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| STEPS FOR A SUCCESSFUL AUCTIONAuction 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.
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| #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.
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| #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. |  |  |  |  |