Whether you’re the next Rory McIlroy or just enjoy playing the game, **why not host a charity golf day in support of Alzheimer’s Research UK?** Not only is it fun but it’s a **tee-rific** way to raise vital funds for dementia research!

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For more information and support email: fundraising@alzheimersresearchuk.org
Set-up guide

**Step 1: Ironing out the finer details. Find a venue!**

Encouraging people to attend your golf day and the enjoyment of the day itself is hugely influenced by the choice of course.

A great course makes for a great golf day. Although the reputation of the course is important, it doesn’t have to be the best known or most prestigious choice and discovering a great course that isn’t well known creates a talking point.

- If you’re a member of a golf club, ask if you can hold the event there. If not try searching for local golf clubs nearby.
- It needs to be quite easy to find but not necessarily on your doorstep.
- If the course is extremely prestigious then not only will the cost be higher, but there will be more rules and less flexibility, especially if there are strict rules about handicap certificates.
- If you are inviting people who don’t play very often, you’ll need a course everyone will enjoy, as well as a venue which welcomes people of mixed abilities on their course.
- You may need golf buggies available.
- The clubhouse should be big enough to fit in all your golfers and be able to provide food and drink as part of your golf day package.
- Ask the venue for per head costs and let them know it’s for charity as they may have a special rate.
- Once you have chosen a venue you can pick the perfect date for your golf day.

It is also important to know what your budget is and to get an idea of incomings and outgoings to be able to set a fundraising target. To get an idea of budgets and planning your schedule for the day, take a look at our golf day case study on page 3.

**Top tip:** You’ll also need to check what COVID-19 procedures the venue has in place, such as a Track and Trace policy, appropriate PPE available and COVID-19 signage throughout.
Step 2: You can spread the word a fairway!

Let your friends, community and all your contacts know all about your event by sharing details on social media. If you have access to noticeboards print a copy of our promotional poster on page 9.

If you are organising your golf day through your workplace, let your colleagues know by sharing on your work intranet, emails and noticeboards.

You could also consider inviting your clients and/or suppliers to make this a fun networking opportunity.

Top tip: We would recommend sending a final set of event guidelines to all attendees a week before the event with health & safety guidelines. See page 8 for our recommended guidelines.

Step 3: Club together to raise funds

Raise money for the charity by asking attendees to make a donation to take part. To limit contact, and to adhere to social distancing guidance, we would recommend having a cashless policy in place and encourage donations through an online fundraising page.

For workplace fundraising, find out if your company has a preferred platform here.

Plan a few on course competitions and ask attendees to chip in a donation to enter. Have a prize for the winner. Check out page 4 for lots of ideas.

Step 4: Time to tee-off! Your charity Golf Day is here!

We’d love to see some photos from the day. Please tag us at:

Twitter: @AlzResearchUK
Facebook: /alzheimersresearchuk
Instagram: @alzheimersresearchuk
How we can help

Your account manager can support you to organise your golf event. If you would like to hold a larger event and have budget to engage a third-party events company, then we’re happy to introduce you to our preferred event organisers who can organise the event on your behalf with a team of golf experts.

You can contact us for Alzheimer’s Research UK merchandise to jazz up the day, we have got a whole selection of stuff.

For questions, tips and guidance about your golf day contact your account manager or email fundraising@alzheimersresearchuk.org

We’ll help you organise the best day by far!

Case study - Charity Golf Day

We’d like to share a case study of a real event that one of our partner’s organised.

No. of golfers: 80
Venue: Collingtree Park, Northampton

<table>
<thead>
<tr>
<th></th>
<th>Income</th>
<th>Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Team entry</strong> - suggested £1,200 for 4 ball. 80 people from 20 suppliers</td>
<td>+£24,000.00</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Venue costs</strong>* (Golf, breakfast, tea and coffee, pre dinner drinks and two course meal)</td>
<td>N/A</td>
<td>-£6,000.00</td>
</tr>
<tr>
<td><strong>Fundraising activity</strong> (Mulligans, Raffle, on course activity and putting contest)</td>
<td>+£1,800.00</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Other costs</strong>* (trophy, gift bags, Hole in One Insurance, prizes and drinks on course)</td>
<td>N/A</td>
<td>-£1,400.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>+£25,800.00</td>
<td>-£7,400.00</td>
</tr>
</tbody>
</table>

*Please note these are approximate costs.

