



Golf Tournament Fundraising with Frontstream



How to Utilize a Golf Tournament to Fundraise



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graph TD; A[How to Utilize a Golf Tournament to Fundraise] --> B[Strategies & Best Practices]; B --> C[Three main tools: FirstGiving, Giftworks, and BiddingforGood];
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Strategies & Best Practices

- Donation Buttons, Dynamic Giving Levels, Peer-to-Peer, Fundraising Auctions, Mobile Bidding, Online Stores

**Live
Q&A**

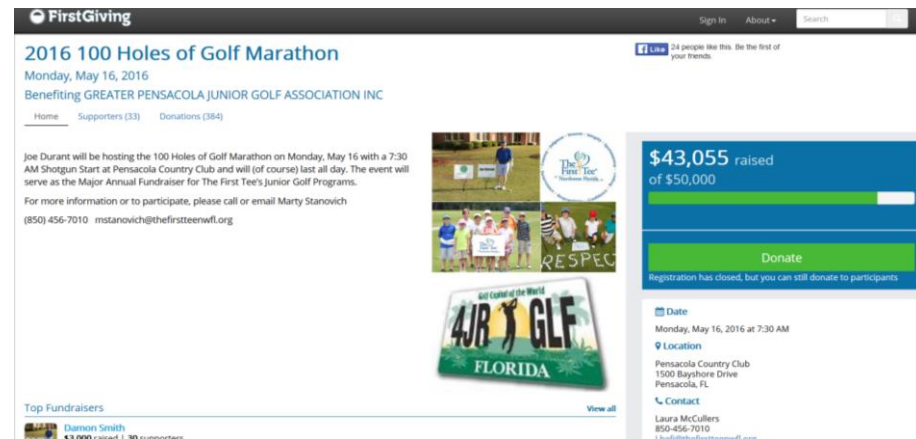
Three main tools: FirstGiving, Giftworks, and BiddingforGood

Frontstream Fundraising Products

- Donate Button
- FirstGiving: Peer-to-peer fundraising platform
- Giftworks: Donor management
- BiddingforGood: Online auctions & mobile bidding

Golf tournament integration

- Simple donate button on web page
- Individual player fundraising
- Project Fundraising/Giving Day
- Manage relationships with your player database
- Mobile bidding at tournament (with online auction ahead of it)



FrontStream's Dynamic Donation



- Secure, fast, engaging ways to capture more donations
- Mobile and social optimized
- One-time and recurring giving
- Real-time deposits flow directly into your account

Donation Buttons

- ✓ Make it stand out
- ✓ Clear call to action
- ✓ Consistent branding
- ✓ Reduce # of steps to make the donation
- ✓ Include in email appeals



DONATE NOW

Donation Buttons: Example

Mad Men Party

The Lake County Haven Women's Auxiliary cordially invites you to our MAD MEN PARTY!

ONE NIGHT ONLY

Saturday, [October](#) 24, 2015
7:00 pm – 11:00 pm

Hosted at the home of Danette & Jack Lemm
15356 West Oak Spring Road
Libertyville, IL

Our charming evening includes delicious hors d'oeuvres,
fine wine & beer, desserts.

\$75 per ticket

Reservations Required
[RSVP](#): Ring 847-680-1870 or [CLICK HERE](#) to
[register online](#).

YOU'D BE MAD TO MISS IT.

GET TICKETS



Memory Of ☒ N/A

Choose Your Button Color
☐ ☐ ☐ ☐ ☐ ☐ ☐ [Preview button](#)

Would you like multiple giving levels? ☒ Yes ☐ No

Amount: \$50 Description: Bu

Amount: \$ Description:

Amount: \$ Description:

Other: In addition to the Giving Levels a user may also pick their own donating amount.

