



TRAVELERS CHAMPIONSHIP

Birdies for Charity **Top Ten Helpful Hints**

10. **Set a fundraising goal to determine how many pledges you will need and go for it!**
(Example – To raise \$1,000 by soliciting 1¢ pledges you will need to collect pledges from approximately 61 people – assuming the number of Birdies made in 2008 will be close to the 2007 total of 1,627)
9. **Consider requesting 2¢ pledges and either cut the number of pledge recipients in half or double your profits.**
8. **Designate one person within your organization to be “The Bird” or the head cheerleader for the program.** (This person’s efforts will be rewarded with two tickets to the Travelers Championship!)
7. **Hand out or mail out pledge forms to everyone you know and encourage them to hand out pledge forms to everyone they know.**
6. **Entice your donors, by letting them know they could win a fantastic prize. Each pledge is entered in a sweepstakes awarded by Travelers Championship to a lucky winner.** (A 7-night Vacation at a Marriott property of their choice, with more than 100 properties to choose from AND round trip airfare for two!)
5. **Market the program through your e-newsletter and with a link to our online pledging.**
4. **Set up a booth at your annual golf tournament or fundraiser event with pledge forms and marketing materials provided by us.**
3. **Ask your corporate friends and supporters for employee pledges or to put pledge forms in break rooms.**
2. **Remind donors that their pledges may help you to showcase your organization at the 2008 Travelers Championship and collect even more pledges if you are among the Top 5 pledge-getting organizations.**
1. **Remind donors that 100% of the collected pledges go back to your charity...and their donations could help you receive an extra \$500 to \$5,000 in Birdies Bonus Bucks if you are among the Top 10 pledge-getting charities.**