Total donation to Alzheimer’s Research UK: £18,400.00
Longest drive contest

A prize is awarded for the longest drive off the tee to the fairway. This is generally played on a par five hole. Players make a suggested donation to take part. A volunteer is at the tee box to collect the donations and another volunteer stands to the side of the fairway to mark the longest drives.

Straightest drive

In the same family as longest drive, this is an opportunity for players to win a prize. Since the ability to hit the ball a certain distance is not an advantage here, the only requirement for this hole is that it is straight from tee box to green.

Before the event, ask the golf pro to chalk a straight line, right in the middle of the fairway, from the tee box to the green.

Ask entrants for a suggested donation and place a volunteer at the tee box to collect these. Another volunteer on the fairway marks and measures each shot to determine which lands closest to the chalked line, regardless of how far it travelled. A winning drive may have only travelled 50 yards, as long as it is closest to the line.
Closest to the pin

A competition specifically for par-three holes. Closest-to-the-pin is won by the golfer whose tee shot comes to rest closest to the hole. To win the competition, the ball must have stopped on the green. Players make a suggested donation to take part.

Hole in one

Offering a hole in one prize can turn an ordinary event into something unforgettable. There is no better way to attract more golfers, generate more revenue and add extra fun and excitement to a charity golf day than by running a hole in one event.

Ask entrants for a suggested donation and place a volunteer at the tee box to collect these. A suggested donation is set to make a player eligible to win the competition.

A £500 insurance policy can insure you against a winning shot for a prize of a £20,000 car. This means you can choose an amazing prize like a car or a luxury holiday as long as you’re sure that the donations will exceed the insurance cost. Speak to the golf club who will be able to help you arrange this.

Golf buggy bar

Get donations from golfers while they are on the course by running a refreshment service from the back of a golf cart. Serve drinks and snacks to players mid-game and make the suggested donation a little higher than the cost price to ensure you’re raising funds for the charity.

Mulligans

A mulligan is a second chance to perform an action, usually after the first chance went wrong through bad luck or a blunder. A golfer is informally allowed to replay a stroke, even though this is against the formal rules of golf!

These are usually in the form of balloons, given out (two per golfer) for a suggested donation before tee off. Once the balloon has been used the balloon can be popped. See poster.

Chipping/putting Competition

For a suggested donation, golfers and non-golfers can have a go at trying to chip a ball into an Alzheimer’s Research UK collection bucket, with a golf club. Or take to the practice greens to see who can get nearest to the hole. This activity is often played after the game near the clubhouse, where it creates a great atmosphere. A prize is given to the winner. See poster.
Hole sponsorship
Approach local businesses and suppliers who may be interested in sponsoring a hole in exchange for some brand presence. This could include having their logo printed on t-shirts for the event.

Raffle
Collect some prizes and organise a raffle which you can draw at the end of the day. See poster.

Match funding
If your workplace has a match funding scheme, why not ask if they can double what is raised on the day. You could also ask suppliers to sponsor your team and get some t-shirts made featuring their logo.

Golf rules/terms
If you’ve been tasked with organising a golf day but don’t know much about the sport, then never fear. Our glossary of terms is here to help. Read on below for explanations of some key golfing terms and concepts. If you’re a regular golfer then skip ahead to page 8.

• **Handicap** - The handicap is a number or rating of a golfer’s ability designed to allow players of different skill levels to compete.

• **Shotgun start** - a golf tournament format in which all groups of players tee off simultaneously from different holes. A shotgun is shot into the air to signal the start of the tournament. Each hole on a course will be the tee off hole for each foursome. Group one would start from the first hole, group two would start from the second hole and so on.

• **Fairway** - This is the area of a golf hole between the tee and the green. It is closely mown in compared to the rough making it easier to strike the golf ball cleanly.

• **Green** - This is where the golf hole resides. The grass is very short and very smooth. Once the golf ball is on the green, it is typically putted toward the hole.

• **Hole** - Can refer to each section of a golf course from the tee to the green, as well as the actual hole or cup in the ground where the golfer is trying to hit the ball into. There are typically 18 holes on a given golf course or round.

• **Hole in one** - a hole in one occurs when a ball hit from a tee to start a hole finishes in the hole/cup. Holes-in-one commonly occur on par 3 holes, the shortest distance holes on a standard size golf course.

• **Closest to the pin** - is a common golf expression that refers to the golfer whose ball is, well, closest to the pin (meaning the hole on the green).

• **Tee** - The start of the golf hole where the first shot is taken. Also, the name for the wooden peg that the golf ball can be placed upon for the first shot.

• **Tee off** - begin a round or hole of golf by playing the ball from a tee.