Preview your Donation Button Here

Giving Levels

Select an Amount

\$ 50

\$ 250

\$ 500

\$ 1000

Other

Your Donation *

\$ 100

USD



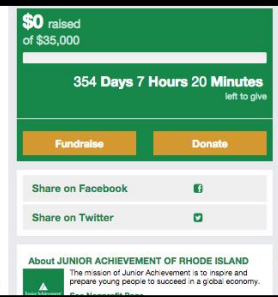
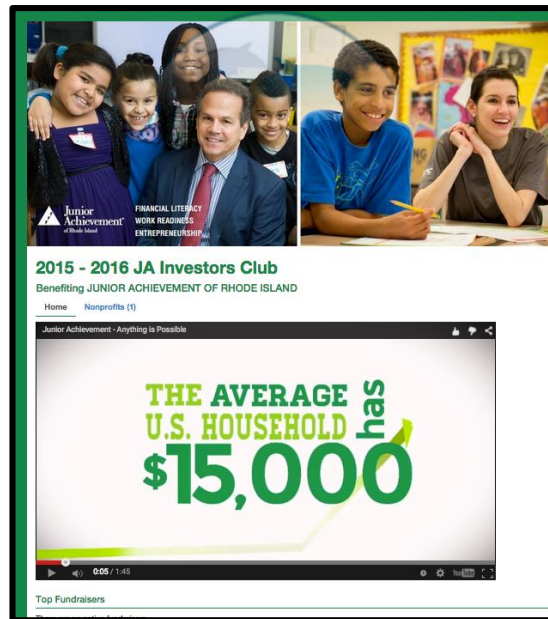
One-time



Monthly

What is FirstGiving?

- Peer-to-peer fundraising platform
- Event-focused (runs, walks, rides)
- Allows for event registration
- Hosts Giving Days, awareness campaigns and project-based fundraising for nonprofits

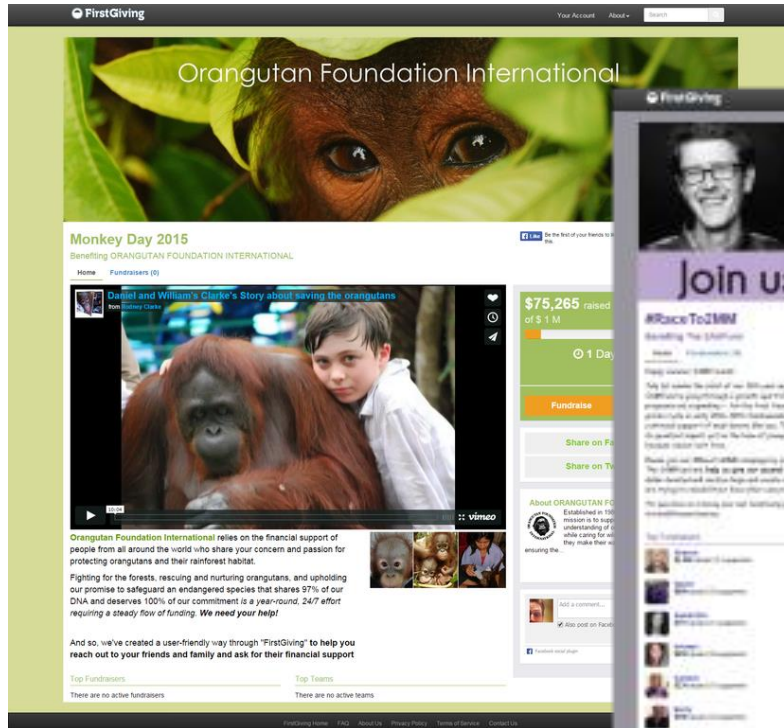


Leveraging Giving Days

- ✓ Provides a deadline & “reason to give”
- ✓ Media opportunity
- ✓ Movement to raise awareness – Online & Off
- ✓ #GivingTuesday raised \$45.7 million in 2014

#GIVINGTUESDAY™

Giving Days and Project Fundraising



- ✓ Sense of Urgency
- ✓ Build Viral Buzz
- ✓ Show Tangible Impact
- ✓ Real-Time Reporting
- ✓ Custom Branding
- ✓ Ideal for Capital Campaigns, Awareness Months, Holidays, Year-End Campaigns, etc

Peer-to-Peer Fundraising & Events

- ✓ Taps into your supporters' personal network
- ✓ Fundraisers & Teams Raise \$\$ with personal pages
- ✓ Average fundraiser raises \$500 (compared to average donation of \$50)



