

Golfer Information Packet

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Lex-Care Golf Marathon



Dear Golfer,

On behalf of Lex-Care, I want to personally thank you for your willingness to play in and recruit sponsors for the Golf Marathon.

By partnering with Lex-Care you are joining a group of individuals, agencies, organizations, and corporations that impact Lexington and the surrounding areas. Lex-Care brings together 285 health and social service workers, representing 161 agencies across the Bluegrass. These agencies include: the American Red Cross, the Salvation Army, Central Baptist Hospital, FCPS FRYSC, Hospice of the Bluegrass, Cardinal Hill, Goodwill, LFUCG Health Department, Community Centers, Adult and Tenant Services, and many more. Through these partnerships, we have been able to touch the lives of hundreds of families in our community.

Lex-Care's Financial Assistance Fund assists people with housing, utility, automotive and medical needs when no other source is available.

Lex-Care is a not-for-profit organization.

Take pride and satisfaction in knowing that you are making a significant difference in our community and that your selfless efforts are helping to change lives...one family at a time. We are local people helping local people.

Thank you for all of your hard work.

Sincerely,

David Smyth
On behalf of the Lex-Care Golf Committee

Lex-Care



Golf Marathon

The Marathon Event

What is a Golf Marathon?

You and 19 other fanatical golfers will tee off at dawn to play *100* holes of golf in one day. We have changed the rules of golf for the day to facilitate reaching your *100*-hole goal. However, as you will later determine, we have not jeopardized the integrity of the game. You will find under our format that you will play each round of golf in 1 hour 45 minutes to 2 hours 30 minutes. Each golfer will be provided with his/her own cart for the day and we encourage you to recruit a caddie to drive your cart.

What do I get for participating in the Golf Marathon?

We will start you off with a great Tee Package. This package will be made up of quality merchandise (golf shirt, umbrellas, tees, balls, sunscreen and a first aid kit... just in case.). We will then provide you with a continental breakfast, lunch, drinks and munchies all day long. You will compete for prizes for most funds raised, closest to the pin, long drive, etc. Prizes often consist of quality golf clubs, cash and more. You will play unlimited golf during the day. You will enjoy true and enduring significance knowing that your efforts will have a long—lasting effect upon the lives of many families.

Who do I get for a caddie?

You can choose to have a caddie or use one of our course caddies. Our course caddies will be out on the course all day long making sure that you have everything you need to complete your round. If you choose to have your own caddie, he/she may be someone who is moved by the host organizations mission but is not a golfer. This could be your spouse, daughter, son, granddaughter, grandson, friend, work associate, etc. Your caddie will be responsible for driving your cart, providing encouragement, and generally just assisting you during the day. It has been our experience that you can play faster, have more fun and possibly win more prizes if you have a caddie. Keep in mind, your caddie can also help you with your pledge campaign.

Can I pull together my own team?

Yes. We encourage you to identify a team of three or four golfers. You may have more fun playing with your regular golfing buddies. Please insure that you provide each of your team members' names to the Player Coordinator or to your Assistant Coordinator. In addition, ensure the golfers on your team understand their individual responsibility to sponsor themselves for \$100 and to raise \$2400 or more in this event.

Can you really play 100 holes of golf in a day?

Yes. When you start at 7:00AM and end at 6:00PM you certainly can play a lot of golf! 90% of the golfers who participate play 100 holes or more. Last year one golfer played 113 holes in a day! Most golfers say this event has resulted in one of their best rounds of golf in the last five years. How many golfers do you know who can say they have played 100 holes of golf in one day? Join the club!

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Golf Marathon

Golfers' Benefits

To jumpstart the event there will be a Kickoff Party held out at Andover Golf and Country Club. At the party we will have a chipping contest and the winner will enjoy a variety of prize choices which will be announced at a later date.

Before the golfing even starts there will be prizes handed out! All golfers who come out for the Marathon will receive a Tee Package upon arriving at the golf course. The Tee Packages generally contain golf shirts, tees, a divot tool, and experienced balls for play. Merchandise used in these packages is subject to change. A continental breakfast and lunch will be provided for all golfers as well as drinks and snacks throughout the day.

