

SET GOALS FOR YOU CAMPAIGN

Setting fundraising goals is a great way to motivate both staff and donor participation. Once you have decided on your goal, monitor your progress by making it visible to everyone raising funds. Including your fundraising goal and progress on social media or in emails may incentivize donors to contribute to reach your end goal.

SOCIAL MEDIA

Use your online network by sharing your online donation page through Twitter, Facebook and Instagram. Using social media allows you to reach all of your followers both quickly and cost free! Thanks to a recommendation from a training session, new this year, we have created a **Facebook Cover Photo** for you to upload to your organization's page. Put your personalized link in the caption and you are ready to go! *See below for the image.*

EXISTING FUNDRAISERS

Incorporating BFC into fundraisers is one of the most popular best practices. Try incorporating into a fundraiser that you are already holding this Spring. A few examples are below:

1. **Fees** – Have your donors pay the fee to attend your event by making a pledge or flat-rate donation. Or if you are holding a silent auction, have people pay for their item through Birdies.
2. **Refer By** – On your personalized pledge website, we can create a 'refer by' section for you to utilize if you are holding an in-house contest. Just let us know that names/teams that should be receiving credit and we can add them. (i.e. if you are holding a walk and have different team names we can incorporate this!)
3. **Donors that cannot attend** – Just because a donor cannot attend your event, does not mean they do not want to still donate! Send along your personalized link when sending out an RSVP and give your donors an option to still contribute.

EMAIL SERIES

Try utilizing an email series as an easy marketing tactic. Create a Birdies for Charity email series that tells the story of your nonprofit's fundraising. Let your donors know why you are participating, how long you have been connected with BFC, and focus on the progress towards your fundraising goal. Feel free to use the email templates in the 2017 Toolkit as a starting point.

ELECTRONIC PLEDGE CARDS & ONLINE PLEDGING

Request a personalized electronic card and have the ability to print out as many as you would like. Utilizing these pledge forms also allows you to add them to any of your electronic outreach. Many charities use a screenshot of part of the pledge card and include in their newsletters or on the back of their own charity brochures or programs. *See an example below provided by the [Tunxis Community College Foundation!](#)*

Online pledging is vital as it allows people to donate from anywhere at anytime. By encouraging online pledging you not only reduce the barriers to donate but you also create less work for yourself!

GOLF 101

You do not need to be a golf fan to solicit donations. We summarized everything you need to know.

PAR = the perfect score on any hole. If par is 4 on a hole, that means the golfer is expected to make it into the hole in 4 shots.

BIRDIE = the score one better than par. If par is 4 on a hole, that means that if the golfer makes it into the hole in 3 shots, they have scored a birdie.

That's it! As the players do better during the tournament, your charity gets more money.



YOU CAN BE A PHILANTHROPIST TODAY!

You can help a student today!

- \$10.00 - buys a meal for a student in the café
- \$52.00 - gives a student a bus pass to get to class
- \$250.00 - textbook for class
- \$1,100.00 - 2 classes for one semester

The Tunxis Community College Foundation's objective is to help shape the future and enhance the continuous development of the college, its students and alumni, and its faculty and staff through philanthropic activities that have a positive and beneficial impact upon both the college and the community it serves.

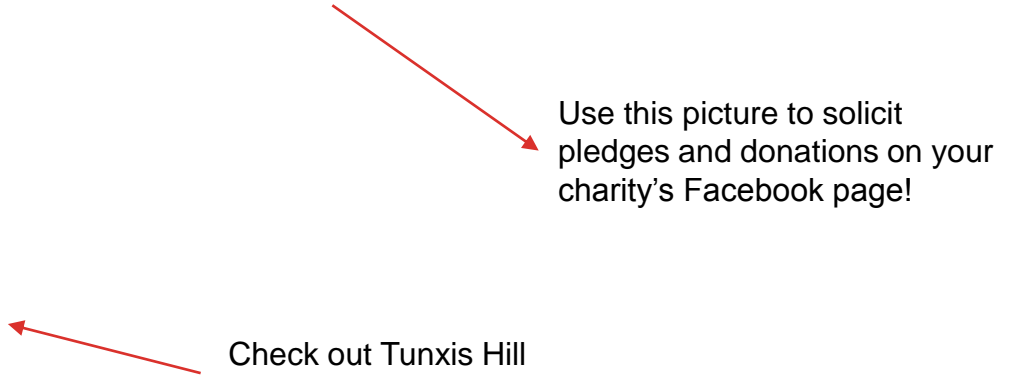
PLEDGE FOR YOUR CHARITY TODAY!

BIRDIES FOR CHARITY RULES

- All participating organizations must be publicly supported and recognized by the Internal Revenue Service as 501(C)(3).
- For better play and to improve conditions we will accept a maximum of 100 per hole and a maximum of 100 per hole for all holes.
- If a hole is a par 3 and you are a hole in one, you will be awarded a bonus hole in one.
- If a hole is a par 4 and you are a hole in one, you will be awarded a bonus hole in one.
- If a hole is a par 5 and you are a hole in one, you will be awarded a bonus hole in one.
- If a hole is a par 6 and you are a hole in one, you will be awarded a bonus hole in one.
- If a hole is a par 7 and you are a hole in one, you will be awarded a bonus hole in one.
- If a hole is a par 8 and you are a hole in one, you will be awarded a bonus hole in one.
- If a hole is a par 9 and you are a hole in one, you will be awarded a bonus hole in one.

GUESS THE BIRDIES SWEEPSTAKES RULES

- No purchase, admission or donation is necessary to enter or win in the Guess the Birdies Sweepstakes. The sweepstakes is open to all members of the Tunxis Community College Foundation.
- The sweepstakes will be held on the 1st hole of the 1st round of the 2014 Travelers Championship.
- The prize will be a round-trip airfare to the 2014 Travelers Championship.
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Use this picture to solicit pledges and donations on your charity's Facebook page!

Check out Tunxis Hill Community Foundation's back page of their annual scholarship program book.

OFFICIAL PLEDGE AND FLAT-RATE DONATION FORM

To witness your pledge per dollar or flat-rate donation, please use the reverse side of this form.

PLEASE PRINT OR TYPE NAME AND ADDRESS TO: **Tunxis Community College Foundation**

City: _____ State: _____ Zip: _____

Telephone: (____) _____

Email: _____

PER BIRDIE PLEDGE

I pledge and promise to donate the following amount for every birdie made during the 2014 Travelers Championship. I understand that the total number of birdies and my pledge will be calculated at the conclusion of the tournament and that I will be charged at that time.

\$1.00 _____ \$3.00 _____ \$5.00 _____ \$10.00 _____ Other _____

FLAT-RATE DONATION

I wish to make a one-time donation in the amount of \$ _____

MINIMUM BIRDIE AMOUNT \$75.00

COPIES TO TAKE

I guess that exactly _____ birdies will be made at the 2014 Travelers Championship.

FORM OF PAYMENT

Check Enclosed _____ Invoice No _____ Credit Card _____

MATCHBOOK _____ VISA _____ AMEX _____

Credit Card Number _____

Expiration Date: _____

Security Code/CVV (or back of card) _____

Please provide accurate payment information. If you have selected a matchbook and a credit card payment, your card will be charged immediately. Your name, address, phone number, your business will be copied upon. Your card will be used in the event of the same event. We will retain a copy of your card.

Contact us for more fundraising tips or questions!