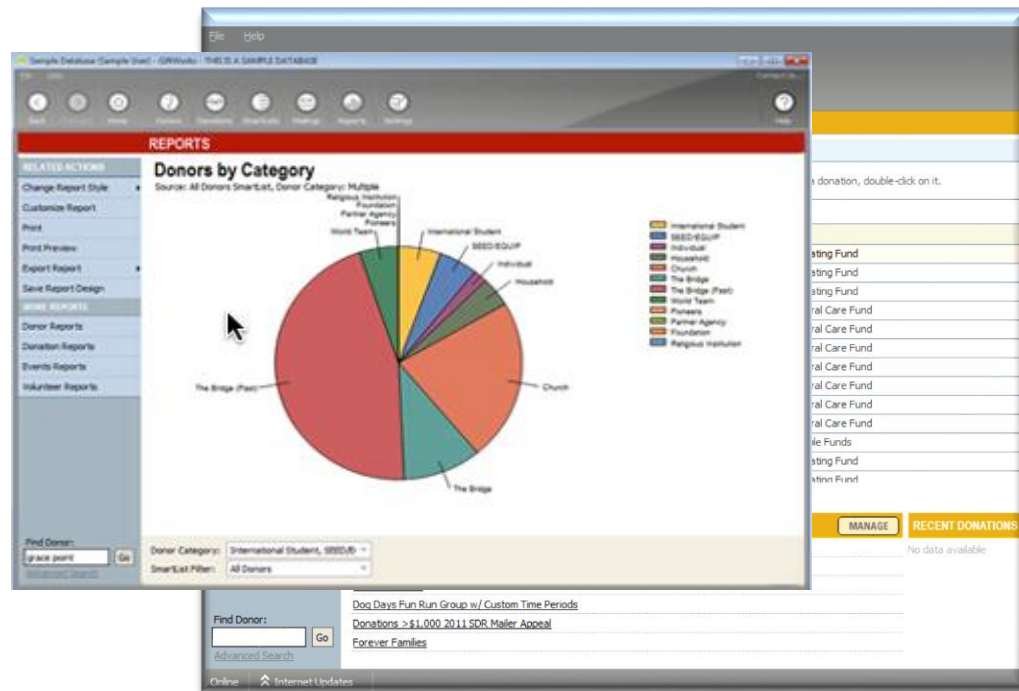
Giftworks: The power of CRM



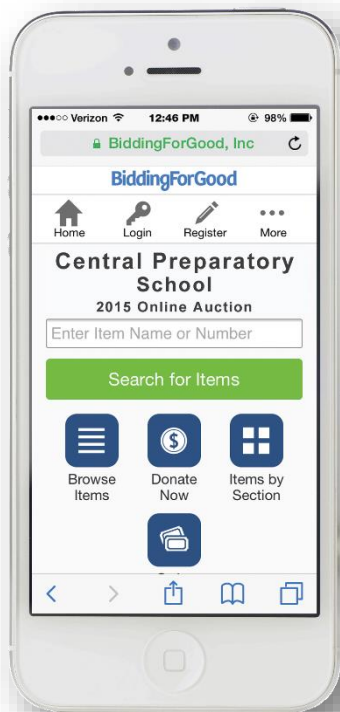
- Easy, intuitive platform to manage donors, donations, and volunteers
- Customizable communication
- Receipting tools
- Reporting built for nonprofits
- Customizable SmartLists to segment supporters

FrontStream CRM: Smart Donor Management

- ✓ Track Donor Activities
- ✓ Powerful Database Segmentation
- ✓ Built-In Email & Direct Mail
- ✓ BiddingForGood, MailChimp, Constant Contact, Outlook, & QuickBooks Integrations
- ✓ Volunteer & Event Management
- ✓ Custom Reporting & Dashboards
- ✓ Included Support & Training Materials



BiddingforGood



- Online auctions and mobile bidding
- Complete end to end event management
- Over 31,000 auctions run
- Raised over \$335 million and counting...
- 500,000 + community of cause-minded shoppers

The Anytime, Anywhere Fundraiser

Online fundraising auctions allow bidders to bid on any device from anywhere.