In addition to contestants being able to play unlimited golf throughout the day, there will be abundant opportunities for golfers to win great prizes for their efforts. The person to get the most pledges will earn the award for Most Funds Raised and will win a set of quality clubs. All golfers who raise \$2500 or more in pledges will receive a high quality prize including rounds of free golf, free putter, free set of clubs, apparel, etc.

Participating golfers will have the chance to win prizes for various skills throughout the day. There will be 2 chances to win a Closest to the Pin prize. Men's and women's Longest Drive will be determined at the end of the day along with Most Holes Played and Straightest Drive. The Skills prizes will include any of the following: round of golf for two at a local golf course, golf clubs, vacation packages, cash, and much more.

Please make checks payable to: Lex-Care

Memo note: for Golf Marathon- Your Name

***Note: Lex-Care is a 501(c)3 organization and all donations are tax-deductible**

Lex-Care



Golf Marathon

Frequently Asked Questions

Why am I raising pledges?

Your efforts in this event will raise money to give every family we serve the opportunity to take a step forward through the programs of Lex-Care.

Our mission is to be an organization of service providers dedicated to addressing the unmet needs of the community through emergency funding, in-kind assistance, and education in partnerships with other agencies. We are locals helping locals .

How much should I ask for when raising my pledges?

This event has always been successful because we are not professional solicitors. You will be asking people you are familiar with to sponsor you in the event. Ask them to sponsor you for an amount comparable to their standard of living. Never ask for more than you think they are capable of giving. The average pledge in this event is \$65 per donor. We ask you to sponsor yourself for \$100 in this event and this opens the door for you to ask others for \$100 or more.

Do many people turn down a request for a pledge?

At least 80% of the people you ask for a pledge will give to you. If they do not give what you ask for reduce the amount requested. People will give to you if you will always ask for the cause, not for the golf to be played.

What is the Kickoff Party?

We will hold a Kickoff Party at Andover Golf and Country Club. We will have a chipping contest or putting contest and the winner will enjoy a variety of prize choices to be announced. We will learn more about the host organization, their need for funds and how they have impacted the community through the support they offer. We will discuss how the marathon is played and what's in it for you.

Are contributions tax—deductible?

All sponsors checks should be made payable to Lex-Care, a 501(c)3 organization and they are tax—deductible.

Can I raise \$2500 in pledges?

Yes. Many people are intimidated about raising this kind of money. People will get behind what you are doing because you believe in the cause enough to give your own time, money, and energy to raise \$2500 and play 100 holes of golf in one day. That is simply getting 25 family, friends or business associates who will sponsor you for \$1 per hole

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Golf Marathon

How are the sponsorships collected?

Please collect all sponsorships that are a one time gift amount in advance, if possible. Upon completion of the event, we will send your “per hole” sponsors a letter indicating the number of holes you played and their pledge total. Once we receive their donation, we will send them a thank you letter which is also a tax receipt.

Golfer Incentives

I. Golfer Tee Packages

All Golfers receive a Tee Package when you arrive at the golf course. Tee Packages generally contain golf shirts, tees, divot tool, and experienced balls for play. Merchandise used in these packages is subject to change.

2. Incentives

a. Most Funds Raised

The golfer who raises the most funds in the event will typically win a set of quality clubs: Ping, Calloway, Titleist DC1’s or other great prize.

b. Golfers Reaching \$2500 Pledge Goal

All golfers reaching their pledge goal of \$2500 will receive a quality prize (ranging from rounds of free golf to free putters, free clubs, apparel, etc.)

3. Skill Prizes

- a. Closest—to—Pin (all day)
- b. Closest—to—Pin (all day)
- c. Men’s Longest Drive (all day)
- d. Women’s Longest Drive (all day)
- e. Most Holes Played
- f. Straightest Drive

Examples of skill prizes include a round of golf for two at local courses. golf clubs, cash, and much, much more.

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Golf Marathon

How To Raise Your Sponsorship

1. List 40 names and phone numbers of people whom you can contact or send a letter (See Exhibit A). Here are a few suggestions to assist you in making your list.

