



Canadian
Cancer
Society

**GOLF FOR
CANCER**

THANK YOU TO OUR
GENEROUS PARTNER:



2024 Fundraising Toolkit

IT TAKES A SOCIETY

Golf for Cancer | 2024 Fundraising Toolkit

About CCS and Golf for Cancer

The Canadian Cancer Society

Cancer is an issue that affects us all. Nearly half of people in Canada are expected to be diagnosed with cancer in their lifetime.

The Canadian Cancer Society works tirelessly to save and improve lives. We raise funds to fuel the brightest minds in cancer research. We provide a compassionate support system for all those affected by cancer, across Canada and for all types of cancer. Together with patients, supporters, donors and volunteers, we work to create a healthier future for everyone. Because to take on cancer, it takes all of us. It takes a society.

Drive to save lives

Link your love of the game with helping Canadians affected by cancer this golf season by hosting a Golf for Cancer fundraiser!

Your golf fundraiser will make a difference for the nearly half of Canadians expected to be diagnosed with cancer in their lifetime by funding life-saving research to better detect, treat and prevent cancer. You will also enable our nationwide support system so all Canadians affected by cancer have access to trusted information and compassionate support at every stage of their journey.

The future of cancer is in your hands. Play golf. Raise funds. Change lives.



How it works

1. Decide to host a Golf for Cancer fundraiser to change and save lives.
2. Choose where you want your money to go. Whether it's to a specific type of cancer, or wherever the need is greatest, the choice is yours.
3. Sign up online to host your golf fundraiser. It's quick and easy and once you are registered, we're here to help every step of the way.

Registration

What are the different participation types?

There are 2 ways you can register to participate in Golf for Cancer:

1. Start a Golf for Cancer fundraiser. Build your own golf fundraiser and work together to reach your goals.
2. Join a Golf for Cancer fundraiser that already exists. From fundraising to event day, share your Golf for Cancer experience, working together to meet your goals and celebrate success!

If you're **starting a new golf fundraiser**, you'll have to create a fundraiser name that isn't already taken. If you're **joining an existing golf fundraiser**, you'll need to know the name of the golf fundraiser you want to join.

How do I register for Golf for Cancer?

1. Choose your participation type
2. Create an account or sign in with the one you already have
3. Follow the rest of the registration prompts

How can I register participants at my event?

Invite your fellow golfers to join you in your collective fundraising efforts by having them register for your event on <https://cancer.ca/golfforcancer>. Log into your Fundraising Center where you can send the link directly to participants for your event. You can also invite them to go to cancer.ca/golfforcancer and click the "sign up button" on the homepage. They can then search for your event on the Golf for Cancer website and click the "Join golf fundraiser" button when they find your event. If you need any help registering other golfers for your fundraiser, please contact your staff partner and they can assist you.



General housekeeping

For more information and Frequently Asked Questions (FAQ), check out your Fundraising Centre

Logos

We have a special fundraiser logo that is available for you to use on any materials you develop on your own. Please ensure you select the appropriate logo for print or digital use. The logos are available for download in your Fundraising Centre. Please do not alter the logo in any way, such as changing the colours or stretching it.

Rewards and Awards

To qualify for the rewards and awards, your event must be registered on our website in addition to having all funds processed by Oct 31, 2024. Making the donation online through your event page is the best way to accomplish this.



Tax receipting

All donations made to your event through your fundraising page will automatically receive a tax receipt – how easy is that! For more details, including how to submit offline donations, check out the FAQ.

Remember ... have fun!

The most important piece of advice is to have fun! Planning an event is a lot of work, and we are grateful that you chose us as your charity of choice. If something doesn't go exactly as planned, you'll be the only one who knows – welcome to event planning! Please reach out to your CCS staff partner if you have any questions or want to brainstorm ideas.

Remember to check out your Fundraising Center for more resources!

How to plan your event

Pre-event

Pick the location and date: This will depend on the golf course availability.

Set your fundraising goal: Develop a realistic fundraising goal and budget.

EXPENSES	REVENUE
Venue (golf course and banquet hall)	Ticket sales (should cover the cost of venue/food)
Food and drinks	Sponsorship (can offset most expenses)
Advertising	Silent or live auction
Prizes	Fundraising games

See section on "tax receipting" - fundraising games, auctions and sponsorships cannot be tax receipted.

Recruit volunteers: You'll need 2 types of volunteers: planning committee and event day volunteers.

Create a theme: The most obvious theme is to support the Canadian Cancer Society's work to save and change lives by fueling the most promising research and powering a nationwide support system so no one faces cancer alone. But you can cater it to reflect your designation i.e. putting for prostate cancer.

Fundraising games: They're an engaging way to reach your fundraising goal.

