



Building a Great Fundraising Golf Tournament

**The Complete Handbook for Planning, Implementing and
Sustaining a Successful Fundraising Golf Tournament**

2010 EDITION

**Prepared by
Frank MacGrath, President
Golf Tournaments Incorporated
www.gtigolf.com**

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Introduction

Over the past twenty years the growth of charity golf tournaments across North America has been phenomenal. The Golf Tournament Association of America estimates that there are more than 1 million “golf outings” in the United States each year. In Canada, despite a relatively shorter golf season, most 18 hole public courses host at least 100 or more golf tournaments each year, the majority of which are charity golf tournaments that raise substantial funds for a wide variety of non-profit organizations. While these golf tournaments can offer tremendous fundraising and awareness-building opportunities for many non-profit organizations, they are also large-scale ‘special events’ that require a great deal of staff resources, volunteer manpower and financial commitment.

The purpose of this handbook is to assist you and your colleagues in planning, executing and maintaining a very successful charity golf tournament. Having coordinated more than 500 successful golf tournaments in the past ten years, Golf Tournaments Inc. has prepared this handbook in order to assist volunteers and professional fundraising staff within not for profit organizations who are new to the experience of organizing a charity golf tournament. This updated 2010 version of the handbook will also be beneficial to those staff members or volunteers who are already familiar with organizing their own golf event but who want to take their tournament “to the next level”.

In the following pages, this handbook will outline the specific components of tournament planning, coordination and implementation that you and your fellow volunteers and staff colleagues should consider when putting together your tournament, whether it is a first time event or whether you are looking to take your tournament from “good to great”.

See you on the first tee!

Frank MacGrath
President & CEO
Golf Tournaments Incorporated
fmacgrath@gtigolf.com
905-726-4488