Friends Relatives Neighbors Banker

Siblings Teachers Golf Pro Plumber

Golfing Buddies Customers Lawyer Dentist

Employees Community Leaders Stock Broker Accountant

Contractor Sorority Sisters Printers Civic Club

Boss Fraternity Brothers Barber Realtor

Your Pastor Insurance agent Service Clubs Doctors

Church Directory Business Rolodex

2. Send letters to the people or corporations that you would like to know what you are doing prior to contacting them by phone (*See examples at Exhibit B and C).

3. First call the people on your list that are most likely to sponsor you in the event. Use time script provided to assist you (See Exhibit D). Remember: Do not ask for more than you think they tire capable of giving, most pledges are \$1 per hole up to \$5 per hole, be specific when asking for the pledge (tell them exactly the dollar amount you are asking for).

4. Don't get discouraged if you are rejected. You are asking to help others, not yourself. You will be successful if you will continue to call people in your network.

5. Make certain that your potential sponsors understand what the money is to be used for, and the sacrifice you are making financially, physically, and time—wise to help this organization. People will respond positively if they see you are committed to the ministry of this organization.

6. Recruit your caddie to assist you in reaching your sponsorship goal. Your caddie will know additional sponsors through his/her networks and can be very important in helping you reach or exceed your goal.

7. When you reach your \$2500 goal, don't quit. The more you raise, the more likely you are to win additional incentives and prizes. You may raise the bar for the rest of the field. Do It...knowing that you made a significant personal impact for Lex-Care and the hundreds of families we serve.

Exhibit A

Sponsorship Prospects			Contacted	
	Sponsor Name	Telephone #	Yes	No
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3				
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Lex-Care



Golf Marathon

(Exhibit B)

Letter for First Time Donors

What a difference You and I can make in a day...

I am preparing to accomplish one of my biggest physical challenges ever. I will be risking total exhaustion, sunstroke, and a coronary in order to assist Lex-Care in a cause that will have a positive effect on Local Kentucky families in need.

My goal is to play 100 holes of golf on _____, 2010, at _____. I know, it's hard to believe anyone could want to do something that hard, grueling, and time consuming. Let me share with you why I am attempting this feat.

Lex-Care is a not-for-profit organization. Lex-Care brings together 285 health and social service workers, representing 161 agencies across the Bluegrass. These agencies include: the American Red Cross, the Salvation Army, Central Baptist Hospital, FCPS FRYSC, Hospice of the Bluegrass, Cardinal Hill, Goodwill, LFUCG Health Department, Community Centers, Adult and Tenant Services, and many more. Through these partnerships, we have been able to touch the lives of hundreds of families in our community.

Lex-Care's Financial Assistance Fund assists people with housing, utility, automotive and medical needs when no other source is available.

Join with me and take pride and satisfaction in knowing that you are making a significant difference in our community and that your contribution is helping to change lives...one family at a time!

I am asking you to help me reach my goal of \$25 or more for each hole that I play with the goal of 100 or more holes in one day. Be a part of my Team by sponsoring me for \$1.00, \$2.00 or even \$5.00 per hole in this event. Together we can make a difference in the lives of these local families who need our help.

I look forward to hearing from you soon. If I do not hear from you, I hope you don't mind if I call you to give you an opportunity to be part of my Team. Thank you in advance for your support.

Golfer Name

Lex-Care Golf Marathon

P.S. If you choose to support me and I survive, I will let you know how many holes I played and the amount of your sponsorship. If I do not survive, you will not be held responsible.

Lex-Care



Golf Marathon

(Exhibit C)

Letter for Corporate Donors

Dear _____:

I'm writing you on behalf of Lex-Care, an organization which I ardently support. I have agreed to spend a day playing as many holes of golf as I am able in an effort to raise needed funds. In the next few weeks I am soliciting sponsorships based on the number of holes I will play. I expect to play over 100 holes.

I am sponsoring myself at \$100.00 and would ask you to join with me in this project. Would you be willing to consider a matching gift? Lex-Care is a not-for-profit organization. Lex-Care brings together 285 health and social service workers, representing 161 agencies across the Bluegrass. These agencies include: the American Red Cross, the Salvation Army, Central Baptist Hospital, FCPS FRYSC, Hospice of the Bluegrass, Cardinal Hill, Goodwill, LFUCG Health Department, Community Centers, Adult and Tenant Services, and many more. Through these partnerships, we have been able to touch the lives of hundreds of families in our community.

