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| STEPS FOR A SUCCESSFUL AUCTION  Auction date: April 27-May 3, 2020 | | | | |  | | |
| Steps | Action | Suggestions for Consideration | GCSAA Resources | Your Deadline | Person Responsible | Notes | Completed |
| #1 | **Identify your R4R Chair and Committee** | * Establish your primary team, consider current or past board members   + They will solicit donations and follow-up on requests   + They will network with allied groups and supporters * Utilize networking events to motivate members, solicit facility participation and gain allied support * Network with university scientists and industry partner reps | Chapter Organization Guide, FAQs and Justification piece |  |  |  |  |
| #2 | **Generate member awareness** | * Promote the auction and its importance for funding research to members in your organization * Use articles and ads in your publications, e-messages, websites | Chapter Announcement letter, ads for chapter publications and a chapter news article |  |  |  |  |
| #3 | **Communicate with allied groups** | * Promote the auction and its importance for funding research to allied groups in your area. This helps reach potential buyers. * Provide message for their members, links for their websites, articles and ads for their publications. * Consider handicap reports, newsletters, university alumni outreach * Communicate the value of customer service to the buyer when they come to play. This helps the auction continue to grow in future years. | Letter to allied organizations and message to share with their members, website content, logo, FAQs and Justification piece |  |  |  |  |
| #4 | **Target Donors – Networking** | * Create list of potential donors for your team to solicit. Consider all options. * Incorporate support of your allied groups to identify potential donors. * Contact university scientists for suggestions for alumni who could make a donation. * Contact industry partners who may solicit the golf facilities on your behalf. |  |  |  |  |  |
| #5 | **Communicate to Facilities**  **Initiate solicitations by the R4R Committee** | * Assign a set of facilities from the cumulative list. * Send letters and make a follow-up phone call or email. * Conduct presentations at chapter and allied group meetings and events. * For those higher end courses that can’t donate a round, solicit for a cash donation to help fund research in your area. * Make the business case for participating – the value of a great playing surface, effective practices, products; exposure to new golfers who won the bid on the donated round. | Utilize donor form, FAQs, sample solicitation letter.  Request pre-populated donor forms for those courses who donated in 2019. |  |  |  |  |
| #6 | **R4R Committee follow-up (solicitation forms not received.)** | * If the donor form has not arrived, call or email your contact and offer to assist in completing the form for them. * Request a pre-populated form from the EIFG for those that donated in 2019. Saves time. |  |  |  |  |  |
| #7 | **Management of the Donations**  **Monitoring with the EIFG** | * Compare your donation list to that of the donation list provided periodically from the EIFG. * Contact the EIFG for any discrepancies to ensure all donations are accounted for. * Send a personal email or letter on behalf of your organization for the donation. * Remember: Thank you, thank you, thank you. We can’t say it enough. | The EIFG will provide a letter to the donating facility thanking them, as well as including tax information, posters and a window cling. |  |  |  |  |
| #8 | **Communications to Golfers** | * Utilize events and activities, including golf events/tournaments, at all donating facilities to communicate to golfers, who are your potential buyers. * Communicate in advance and several times during the auction. * Publish auction information in your donor facilities’ newsletters, websites, e-pushes, pro shops. * Utilize local media with messaging about the auction and its benefit * Request allied groups and university educators and scientists to share the information with their members, students and alumni. | Facility message for golfers, R4R ad, R4R poster |  |  |  |  |
| #9 | **Post-Auction Communication** | * Follow-up communications to the facilities via phone, emails or personal visits. * Share information on the success, i.e. money that was raised for your organization and how it will be used. | EIFG will provide the facilities with the contact information of the winning bidder. |  |  |  |  |