• **Approach Shot** - A golf shot that is made from a distance (rough or fairway) towards the green.

• **Longest Drive** - a drive, also known as a tee shot, is a long-distance shot played from the tee box, intended to move the ball a great distance down the fairway towards the green.
• **Apron** - The grass surface on the perimeter of the green that separates it from the fairway.
• **Birdie** - A score on a golf hole that is one less than par.
• **Bogey** - A score on a golf hole that is one more than par.
• **Driver** - This is typically the golf club that is used for the longest distance from the tee. This club has little lift so it can “drive” the golf ball a long distance and allow it to roll a long way.
• **Eagle** - A score on a golf hole that is two less than par.
• **Hook** - A shot that curves quickly to the left (for a right-handed golfer). Usually this is a miss-hit and not something the golfer is trying to do.
• **Iron** - A golf club that has a flat metal head. There are different lofts given by numbers for each type of iron club. The higher the number the more loft. Irons are used from most any position on the golf course except for the green.
• **Par** - This is the score that an expert golfer would be expected to make for the hole or golf course. Holes can have a par score of three, four or five. Par for golf courses vary as well, but tend to be in the area of 72 strokes.
• **Putter** - This is the golf club that is used on the green. It is used to strike the golf ball in a way that will role it into the hole.
• **Rough** - An area outside of the fairway. The grass is longer making it harder to hit the golf ball cleanly.
• **Slice** - A golf shot that curves hard to the right. Usually this is a miss-hit.
• **Wood** - A golf club used for longer distance than the iron, but is typically more difficult to control. The head used to be made out of wood, but today may be any number of materials.
• **Mulligan** - A mulligan is a second chance to perform an action, usually after the first chance went wrong through bad luck or a blunder. A golfer is informally allowed to replay a stroke, even though this is against the formal rules of golf!
Suggested COVID-19 guidelines

**Health and safety is the number one priority for any social distanced charity golf day.**

Below are some recommended guidelines to help you ensure your event is COVID-19 compliant. These are recommendations from Alzheimer’s Research UK, please ensure you also check and follow government guidelines and the golf club’s policies.

**General**

- Always encourage responsible and COVID-19 safe behaviour and ask that all attendees adhere to social distancing measures throughout the event.
- Should any participants develop any COVID-19 symptoms or be diagnosed with COVID-19 within 14 days prior to the event, please ask them not to attend.
- Ensure the venue has a track and trace policy in place and requires all guests to submit their details accordingly.

**On the day**

- Have a staggered tee off in order to reduce congestion at the golf club. For example, start times could run every 10 minutes between 09.00 and 10.30.
- On arrival guests should be directed to a location for a non-contact registration.
- Ensure clear signage to direct the flow of traffic to the registration area and make hand sanitiser available throughout the venue.
- If face coverings are not available at the venue ensure that all attendees know to bring their own.
- If goodie bags are to be handed out, these could be collected at the registration area to follow social distancing guidelines.
- We would encourage food and drinks to be provided as takeaway only. If safely prepared lunch packs are provided, these should be served by in a designated area, and we encourage guests to ‘grab and go’ to limit the time spent around this area.
- If locker rooms are closed ensure toilet and wash basins remain available and should be hygienically maintained by the golf club.
- The golf club should offer a cashless system.
- There should be table service with guests sitting at allocated, socially distanced, tables and chairs.
- If the bar is open to serve drinks, operate on a one way ‘in’ and ‘out’ system for lowest risk.
The evening (if planning a dinner for after golf)

- We recommend a non-contact temperature check to be taken on arrival.
- Wear a face covering in any public enclosed areas.
- Ensure there is clear COVID-19 signage and floor stickers for direction, information and social distancing.
- Hand sanitiser pumps to be available throughout.
- Public toilet areas should be limited to two individuals in at one time.
- Depending on number of guests, dinner should be held across several rooms to allow for maximum space for social distancing.
- No bar service available. All drinks orders should be taken at seated table areas.
- Tables should be set up as long tables, with each seat at least one metre apart, with additional risk mitigation in place. Additional mitigation measures include putting hand sanitiser on all tables, along with good room ventilation from a natural air flow, with open windows and doors.
- Should any attendees develop any COVID-19 symptoms or be diagnosed with COVID-19 14 days after the event, they should contact the event organiser.

Promotional posters

Click to download a golf day poster for your event!

Click to download a putting competition poster for your event!

Click to download a Mulligan poster for your event!

Click to download a raffle poster for your event!