



**GOLF  
MARATHON**

**Jackrabbit FCA  
GOLF MARATHON PLAYBOOK  
2018**

**Edgebrook Golf Course**

Friday, July 13<sup>th</sup> 2018

*Dear Friend,*

**Greetings!** *Thank you for being a part of this amazing opportunity! We appreciate your efforts tremendously and want to make this experience one you want to do again. Your participation and pledges are essential to making this a successful event. The Fellowship of Christian Athletes has a vision to see the world transformed by Jesus Christ through the influence of coaches and athletes. It is a Divine ambition indeed, yet that vision is being fulfilled every day in our own communities in South Dakota and around the world.*

*Our goal is to grow the FCA presence on the SDSU campus- through individual discipleship, team and coaches bible studies, chapels and our weekly campus FCA Huddle, we also desire to have an FCA presence on every Middle School and High School campus in our area. This event will help us to expand our reach by fortifying our current staff and to hire a new staff to serve SDSU/Brookings-area.*

*A vision like this gains no momentum without the participation and support of people like you. Thank you for taking the time and effort to make this event successful. Please let us know what questions you have after reading through this playbook. We are here to serve you as you take part in this fun and exciting Golf Marathon!*

*Now let's have some fun.*

*Bring Life,*

*T.J. Carlson  
FCA Area Director*



## Schedule of Events

7:30am- Arrive/Continental Breakfast/Check-in

8:15am- Announcements & Departure to holes

8:30am - 6:30pm- 100 Holes! Lunch, Snacks & Soft Drinks provided throughout the day.

7:00pm- Dinner & Prizes

## Getting Signed up to Play

**Go to:** <https://grouprev.com/2018jackrabbitgolfmarathon>

**Step 1:** click on “**Create a Page**” to set up your online personal fundraising page.

**Step 2:** Sign up and create your Page. Upload a primary image or video to be the center piece of your page. Give fun and personal information about why you want to do this crazy thing. You will be able to add more media later. Then click “**Create Page**”. This will then create your personal page and your own URL. (you will see your name in your personal URL)

**Step 3:** Direct People to Your Personal Fundraising Page (include your custom URL in the Invitation Email). They should be directed to this page when they follow the link in your email. Blast this link on your social media outlets. Drum up attention with your friends worldwide for support.

**Step 4:** Direct People on How to Make Pledges online or by mail.

\*After following the link to “Give Now” they will need to fill in their necessary personal information.

## How to collect payment by check:

If your pledge partners would prefer to make their pledge by check, this can be done by writing a check to “FCA” for the full amount of their pledge and mailing the check to:

**FCA**  
**100 22<sup>nd</sup> Ave South**  
**Brookings, SD 57006**

**Please have your pledge partner include your name in the memo line in order for us to track its origin and for it to be counted towards your pledge total.**

## **GOLF MARATHON “HOW TO”**

Here’s what you’ll need to know to secure your pledges.

The important part of a successful golf marathon is securing your pledge partners. Once you have identified these potential pledge partners, you’ll need to contact them with an invitation to participate. We recommend that this initial contact be via email. This will allow you to send the invitation to multiple contacts at once and provide them with the information they need to consider making a pledge towards this tremendous opportunity. A sample invitation email is given below:

### **Sample Letter/Email/Facebook Post: (copy & paste this)**

Dear [fill in the blank],

We live in a country where the influence of sports and athletics has become more significant than ever. Nothing else in our culture has the potential to influence a community, for good or for bad, like sports. It is a pivotal platform worth our consideration and investment.

You may have heard of an organization called the Fellowship of Christian Athletes (FCA). FCA has a vision to see the world impacted for Jesus Christ through the influence of coaches and

athletes. This organization is on a mission to see this important platform leveraged for the good of the culture it so deeply influences. For that reason I have recently agreed to play in a Golf Marathon Fundraiser to support the ministry of FCA at SDSU and in the Brookings-area. The funds this event will raise will go directly to local staff that are working to influence coaches and athletes for Jesus Christ.

On Friday, July 13th, I along with dozens of other golfers will embark on a golf marathon with the goal of playing a maximum of 100 holes. As a player in this tournament I have agreed to try to raise **at least** \$1,500 and the goal is to do so through securing pledges with my connections and friends like you (while having some fun along the way!).

Would you be willing to pledge a donation of any amount for every hole I complete? Making a pledge is easy and can be done online. Simply follow **this link [insert the link to your player page here]** and provide the necessary information. Flat donations can also be given for a predetermined amount. If you do not prefer to give online, checks or cash can also be accepted.

