

# Golfing for Guy's Fundraising Guide

If you are a member of a golf club or know someone that is, you could help to raise money for Guy's and St Thomas' Hospitals or Evelina London Children's Hospital through generous golfers doing what they love.



## Planning for your golf day

- **Choose a date.** Try and make sure that your date doesn't clash with other events at your club or big sports events. Check if the club can accommodate you on your chosen date. Alternatively, you could turn an existing event at the golf club to one that is supporting Guy's and St Thomas'.
- **Organise an event committee.** If you need help why not put together an event committee. You can give each member a different role in logistics, fundraising opportunities, sponsorship, on the day volunteering and marketing. Think about which roles suit your different members' skills and experiences.
- **Time.** Give yourself a good amount of time to organise your event, so it runs smoothly and there is plenty of notice to ensure maximum turn out!
- **Audience.** Think about who your audience will be and what they would enjoy.



## Why not theme your golf day?

You could run a golf tournament to make the day a bit different including:

- **Alternate shot** – Typically played in pairs where each player alternates each shot.
  - Player 1: hits the drive
  - Player 2: hits the second shot
  - Player 1: hits the third shot and so on...The game continues in this format until the ball is holed.
- **Best ball** – multiple golfers who make up a team compare their scores on each hole, and the one lowest score among them - the "best ball" among them - counts as the team score. Usually played in teams of 4.



- **Golf Marathon** – 4 rounds in one day!
- **Scramble** – Usually played in a team of four. Each player tees off on each hole. The best of the tee shots then is selected, and all players play their second shot from that spot. The process is then repeated until the ball is holed.



## How to raise money from your golf day

Think about the following as all opportunities to raise funds for Guy's and St Thomas':

- Ticket sales
- Sell tokens symbolising Mulligans (free shots) that players can use when they most need to
- Competitions – give prizes to nearest to the hole, longest drive, lowest team score, best adjusted (handicap) score, and hole in ones. You could reach out to some local businesses to see if they'd be happy to donate prizes
- Hold a raffle or auction in the golf clubhouse after the games
- If you want to arrange lunch or dinner for your guests have donation envelopes/collection tins on each table or play a dinner game such as heads and tails

***Don't forget to talk about Guy's and St Thomas' or Evelina London and why you are fundraising for the hospital.***



## We can provide:

- Fundraising posters
- Flyers
- Bunting
- Balloons
- Invite templates
- T-shirts
- Collection tins and buckets
- Authorisation letter

All of which can help spread the message about who we are and what we do. If you need anything else, such as content or videos for your day to provide more information about the hospitals or fundraising, we'd be happy to help!





## Promoting your event

Getting the word out about your event is critical to its success and will help to ensure maximum turn out!

Think about:

- Who you and your committee could invite – don't limit this to personal friends and family as your business contacts may be interested in this as a corporate hospitality or networking opportunity
- Try and advertise your event in golf newsletters - other golfers might be interested in trying out your course and supporting Guy's and St Thomas'
- List your event on any community or public calendars
- Display posters at the golf club, as well as local shops and popular community spots
- You could ask the golf club if they'd be happy to promote your event on their social media channels or the club's website



## Follow up and donate to Guy's

After your event, be sure to thank everyone who has attended and/or contributed and let them know the grand total that was raised and how they played a key part in that.

Remember to thank:

- everyone who purchased tickets or organised teams. Also thank any companies who donated prizes or sponsored your event
- The golf club and staff (particularly if they let you use the course for free or reduced their charges)
- All of your helpers and volunteers

If you have collected any cash donations, please collect all the money you have raised and then pay it into your bank. You can then pay the money via our website [here](#).

Alternatively, if you would like to pay by cheque, please make it payable to, 'Guys and St Thomas Charity' and send it to:

Fundraising Team  
Virginia Woolf Building  
22 Kingsway  
London WC2B 6LE

Please include your full name and details of your event so we can process the donation smoothly.





Finally, we'd love to know how you got on at your event. We will be in touch with you throughout your planning and we're happy to help with any questions you have. If you have any photos, we'd love to see them so we can share these on our social media pages to celebrate your fundraising and to also encourage other people to fundraise for us.



[www.facebook.com/supportgstt](http://www.facebook.com/supportgstt)



[www.twitter.com/SupportGSTT](http://www.twitter.com/SupportGSTT)

If you're in the beginning stages of planning your Golf Day, please fill out our form on our website and we'll get in touch to help you with your fundraising.

<https://www.supportgstt.org.uk/do-your-own-thing>

For any other questions, don't hesitate to get in touch by popping and email to [info@supportgstt.org.uk](mailto:info@supportgstt.org.uk)