- ✓ Online
- ✓ At school events
- ✓ At galas
- ✓ At golf tournaments
- ✓ In stadiums



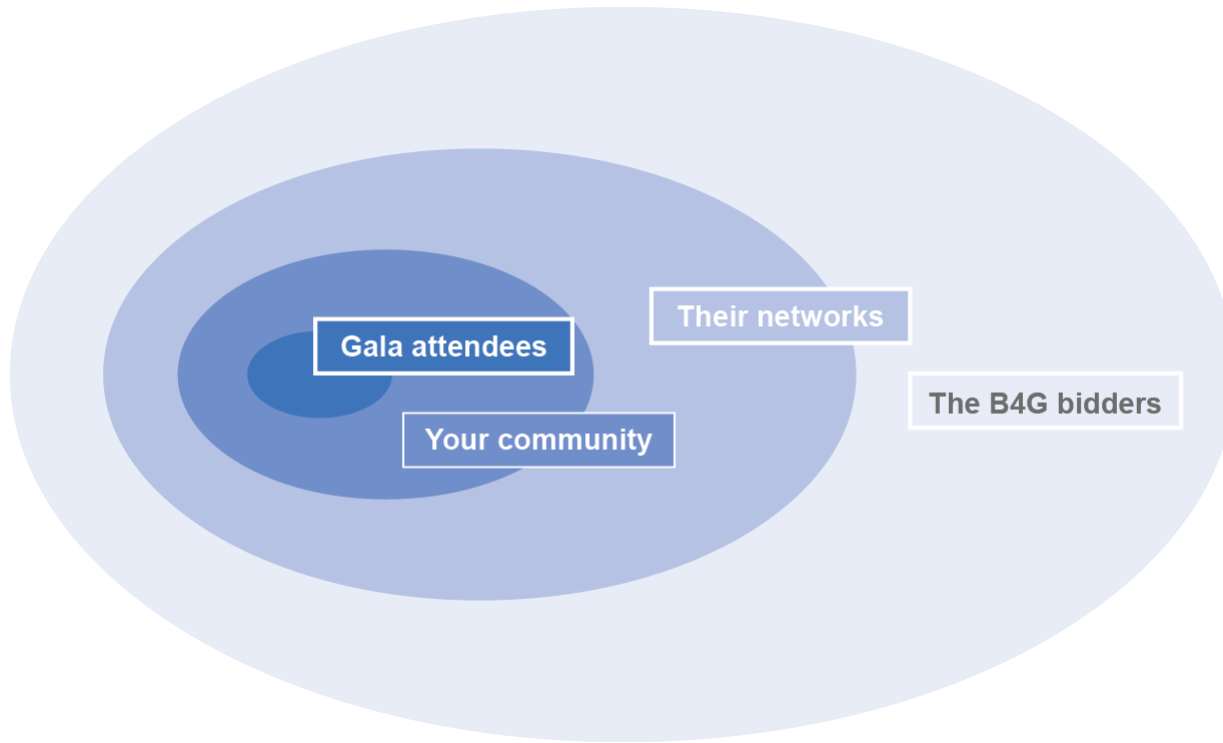
It's All About...

am·pli·fi·ca·tion (ăm'plê-f î-kăshên)

n.

1. The act or result of amplifying, enlarging, or extending.

Let's Start with the Gala...



Online Means More Bidders

Invite your ENTIRE community to your auction

- Think outside of the attendees at your event, or your usual donor pool
- Take advantage of email lists, mailing lists, and social networks to drive traffic to your auction and attract more bidders



Invite our cause-minded shoppers

- Over 500,000 affluent, cause-minded shoppers frequent our site (24% have a net worth of over \$1 million)
- These bidders account for an average of 33% of the bidding activity in all of our auctions
- Attracting new bidders to your auction helps build your donor list

Give Supporters All the Info They Need to Support Your Cause

Your Brand

The screenshot shows the homepage of the Peacemakers Gala Online Auction. The header features the 'peacefirst' logo (a green and blue circle with a white dot) and the title 'Peacemakers Gala' next to a photo of children. Below the header is a login section with fields for email (lcb750@gmail.com) and password, and buttons for 'Sign In', 'Forgot Password?', and 'Register to Bid'. A navigation menu on the left includes links to Home, View All Items (14), Hot Items! (12), Online Only (14), No Bids (1), Clothing (1), Food & Gourmet Items (2), Memorabilia (1), Tickets-Entertainment (2), Tickets-Sports (2), Travel (4), Unique Experiences (2), and CLOSED ITEMS. A sidebar on the left contains links for LIVE EVENT INFO, DONATE ITEMS, CASH, and REFER FRIENDS. The main content area displays the auction end date (Sep 30, 2014 10:00 PM EDT), a search bar, and a welcome message. A 'Live Event' section provides details for an event on August 23, 2014, at the Boston Public Library. A map shows the location at 700 Boylston St., Boston MA 02116. An 'Order Tickets' button is visible. At the bottom, an 'Auction Stats' section shows '\$23,884' in 'Dollars Raised'. A video player for 'Peace First PSA' is also present.