This is a pivotal time and a powerful means of making an important impact on our community through the influence of sports. I hope you'll stand with me in supporting Jackrabbit FCA.

Thank you!

### **Follow-up phone call**

After successfully clicking the "Send" button, we highly recommend following up with your contacts with a personal phone call. We recommend this phone call take place within 24 to 48 hours of the time you sent the email. The goal of this phone call is to secure the pledge.

### **Link to pledge page**

As you noticed in the sample invitation Letter/Email, you will need to include a link to your personal pledge page. This link will take your pledge partner to the site where they will make their donation pledge. Instructions on how to navigate this page are as follows:

### **FCA Ministry Information**

The Fellowship of Christian Athletes is touching millions of lives... one heart at a time. Since 1954, the Fellowship of Christian Athletes has been challenging coaches and athletes on the professional, college, high school, junior high and youth levels to use the powerful medium of athletics to impact the world for Jesus Christ. FCA focuses on serving local communities by equipping, empowering and encouraging people to make a difference for Christ.

**The FCA Vision:** To see the world transformed by Jesus Christ through the influence of coaches and athletes.

**The FCA Mission:** To lead every coach and athlete into a growing relationship with Jesus Christ and His church.

If folks would like more information about the organization of FCA, please direct them to a these websites:

International & National FCA Website: **[www.FCA.org](http://www.FCA.org)**. Our ministry now extends in over 57 countries. Local area Website: **[www.JackrabbitFCA.org](http://www.JackrabbitFCA.org)**.  
State FCA Website: **[www.SouthDakotaFCA.org](http://www.SouthDakotaFCA.org)**.

**How many holes of golf do I actually play?**

Each person will play 100 holes during the day. We have strategically designed the day to allow us to complete and we estimate that the golf will take approximately 10 hours. We plan to wrap up the day by 6:30pm! We will explain the format in detail during the announcements before we play.

### **Do I have to be a good golfer?**

No, but you need to be able to swing the club and keep up with the pace of play. This is the one golf event that combines the area's best golfers and worst hackers!

### **What's in it for me?**

You mean besides the fun of playing on a great course all day? Or incredible giveaways and prizes? Or the thrill and challenge of doing something you've never done before? Or the free golf package that you will receive? Or all the food and soft drinks you want? Or, maybe it is knowing that you will be making a tremendous impact on the lives of area young people?

### **What about the prizes?**

THIS YEAR'S PRIZES ARE INCREDIBLE! Everyone who reaches a certain level will be eligible to receive the following prizes.

#### **EVERY GOLFER PARTICIPATING RECEIVES:**

- Personalized website to raise pledges
- UnderArmour Polo
- Columbia Pullover
- Golf Balls and Tee's
- Breakfast, Lunch, Dinner, Snacks and Refreshments
- A Day of unforgettable fun and adventure in a golf cart!

### **Incentive Levels:**

**\*Top Prize to the person who raises the most \$- A Stay & Play Package at the Prairie Club!**



**But wait you can still qualify for other great prizes.**

**THE FOLLOWING PRIZES ARE GUARANTEED UPON REACHING EACH TIER:**

- \$3,000+ - UnderArmour Golf Bag
- \$2,500+ - Nike or Callaway Driver
- \$2,000+ - Nike or TaylorMade Putter
- \$1,500+ - \$100 Gift Card

**How is the Tournament run?**

Registration will begin at 7:30 a.m. (with coffee, juice, and bagels to get you started). At 8:30 a.m. the golf will begin with a shotgun start.. Once every team is on their assigned hole for their first match, you will start playing. Golfers are encouraged to bring a caddie, if desired. Suggestions for caddies are spouses and children.

**How am I going to raise my goal of \$1,500 in pledges?**

Although it sounds like a daunting task, be assured that in many similar events golfers raised well over \$2,500. That's 25 people pledging \$1.00 per hole or 50 people pledging 50 cents per hole. However, most of the time it is better to get lump sum pledges versus the per hole pledge. Pledges can be from friends, family, your church, your work, etc. See the "Prospective Sponsor List" for ideas. A good place to start is your Christmas mailing list. The best way is face-to-face or by phone

Use the sample Letter/Email/Facebook post (enclosed in Play Book) when you are asking for pledges by e-mail or in person.