Lex-Care's Financial Assistance Fund assists people with housing, utility, automotive and medical needs when no other source is available.

Take pride and satisfaction in knowing that you are making a significant difference in the lives of people within our community. Your support of my effort would be greatly appreciated by Lex-Care and by these local families whose lives are impacted through your generosity.

I will be calling you in the next few days for your response. Thank you in advance for your consideration.

Sincerely,

Lex-Care



Golf Marathon

(Exhibit D)

What Do I Say To People?

Share your heart! Tell them why you are involved. Tell them why you believe in this cause. Here is a sample conversation:

Telephone Script

Golfer: Mark, you won't believe what I've signed up for! It may sound crazy but I am going to attempt to play over 100 holes of golf in a single day.

Mark: No one can play 100 holes of golf in a day.

Golfer: It will certainly be a challenge, but the cause is well worth it. I am volunteering to golf at the marathon being sponsored by Lex-Care. I am assisting them in a special fundraising event that will provide them with the funding to support even more local families in need.

Mark: No. What are they about?

Golfer: Lex-Care is a not-for-profit organization. Lex-Care brings together 285 health and social service workers, representing 161 agencies across the Bluegrass. These agencies include: the American Red Cross, the Salvation Army, Central Baptist Hospital, FCPS FRYSC, Hospice of the Bluegrass, Cardinal Hill, Goodwill, LFUCG Health Department, Community Centers, Adult and Tenant Services, and many more. Through these partnerships, we have been able to touch the lives of hundreds of families in our community.

Lex-Care's Financial Assistance Fund assists people with housing, utility, automotive and medical needs when no other source is available.

It's wonderful to know that you are making a significant difference in our community and that your efforts are truly helping to change lives...one local family at a time.

Mark: You sound very committed to their cause. It must really be important to you.

Golfer: I believe Lex-Care provides hope for these local families.

Mark: It must be a good cause, what do I need to do to help you?

Golfer: One of my goals is to survive, and then to complete 100 or more holes of golf in one day. Most people are sponsoring me for \$1 up to \$5 per hole. Can I count on your support for \$2.50 per hole?

Mark: That sounds good, when do I pay?

Golfer: That's great! If I survive, you'll receive a letter to let you know how many holes I played and your pledge total to be remitted to Lex-Care. Thank you for taking part in this event, we are making a difference together.

Sounds easier than you thought? It is! Be sure to get phone numbers, addresses, email addresses, and other information to be recorded in your Golf Marathon Event Guide

Lex-Care



Golf Marathon

1 Day. 100 Holes of Golf. 1 Community

Lex-Care presents a chance for you and your golf buddies to start the day off right with 100 holes of golf at sunrise on Monday, August 30, 2010, at Andover Country Club.

Whether you bring out a team or come as an individual and join one of our teams, we promise you a fun day of golf, with great prizes; as we raise support for a great cause: [Lex-Care](#), a local Lexington non-profit.

If you are not a golfer or choose not to golf, please consider having your business sponsor one of our golfers or the event itself through one of our sponsorship opportunities. Our goal for the day is to raise \$50,000 to support local Lexington families that have fallen on hard economic times- we know, sounds like many of our neighbors and family members. This is exactly why this event is so important.

For more information contact Amy Wills at 859-312-0795 or gethelp@lexcare.org.

The Purpose

Have you ever found yourself asking “How can I help those in my community who are going through a difficult time”? If so, this event is one way you can make a difference, in the greater Lexington area. The funds raised through the golf marathon will go toward programs that benefit local families or individuals experiencing a current crisis in their lives.

Lex-Care, Inc. is an organization of service providers, who for the past 23 years have been dedicated to addressing the unmet needs of the community through emergency funding, in-kind assistance, and education in partnerships with other agencies. Lex-Care brings together 285 health and social service workers, representing 161 agencies across the Bluegrass. These agencies include: the American Red Cross, the Salvation Army, Central Baptist Hospital, FCPS FRYSC, Hospice of the Bluegrass, Cardinal Hill, Goodwill, LFUCG Health Department, Community Centers, Adult and Tenant Services, and many more. Through these partnerships, we have been able to touch the lives of hundreds of local families in our community.