Share This Page

Sharing

Event Details

Accept Donations

Tell Your Story

Tickets

Fully integrated event management

Live Event Features

- Ticketing
- Table seating
- Mobile bidding
- Leaderboard
- Streamlined registration/checkout
- Quick sale
- More relaxed auction committees

Easily create custom ticket types and even offer discount coupons

Quickly set up as many ticket types as you want and even create discount codes. Many organizations offer discount codes to volunteers or other special supporters. Schools often offer them for teachers or teacher's aides.

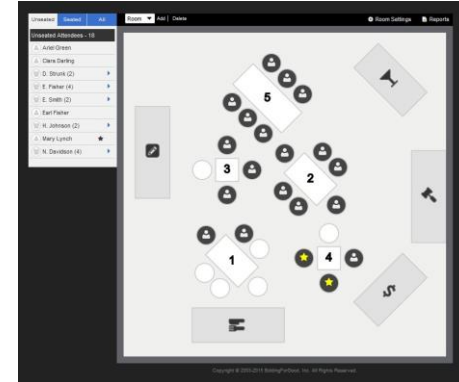
- Early Bird, Adult, Child, Table for Ten, Sponsor Table, Benefactor, etc.

Tickets

[View Your Auction](#)

Reorder tickets by dragging and dropping a ticket row, or by using the links on the right.

Ticket Name	Price	Total Quantity	Quantity Sold	
VIP	\$250.00	25	18	Edit - Deactivate
Early Bird	\$100.00	250	6	Edit - Deactivate
Friend of Peace First	\$150.00	250	18	Edit - Deactivate
Gold Sponsor Table	\$2,000.00	10	3	Edit - Deactivate

[Create Ticket](#)

Smartphones are Replacing Bid Sheets

Streamlined registration, bidding, and checkout

When you power your silent auction with mobile bidding, our platform collects and stores all bids and bidder information, alleviating several silent auction woes.

What takes the place of clipboards?

Any smartphone or tablet, laptops



A Better Bidder Experience

Before the event

- Register to bid
- View catalog online



During the event

- Receive outbid alerts
- Bid competitively while on the golf course




After the event

- Payments processed
- Go home happy!




And a visit to the auction homepage



Going for the Green

Golf Tournament Fundraiser for STAR Education and STAR Eco Station





Username Password [Forgot Password?](#) [Register to Bid](#) [BiddingForGood](#) [Help](#)


Auction Home

View All Items	(62)
New Items	(17)
Hot Items!	(15)
No Bids	(38)
Art	(4)
Books	(1)
Clothing	(2)
Dining	(5)
For Your Pet	(1)
Golf & Sports Gear	(5)
Handbags	(1)
Health & Fitness	(3)
Jewelry	(2)
Memorabilia	(4)
Other	(2)
Services	(1)
Spa & Beauty	(5)
Tickets-Entertainment	(4)
Toys	(2)
Travel	(12)
Unique Experiences	(8)

Auction Ends: **May 5, 2013 03:00 PM PDT**

Share This Page   

Online Auction Open!



The online portion of Going for the Green is now open. The auction will run from April 21, 2013 to May 5, 2013.

Proceeds go to **STAR Inc.** in order to support the availability of educational programs, including environmental education, for 15,000 children throughout California. Auction items range from exotic vacation getaways to donated items guaranteed to delight and surprise. So, tell your friends, family, community. Let the bidding begin!

Check back often because new items will continue to be added!

Make Your Bid to Support STAR!