Please record all information on sponsors. You can develop your own tracking system on the computer, but make sure that all information is clearly recorded. Remember to mention what the money is being raised for - the kids! Potential sponsors do not have to

be familiar with the FCA ministry. However, they need to know that you are committed to helping kids. Remember that your excitement will be contagious!

**What if people would rather pledge a flat donation?**

That's fine - just keep in mind goal is to raise \$1,500 in support. As stated previously, the lump sum approach is easier to manage and keep track of.

# Prospective Sponsors

|  |  |
|--|--|
| Work                                     | <ul style="list-style-type: none"> <li>- People to whom I report</li> <li>- People who work for me</li> <li>- Co- Workers</li> <li>- Workers in other departments</li> <li>- Outside people I talk to</li> <li>- Suppliers</li> </ul>  |
| Neighborhood                             | <ul style="list-style-type: none"> <li>- Members of the Neighborhood</li> <li>- Neighbors on both sides</li> <li>- Neighbors who have moved</li> <li>- Neighbors across the street</li> </ul>  |
| People who service me                    | <ul style="list-style-type: none"> <li>- Service Station</li> <li>- Firemen</li> <li>- Gardener</li> <li>- Housekeeper</li> <li>- Exterminator</li> <li>- Electrician</li> <li>- Milkman</li> <li>- Diaper service delivery</li> <li>- Waiter/Waitress</li> <li>- Dry Cleaners</li> <li>- Bottled Water Rep.</li> <li>- Auto Repair</li> <li>- Cable Installer</li> <li>- Plumber</li> <li>- Pool Maintenance</li> <li>- Meter Reader</li> <li>- Mail Carrier</li> </ul>   |
| Religious Organizations                  | <ul style="list-style-type: none"> <li>- Religious Education Directors</li> <li>- Minister/ Priest</li> <li>- Youth Workers</li> <li>- Fellow church members</li> </ul>  |
| Professional Relationships               | <ul style="list-style-type: none"> <li>- Meter Reader</li> <li>- Dry Cleaners</li> <li>- Mail Carrier</li> <li>- Diaper Service</li> <li>- Cable Installer</li> <li>- House Keeper</li> </ul>  |
| Social Contacts                          | <ul style="list-style-type: none"> <li>- New and old acquaintances</li> <li>- Members of my country club</li> <li>- People I met at the last party</li> <li>- Regular dinner Party group</li> <li>- Church small groups</li> </ul>   |
| People who sell me Products              | <ul style="list-style-type: none"> <li>- All door to door or party plan salespeople- Mary Kay, Tupperware, Jewelry</li> </ul>  |
| Organizations                            | <ul style="list-style-type: none"> <li>- Church</li> <li>- Girl Scouts</li> <li>- Local FCA</li> <li>- Rotary, Kiwanis</li> <li>- Lodges, Moose, Elks</li> <li>- YMCA/ YWCA</li> <li>- Boy Scouts</li> </ul>   |
| Sports Organizations                     | <ul style="list-style-type: none"> <li>- Bowling team</li> <li>- Teammates</li> <li>- Racquetball partners</li> <li>- Tennis Partners</li> <li>- Fitness Center</li> <li>- Golf buddies</li> </ul>   |
| School Contacts                          | <ul style="list-style-type: none"> <li>- Teachers</li> <li>- Parents of children's friends</li> <li>- Alumni Association</li> <li>- Former Association</li> <li>- PTA</li> </ul>   |
| People I Have Bought these Products From | <ul style="list-style-type: none"> <li>- Dry Cleaners</li> <li>- Contractor</li> <li>- Babysitter</li> <li>- Druggist</li> <li>- Realtors</li> <li>- Tax service</li> <li>- Banker</li> <li>- Carpet cleaner</li> <li>- Shoe Store</li> <li>- Health spa</li> <li>- Appraiser</li> <li>- Grocer</li> <li>- Gift shops</li> <li>- Video Club</li> <li>- Travel Agent</li> <li>- Rental stores</li> <li>- Vehicle Salesperson</li> <li>- Show Repair</li> <li>- Bakery</li> <li>- Furniture Store</li> <li>- TV repair man</li> <li>- Photographer</li> <li>- Upholsterer</li> <li>- Department stores</li> <li>- Insurance Agent</li> <li>- Laundry</li> <li>- Hardware store</li> <li>- Child Care Provider</li> <li>- Printer</li> <li>- Florist</li> <li>- Wallpaper store</li> <li>- Hair stylist</li> <li>- Convenience Store</li> </ul> |

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