



# Golf Campaign Checklist

*A checklist for pre, during and post-event success*



**crowdrise**  
by gofundme



## Pre-Event

### 6-12 Months Prior to Event Day

- Choose a budget and a goal
  - How much money are you expecting to raise? What is the minimum amount to cover the upfront event costs?
  - How much will you charge for participation?
  - Are there variable price dates? E.g early-bird, late registration
  - If including a fundraising minimum, how much will that be and when is the final date to raise?
- Pick a date
  - What season fits best into your fundraising calendar?
  - Is weather a factor?
  - Are there any other events or initiatives that conflict with this date?
- Determine location
  - Is the cost of rental within budget?
  - Can the course accommodate the number of golfer and attendees you're expecting?
  - Is there a clubhouse where you can host a post-round meal and program?

### 3-6 months Prior to Event Day

- Build your event landing page
  - Add necessary features, such as Multiple Teams, Registration and/or Fundraising Minimums
  - Customize and brand your campaign
  - Determine how you'll collect donations on the day of the event
- Recruit Personnel
  - Nonprofit staff/ event organizers
  - Day-of staff
  - Volunteers
  - Caddys
  - EMTs/ Safety officials
  - Entertainment
  - Caterer
  - Photographer
- Acquire Sponsorships and begin to promote their involvement
  - How much time do you need to have conversations with potential sponsors?
  - Who is negotiating sponsor terms?

## Pre-Event Continued

### 3-6 months Prior to Event Day (continued)

- Order Resources and Supplies
  - Signage for marking the course
  - Golf and fundraising awards
  - Food and drinks
  - Tents
  - Favors and prizes
- Purchase Event Merchandise
  - Order t-Shirts, hats, etc.
- Create Communication Plans
  - Fundraising tips and toolkits
  - Special Contests/Sweepstakes and/or incentives
  - Messaging plans and calendars
- Get the word out
  - Spread your campaign and advertise your event via email and social media
  - Consider any local outlets that are available to you like radio, signage or community websites

### 1 Week Prior to Event Day

- Communicate essential event-day info via email to all registrants, supporters and volunteers including:
  - Schedule/time
  - Parking
  - Need-to-brings
  - Registration procedure
  - Weather
- Add signs to course and prep and organize event-day merchandise and supplies.

## Event Day

- Run a Registration/Participant report for all attendees
- Arrive first
- Make same-day donations available
  - Consider text-to-donate
- Take photos and document the event to promote next year's event

## Post-Event\*

### 1-2 Days Post-Event

- Make final "ask" for donations
  - Make sure to include the tangible impact of the donations. How will the nonprofit will use the fundraised dollars?

## Post-Event Continued

### 1-2 Days Post-Event (continued)

- Post a Campaign Update that includes: total amount raised, goal progress and other encouraging stats like top fundraisers, teams and participants
- Thank all supporters
  - Send thank you messages via email and on social media

### 2-3 Days Post-Event

- Send post-event survey
  - Did the event meet your participants' expectations?
  - Will golfers/attendees return again?
- Send out event pictures, top golfers and fundraisers, and other event-related news
  - Bonus: Include future VIP events or volunteer opportunities, important campaigns or organizational updates

### 1-2 Weeks Post-Event

- Personalize messaging to VIPs such as big donors, big fundraisers, sponsors, repeat attendees etc.
  - Make a personal phone call
  - Mail a thank you note
- Award prizes (if applicable)

*\*For more on how to maximize your success after your event, check out our [Post-Event Engagement Guide](#)*

## Post-Event Evaluation

- Goals and Budgets
  - Did you reach your goal?
  - Were there any unforeseen costs?
  - Did you adhere to your budget?
  - What was your total net donation?
  - What elements were most/least effective in raising funds?
- Participation
  - How many participants attended?
  - Was this more/less than expected (or from years' past)?
  - Did participants find and access the venue easily?
- Resources
  - Was there sufficient food/drink/refreshments?
  - Were there sufficient volunteers?
- Problems/ Improvements
  - Did anything go wrong? If so, can this be fixed in the future?
  - How can you scale attendance and fundraising in future?
  - Could you use additional functionality eg. registration, fundraising minimums, or text to donate to bolster your event's fundraising?