

ST. JOHN OF DAMASCUS ACADEMY
2010 ANNUAL 100-HOLE

Golf Marathon

MAY 17, 2010



TIPS ON GATHERING PLEDGES

Most people regularly practice some kind of charitable giving. You are not trying to “sell” people on the idea of being charitable, but rather providing them an outlet for the charitable giving they already intend to do. Indeed many people you contact may thank you for calling them and telling them about our Golf Marathon.

You are, though, indeed selling something. What you are selling is St. John of Damascus Academy and the idea that SJDA is a good and worthy cause for them to donate to. Hopefully, you yourself are sold on the Academy, and so you only need to share your experience with or interest in the “product”. Be sure you provide our web address (www.sjda.net) to anyone who is unfamiliar with our organization (even if they make a pledge), and follow-up in a timely manner if they ask for time to check out the website and think it over.

One more thing. Most people want to know exactly what you would like them to give. This is why we ask everyone to start by making a personal pledge. Watch how this allows you to come from a strong position to ask them to make the same pledge you have already made. Of course if they suggest a greater or lesser amount, graciously thank them for their support.

BY E-MAIL

E-mails should be short and sweet. Not many people like to read long-winded e-mails. For this matter, here is a sample e-mail script that you can use:

Hi Family and Friends,

My child(ren): _____ attend school at St John of Damascus Academy. Their Annual fundraiser is a Golf Marathon which is being held this year on May 17th. Please help us to continue this invaluable Christian education for my son/daughter/children. Because I don't golf, _____, a friend/family member of mine, is participating in the marathon on my behalf. My part is to help him/her get sponsors. You can pledge per hole (like laps in a jog-a-thon) or a one time amount. The average number of holes played is 100. Your support of the Golf Marathon will help ensure that the Academy can continue funding various programs including their championship-winning chess program, field trips to inspiring symphonies, ballets, and operas, and crowd-pleasing student productions such as The Mikado. The Golf Marathon also raises funds for art and science supplies, physical education needs, and musical instruments for their music program. The fundraiser will also allow the Academy to achieve growth in their computer and technology instruction for their students. Please give generously!

Click on the link below if you can help.

[INSERT LINK TO GOLFER'S ONLINE PLEDGING PAGE]

Thank you in advance for all your help!



IDEAS FOR PLEDGE GATHERING

1. Customize the sample mail/e-mail ask letter we've created for you at www.sjda.net and e-mail or mail it to potential donors. Every golfer who has emailed his/her friends, family, business associates has secured hundreds of dollars in pledges.
2. Ask a business for a pledge: If a business pledges \$500 or more, it will be listed as a sponsor in program and can also be a hole sponsor.
3. Ask three people per day.
4. Be creative. Set up a pledge-gathering table at the local park or at a special event and quickly gather hundreds in pledge money.

100 HOLES IN ONE DAY!?!? NO PROBLEM!!

The SJDA Golf Marathon is designed to make it easy for you to complete 100 holes in a single day. Here's how:

1. Only about 30 golfers have access to the entire course from 7:30am – dusk.
2. Each player gets a golf cart.
3. Hit three balls on each par 3 and two balls on every other hole: complete 40 holes per loop.
4. Play any hole at any time and as many times as you want.
5. No need to keep score. Just keep a tally of holes completed.
6. No looking for lost balls or OBs, just drop another ball and play away.
7. Food and beverages will be located for “fly-by” pick-up.



Script for in-person or on the telephone with no prior contact.

YOU: Hi *prospect's-name* this is *your-name*, how are you doing today.

PROSPECT: (Allow to respond)

YOU: I wanted to speak with you about an event St. John of Damascus Academy is sponsoring. Have I ever mentioned St. John of Damascus to you before? (Briefly explain your association with SJDA and it's mission, see the our website for a statement you can use.)

PROSPECT: (Let them ask any questions they may have, responding as required)

YOU: About this event; We are having a Golf Marathon. Each Golfer is going to play 100 holes of golf on *date-of-event*, and we are raising pledges per hole played. I have volunteered to take that day and golf because I really believe in this school. I have sponsored myself for \$1 a hole and am looking for other sponsors. Would you sponsor me for \$1 per hole?

[Allow Prospect to respond]

Scenario 1

PROSPECT: Sure I'd like to help out. Put me down for \$1 (or any amount) per hole.

YOU: Thank you very much, I appreciate your help in this effort.

Scenario 2

PROSPECT: God/The Stock Market/A Rich Uncle has been good to me this year and I want to do more than the minimum. Put me down for \$5 per hole.

YOU: You don't know how much I appreciate your doing that. St. John of Damascus is a great organization and we rely on the generosity of people such as yourself.

Scenario 3

PROSPECT: I'm sorry, \$1 per hole is to much for me at this time.

YOU: I certainly understand that. Would 75 cents or 50 cents be more in line for you?

(Allow prospect to respond. Be sure to say "Thank You" whatever their response is.)

Scenario 4

PROSPECT: This sounds interesting. I've never heard of St. John of Damascus Academy before. *(or maybe: I would like to like to talk to my spouse before I commit to making a pledge.)*

YOU: Let me send you a brochure about the school or you can check out the website at www.sjda.net. I'll call again in 4 or 5 days to give you a chance to review and make a decision. Let me get the address to send it to.

Script Continuation

YOU: After the Golf Marathon the organization will send a notice of how many holes I played and your total pledge. Let me double check the mailing address I have for you. (Either read the address you currently have and get confirmation that it is correct or have them give you their address information.)

YOU: Thank you once again for your support!



Sample letter to use for initial contact.

[INSERT DATE]

Prospect's name
address
city, st zipcode

Dear Prospect-name;

I'm writing to introduce you to St. John of Damascus Academy and an event the school is sponsoring. I don't know if you have heard of St. John of Damascus before. *(Here, you may briefly explain the organization, your association with it and anything you may want to highlight about the organization.)* I am enclosing a brochure for you to look over. More information can also be found on their website at www.sjda.net.

The school is sponsoring a Golf Marathon, May 17, 2010. I have volunteered to golf in this event. Each golfer will be attempting to golf 100 holes that day. I have pledged \$1 per hole for each hole I play and am looking for others to sponsor me also. My goal is to raise \$25 per hole in sponsorship. Will you join in this effort by sponsoring me? I am particularly looking for people who will match my personal pledge of \$1 per hole.

I want to give you time to look over the brochure I've enclosed and give you time to consider how you can help me and St. John of Damascus in this event. I will call you about this time next week to answer any questions you may have and to get your answer regarding sponsorship of this event.

Cordially,

[INSERT YOUR NAME]



Follow-up to previous letter or conversation.

YOU: Hi *prospect's-name* this is *your-name*, how are you doing today.

PROSPECT: (Allow to respond)

YOU: I hope you've had time to look over the St. John of Damascus Academy's website. Do you have any questions I can answer about the organization or the Golf Marathon event?

PROSPECT: (Let them ask any questions they may have, responding as required)

YOU: As I indicated before, I have sponsored myself for \$1 a hole and am looking for other sponsors. Would you sponsor me for \$1 per hole.

[Allow Prospect to respond]

Scenario 1

PROSPECT: Sure I'd like to help out. Put me down for \$1 (or any amount) per hole.

YOU: Thank you very much, I appreciate your help in this effort.

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YOU: Thank you once again for your support!