

# Running Successful ISU Golf Outings

- Do it early...be the 1st in the area
- Get lots of alumni involved in helping put on the event. Get involvement.
- Invite the **media** and get their support
- Have ISU administration and coaches
- The location...good, but not too good/expensive
- Do it right...make it fun...refreshments and extras
- Have great meal afterward...use as draw for non-golfers too
- Make presentation to scholarship winners at the dinner. With their parents.
- Hole sponsors are key fundraiser, but also have other items to raise money
  - ½ pot
  - Mulligan
  - Closest to the pin
  - Prize for closest to the pin (charge \$20/foursome) Donated prize \$100
- Include scholarship application with mailing from ISU. Promote the scholarship
- Invite local athletes and “special” students who attend ISU to be present
- Recognize the hole sponsors regularly throughout the event (not just on hole signs)
- Send thank you to hole sponsors with pictures and summary of participation
- Encourage non-golfers to participate
- Have golf lessons tied in (beginners encouraged to participate)
- Planting tree in honor of someone (ie: Dr. Landini) Get non-golfers there
- **CALL** people
- Manage the mailings to make sure it’s timely
- Public service announcements or ads in media. **Promote** (before and after)
- Post flyers at all local golf courses and other areas people will see
- Do debrief of event at end...continue improvement (What went well? What do better?)

## Some Key Facts

### 2005 ISU Golf Outings

Number of outings	10
Number of participants	718
Number of sponsors	158
Amount of Scholarships	\$26,900
Number of Recipients	30
Number of Alumni volunteers	70