such as a photo of their team, a calendar, a clock or a paperweight, etc. Be creative. You want them to come back and play in your next event.

Step 5: Volunteers

Unless you’re super human, you’re going to want and need help. In addition to assistance in your sales effort, you will need help on the day of the event.

Contests

Often two volunteers are needed to be witnesses at any games hole that provides a substantial prize and is insured.

Registration

It is a good idea to have two members of your staff do the checking in of registrants – to collect money, sell raffle tickets/mulligans.

Event Tasks

There are several areas where you will need help, such as: filling the goodie bags, running the contest holes, and selling raffle tickets. Be considerate of your

volunteers. Make sure they have sunscreen, insect repellent, something to drink and change for those handling money.

Photographer

Whether you hire a photographer or have a volunteer from your staff, it is customary for them to be stationed at one of the contest holes or travel around the course to take capture pictures. Have a system to identify golfers – it is amazing how all foursomes begin to look alike.

Post Golf Set-Up

If you're having food service after golf, start when two thirds of the golfers are in to speed up the event. Awards and prizes can be handed out during or after the event or food service. We recommend that any award and prize festivities be organized so that they run smoothly and quickly.

Step 6: Awards & Prizes

After a full day of golf and being out in the sun, the one thing golfers agree on is they don't want to hear long speeches, or sit through poorly organized prize drawings. Be organized and brief as you announce winners of the competition and games holes, award prizes, and thank your sponsors. This is known as the "15 minutes of fame" because after 15 minutes, the attention span of your golfers is shot.

TIP: Use your prizes wisely. Use your best prizes in raffle drawings that bring in revenue rather than awards to team winners or those hitting the longest drive, closest to the pin, etc. These skilled (or lucky) golfers deserve appropriate recognition and mementos, but not revenue producing prizes. Instead of quality, try quantity and send everyone home with something.

Photography

Documenting your event will ensure your participants remember your outing for years to come. We recommend that you take many pictures, even video if available.

- Team photos: Choose a tee box where you can set up a tripod and still photographer. Photograph each team and display for all to see. Give the photos away as gifts at dinner. If you frame the photo, make sure your tournament's name is included on it.
- Individual photos: Photos of the golfer in action make great giveaways.
- Action photos: Have a photographer drive around the course during the outing in a golf cart and take pictures. Take some unique photos: golfers looking for balls under trees, etc. Display for some extra laughs.
- Video: Take footage of all the golfers throughout the event and put together a collage to show or sell. You can also put this on your website.

Step 7: Wrap up & Follow up

Successful organizers keep working even after the event is over. Here is the list of things that will insure your successful event this year and for years to come.

- Balance the Budget:
Make sure you determine how much money you made on the event.
- Determine Money Raised for Charity:
Make it known your outing was successful in raising the money it set out to raise.
- Pay all the Bills:
Make sure you pay all of the bills in a timely manner.
- Committee Recap:
About 2 weeks after your event, have the committee discuss the things that went well and what needs improvement for next year.
- Send "Thank You" Notes:
Show your appreciation to golfers, sponsors and volunteers.
- Create or Update your Database:
Keep track of everyone!