- Sell Mulligans – Mulligans are a second chance to swing, and golfers can buy as many as they want before or during the game. Selling mulligans is enticing for beginners.
- Closest to the Pin – Won by the golfer whose tee shot comes to rest closest to the hole. The ball must have stopped on the green. Set this up on a par 3.
- Longest Putt – This can be done during the tournament or even before! You can set it up on the practice green for all golfers and their families to take part.
- Beat the Pro – Ask the club pro to stand on the tee deck of a par 3. If a participant gets their ball closer to the hole than the pro, they can win a prize.
- Subaru Safest Drive Contest – Similar to a long drive contest except in our version, the player with the straightest drive measured by distance from a chalk line drawn down the center of the fairway wins the prize provided by Subaru!



Find sponsors: Another way to raise funds for your event is through sponsorships. The level of sponsorship should reflect the amount they are giving to the tournament. There should be a standard amount for sponsoring a hole, or for paying for the lunch/dinner. You can even offer the company the chance to set up a table at the hole to share their goodies. Sponsors can provide prizes for fundraising games, items for an auction or goodie bags for each participant.

Promote your event: Remember to promote your event on your local radio, tv station or newspaper. The more people that know about your event, the more you can fundraise. It's also good to promote the event on social media and include the link to your fundraising page for easy donations.

Event day:

Signage: Have clear signs that let the participants know where to go and event details. Things like the event sponsors, event timeline and your fundraising goal are key! You can also include your event's QR code so participants can scan and make an online donation.

Registration table: Use this as a meeting point for participants and information sharing. Play music, take a group photo and keep the energy up; this will set the tone for your event. This is also a good place to hand out sponsor gifts/swag bags if you have any.

Wrap up: Post-event, before dismissing the participants, be sure to thank the venue, sponsors and participants for their time and dedication to the cause. Announce the fundraising total and encourage additional donations.

Post event

You did it! Your event is over — thank you for all your hard work! Consider finishing up with some small tasks that will make a huge difference:

- 1. Ensure all donations are submitted.** Event donations can be completed online through your Fundraising Center. If you need to submit offline donations, please print off and complete the donation form. Ensure all cheques are made out to the Canadian Cancer Society. Once the form is completed, keep a copy for your records and mail the form with the cheques to the CCS office located at 55 St. Clair Ave. W., Suite 300, Toronto ON, M4V 2Y7. Do not mail cash. Once the donations are processed, a charitable tax receipt for donations over \$20 will be issued by CCS directly to the donor at the address provided on donation form.
- 2. Thank your supporters!** It's important to thank everyone who helped make your event a success! We have email templates available to customize in your Fundraising Centre.
- 3. Do a post-event evaluation.** What worked really well? What could have gone better? Taking these notes will help if you decide to create another fundraiser in the future. Plus, we're always happy to hear suggestions and feedback from our fundraisers!
- 4. Pat yourself on the back!** Fundraising isn't easy, but please know that your efforts are so appreciated. You truly are making a difference for Canadians affected by cancer and we thank you for a job well done!



(adapted from <https://donorbox.org/nonprofit-blog/golf-tournament-fundraisers/>)

How to promote your event

You've worked hard to plan this event, now it's time to promote it!

The best way to promote your event is to share your **fundraising page**! Your page can be updated with your story and photo and all donations made to your event will be tracked. Share your event page on **social media** and tag @cancersociety on Facebook, Instagram and X. You can also email the link to your fundraising page to friends and family.

Check out the **Resources** section of fundraisemyway.cancer.ca for virtual promotional tools including the Proud Supporter Badge.

Creating an event poster or a newspaper ad? Use a personalized **QR code** that supporters can scan with their phones that will direct them to your fundraising page. Reach out to your staff partner for more information.



Proud Supporter Badge



Your event's poster



Your event's QR code

Rewards, Awards and Sponsors

Rewards and Awards program

Event fundraising rewards

We are excited to offer Fundraising Rewards to event organizers whose events reach the fundraising milestones below:



Raise over \$1,000!



Raise over \$10,000!



Raise over \$50,000!

Our generous sponsors will be providing gifts at each event fundraising milestone.

Check out cancer.ca/golfforcancer for updated information when it becomes available.

Event activation: Subaru Safest Drive

Subaru Safest Drive Contest – Like a long drive contest except in our version, the player with the straightest drive measured by distance from a chalk line drawn down the center of the fairway wins a Subaru and CCS Yeti Water bottle!

Notify your staff partner if you'll be incorporating this game into your event so we can ship you the signage and the prize.

Top 10 fundraising events

The top 10 fundraising events will receive a gift from one of our corporate sponsors at CCS! We are excited to celebrate and recognize your hard work.

To qualify for rewards and awards, your event must be registered on our website in addition to having all funds processed by Oct 31, 2024. Making donations online through your event page is the best way to accomplish this. Qualifying events will receive the gifts between May and November 2024.

Sponsors

Subaru Canada: National Partner

Subaru brings to the program a longstanding history and a focus on helping to create the best women's grassroots golf program. Now, Subaru is helping to expand the Golf for Cancer program and continuing to support and bring awareness to all cancer types.