Lex-Care’s Financial Assistance Fund assists people with housing, utility, automotive and medical needs when no other source is available. The fund is supported solely by private contributions, which are received in response to Lex-Care’s Herald Leader column "Make A Difference". In 2009, sixty two families benefited from this program.

Lex-Care’s Rides program provides transportation assistance to persons in need of transportation for legitimate, necessary reasons when no other means are available. This program keeps citizens employed, makes medical or counseling appointments possible, and allows recipients to find consistent work. In 2009, Lex-Care Rides provided sixty three bus passes to clients in need.

Lex-Care purchases disposable diapers in bulk and distributes them to families in need of an emergency supply of diapers. In 2009, 7,671 diapers were given out to 371 families.

LexCare.org



Name _____

Event Pledge _____

Business _____

Hole Pledge _____

Address _____

Amount Paid _____

City, State, Zip _____

Payment Type _____

Phone _____

Email _____

Name _____

Event Pledge _____

Business _____

Hole Pledge _____

Address _____

Amount Paid _____

City, State, Zip _____

Payment Type _____

Phone _____

Email _____

Name _____

Event Pledge _____

Business _____

Hole Pledge _____

Address _____

Amount Paid _____

City, State, Zip _____

Payment Type _____

Phone _____

Email _____



I agree to participate in the Lex-Care Golf Marathon. I understand the impact this fundraiser has on helping Lex-Care help local families in need.

I recognize that I am expected to pledge the first \$100.00 towards my goal. I will commit to raising \$2,500.00 in pledges. I am fully committed to helping Lex-Care reach its fundraising goal.

I intend to participate in all aspects of the Golf Marathon including the Kick-Off Party (see golf pack for details).

I recognize that there are some risks associated with participating in any outdoor sporting event. I understand and assume all risks involved with the Golf Marathon and release the host organization and site from all liability.

I have read and agree with the above conditions. I will partner with Lex-Care to make this a successful event.

Please fill out the following and return to your Player Coordinator:

Player Name _____

Emergency Contact _____

Company Name _____

Relationship to E.C. _____

Mailing Address _____

E.C. Phone Number _____

City, State, Zip _____

Primary Physician _____

Phone Number _____

Physician's Phone _____

Email _____

Signature _____

Age _____

Date _____



From Downtown Lexington:

Take S Broadway/US-27 to W Vine St. Continue on Midland Ave/US-60. Turn right at Liberty Rd. Turn left at KY-1927/Todds Rd. Turn right to stay on KY-1927/Todds Rd.

From Cincinnati, OH:

Take I-75 S to Exit 108 Man O' War Blvd. Turn right onto Man O' War Blvd and continue for 1 mile. Turn left at KY-1927/Todds Rd.

From Louisville, KY:

Take I-64 E toward Lexington to Exit 108 for Man O' War Blvd. Turn right at Man O' War Blvd. Turn left at KY-1927/Todds Rd.

From Elizabethtown, KY:

Take I-65 S to Exit 93 onto Bluegrass Pkwy E towards Bardstown/Lexington/Matha Layne Collins Bluegrass Pkwy. Take Exit 72A to merge onto Lexington Rd/US-60. Take the ramp onto KY-4 S. Exit 15 for US-421/US-25 toward Richmond/Lexington. Turn right at Richmond Rd/US-25/US-421. Turn left at Man O' War Blvd. Turn right at KY-1927/Todds Rd.

From Richmond, KY:

Take I-75 N to Exit 104 toward Athens/Lexington. Turn right at Athens Boonesboro Rd/ KY-418. Turn left at Democrat Blvd. Turn left at N Cleveland Rd/KY-1973. Turn left at Sulphur Ln. Slight left at KY-1927/Todds Rd.

From Morehead, KY:

Take I-64 W to Exit 87 for KY-859. Turn left at Haley Rd/KY-859. Turn right at US-60/Winchester Rd. Turn left at N Cleveland Rd/KY-1973. Turn right at KY-1927/Todds Rd.

From Nicholasville, KY:

Head North on Lexington RD/US-27. Turn right at Man O' War Blvd. Turn right at KY-1927/Todds Rd.

Lost? Call us!

Andover Pro Shop: (859) 263-4335

David Smyth Cell: (859) 536-1501