Now is your chance to not only get all the great items you want, but to do it knowing

Live Event

Sun May 5, 2013
12PM - 3PM PDT

Top Items

- Southwest Airlines Tickets
- One Week of STAR Summer Camp
- One Week at STAR Summer Camp
- One Week of STAR Summer Camp
- Ayres Hotel
- Collar and Leash
- One Week of STAR Summer Camp
- Chez Mimi Restaurant
- Treat Yourself in the Palisades

Build your item catalog to match community interest

Memorabilia:

Arnold Palmer Shadowbox

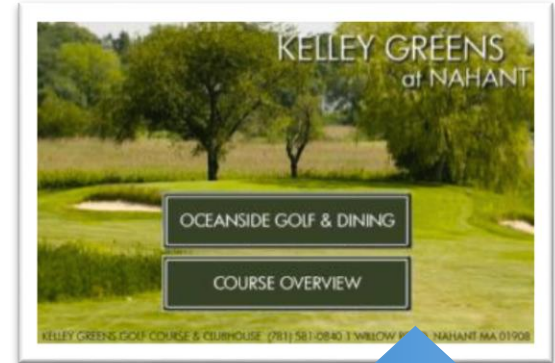


Gear:

A Hybrid Club

Unique Experiences

US Open: Trophy Club Passes



Golf Outings:

18 holes of golf at a club

Utilize Sponsorships



On the course + your online auction site = **more \$\$**

Consider the venue



Ideas:

- Sponsor signs on course
- Item descriptions on course
- Auction URL on Snack Cart
- Print the auction URL on the score cards

Customer Success

- Auction at a golf event
 - YMCA, Tee it up for the Troops, Big Brothers Big Sisters, CASA
- P2P event with a golf tournament
 - Children's Hospital Foundation – Richmond
 - Greater Pensacola Jr Golf Association
 - Junior Achievement
- Can utilize all platforms!

The screenshot shows a FirstGiving fundraising page for the "JA Sioux Empire 100 Hole Challenge 2016". The page is for a Monday, June 06, 2016 event benefiting Junior Achievement, Inc. in South Dakota. It features a "100HOLE CHALLENGE" logo and a sidebar showing \$10,585 raised with "Join Now" and "Donate" buttons. The main content area describes the challenge: golfers play 100 holes in 11 hours, receive "The Royal Treatment" (cart, meals, snacks), and raise at least \$2,500. It also includes a "Why Participate" section stating that proceeds benefit Junior Achievement of South Dakota, which reaches over 50,000 students annually. A "Top Fundraisers" section at the bottom lists Graham Van Horn as the top fundraiser with \$3,005 raised and 19 supporters.

FirstGiving Sign In About Search

JA Sioux Empire 100 Hole Challenge 2016
Monday, June 06, 2016
Benefiting Junior Achievement, Inc. South Dakota

Home Supporters (13) Donations (83)

WHAT IS THE 100 HOLE CHALLENGE?
Golfers play 100 holes of golf (5 1/2 rounds) in only 11 hours.
During the event, you will receive "The Royal Treatment"! This includes your own golf cart, delicious meals, and healthy snacks!
By getting involved, each golfer will raise at least \$2,500 to support the efforts of Junior Achievement.
You, your clubs and the hopes of thousands of students!

WHY PARTICIPATE IN THE 100 HOLE CHALLENGE?
Proceeds from the 100 Hole Challenge will benefit Junior Achievement of South Dakota, which reaches over 50,000 students across South Dakota every year.
Your participation ensures an impact on the youth of South Dakota by teaching them to value the importance of an education.
Learn more about Junior Achievement by visiting www.jasid.org.

Top Fundraisers View all

Graham Van Horn
\$3,005 raised | 19 supporters

JUNIOR ACHIEVEMENT 100HOLE CHALLENGE

\$10,585 raised

[Join Now](#) [Donate](#)

Date
Monday, June 06, 2016 at 5:30 AM

Location
Brandon Golf Course
2100 E. Aspen Blvd.
Brandon, SD

Contact
Jamie Andersen
605-336-7318
sd.evnts@ja.org

FrontStream's Suite of Integrated Products



- Easy, intuitive platform to manage donors, donations, events and volunteers
- Customizable communication and receipting tools
- Reporting built for nonprofits and customizable SmartLists to segment supporters



- Online registration and ticket sales
- Create a powerful network of fundraisers
- Quickly and easily build shareable fundraising websites
- Proven to increase donations



- Secure, fast, engaging ways to capture more donations
- Mobile and social optimized
- One-time and recurring giving
- Real-time deposits let the funds you raise flow directly into your account
- Swipe terminals & virtual terminals for in-person or phone/mail donations



- \$197 M disbursed to charities in 2014
- Manage the workplace donations you receive inside CRM
- Know the type of donation (payroll, credit card, etc) & company matching



**Ranked #2 Top Nonprofit
Software Provider in 2014**

Thank you for joining us!

Please type questions in now.

