



GETTING STARTED WITH BIRDIES FOR CHARITY

CHARITY REFERENCE GUIDE

ABOUT BIRDIES FOR CHARITY®

Birdies for Charity is the charitable arm of the John Deere Classic. The program is designed to give participating 501(c)3 organizations the opportunity to generate contributions through one-time flat donations or pledges based on the number of birdies made by PGA TOUR players throughout the John Deere Classic.

In 2019, \$13.82 million was raised for 542 local & regional charities. Since 1971, the John Deere Classic has delivered over \$120 million, most of it through the innovative Birdies for Charity program. It's the generous and hardworking nature of this area that makes the John Deere Classic #1 on the PGA TOUR in charitable contributions per capita.

PROGRAM OVERVIEW:

The 2020 Birdies for Charity program runs from April 13, 2020 – October 30, 2020.

- Charities pay no administrative fees – Our amazing sponsor, John Deere, underwrites the program to ensure participating charities receive 100% of all donations and pledges designated to their organization
- Birdies for Charity promises **BONUS** of at least 5%, and up to 10% on all donations* each organization brings in
 - We work hard to grow the **BONUS FUND** to do more than the promised 5%. In 2019, all charities received an 7.25% **BONUS!**
 - Donations to the **BFC BONUS FUND** (Bird #1041) benefit all participating charities in the program. The **BONUS FUND** grows from these direct donations, tournament revenues, special events and a generous \$325,000 grant from the John Deere Foundation to match donations.

**All charities will be guaranteed a 5% BONUS on amounts up to their prior year pledge total, or \$100,000 whichever is greater. Additional bonus amounts are based on tournament revenues.*

CONTEST OVERVIEW:

One lucky supporter of the Birdies for Charity program will win a 2-year lease on a Lexus NX courtesy of Lexus of Quad Cities. To enter the contest, donors simply guess the number of birdies that will be made by PGA TOUR players during the John Deere Classic.

- All guesses must be on an official pledge card and received at the tournament by July 10, 2020.
- Only 1 grand prize is awarded to one person who correctly guesses the # of birdies made. Ties and other prizes are determined by a random drawing. Judges' decision is final.
- Official and complete rules are available at www.birdiesforcharity.com/about/rules

CHARITY SIGN-UP:

- Charities must be publicly supported and recognized by the Internal Revenue Service as a 501 (c) 3 charitable organization
- Charities must be located in the Quad Cities region (IA/IL) and surrounding communities
- Submit an online application and upload the organization's 501 (c) 3 IRS determination letter
 - Apply at <https://birdiesforcharity.com/charity-sign-up>
 - Once approved, charities will receive a registration confirmation email including their assigned Bird Number and next steps.
 - Applications must be received by June 26, 2020 (two weeks before pledges are due) to be eligible for the 2020 Birdies for Charity Program
- There is no need to sign-up each year. Once you are assigned a Bird #, you will use that year after year. To remain active each year, charities are required to fill out a 501 (c) 3 Verification Form.

HOW CAN BIRDIES FOR CHARITY SUPPORT YOUR ORGANIZATION?

- Birdies for Charity administers the program and contest at no cost to participating organizations
- Provide all fundraising materials including; Pledge cards, posters, pins and website presence
- Marketing of the Birdies for Charity program
- Record all pledges and donations that we receive for your organization
- Offer tournament credentials to donors making contributions of \$1,500 and above through the Partner Program
 - Partner Form must be used to request credentials
 - Partner Forms can be picked up at all locations Pledge Forms are available
- Present the grand prize and other prizes
- Handles all invoicing and collecting of payments for pledges turned in without payment at the time of pledge
 - Each donor is invoiced up to three times to collect their pledged amounts
 - All paid pledges received before September 15th will be included in your pledged amount eligible for a **BONUS**.
 - Cash, checks and credit card payments are accepted for pledges. If cash or check is turned in with the pledge card, please ensure the payment is attached to the Pledge Form and sent to the Birdies for Charity office. Credit card donations/payments can be made at www.birdiesforcharity.com/donate
- Provide detailed pledge reports periodically throughout the process and final report on October 30th that include donor information, amount pledged and paid status
- Provide supplies for a Drive the Middle contest at charity hosted golf outing
- Supply (4) John Deere Classic tickets and a weekly parking pass to the John Deere Classic for participating charities with pledges turned in by June 8th. Tickets will be available for pick-up only during the John Deere Classic (July 6-12, 2020) at Will Call. Will Call is located within the Main Entrance of the tournament. For Will Call hours please visit www.johndeereclassic.com
- Disburse Funds
 - Birdies for Charity will deliver checks for 100% of the donations designated to your organization and a detailed list of donors on October 30th
- Issue BONUS!
 - Birdies for Charity guarantees a 5% **BONUS** on all dollars your organization brings in. The **BONUS** check will be included along with your check for pledged amount on October 30th

WHAT DO YOU NEED TO DO?

- Sign-up if you have not done so already
- Always know your Bird # - this is a unique identifying number for your organization
 - If you do not know your Bird #, or forget, please search for your organization in the Charity list at www.birdiesforcharity.com/charity-list
- Complete and return a 501 (c) 3 verification form each year you participate. We are required to have this form on file for all charities with pledges before we can issue a check in October.
- Come to Kick-Off on April 13th to pick up all materials needed to be successful in your fundraising efforts
 - Pledge Forms will be available for pick-up at Kick-Off on April 13, 2020
 - After Kick-Off they will be available at a number of locations in the Quad Cities, Dubuque and Iowa City.
 - For a full list of locations please visit <https://birdiesforcharity.com/about/pledge-forms>
- It is the charities responsibility to solicit pledges for your organization – contact donors and ask them to support your organization through Birdies for Charity (ex, fundraising events, social media, mailings, etc.)
 - Make sure to put your charity name and Bird # on all Pledge Forms before you distribute them
 - Pledges received without a designated charity will be applied to the Birdies for Charity Bonus Fund. The Bonus Fund benefits all participating charities in the program.
 - Provide accurate and clearly printed information on all pledges
 - Online donations can be made by visiting www.birdiesforcharity.com/donate
 - All charitable contributions must come from a designated donor and must not be part of a capital campaign. The Birdies for Charity program is intended to support charitable organizations, services, operations and programs. It is not intended to be used for endowment or brick and mortar charitable purposes.
- Send ALL pledges and payments to the Birdies for Charity office: 15623 Coaltown Road, East Moline, IL 61244
 - Final pledges are due to our office by Friday of tournament week
 - Any pledges received after this date will be applied to the next year's pledged amount for your organization
 - Staple any payment to the pledge form that it belongs to
- Read all mail from Birdies for Charity – we only send important information!
- Come to Check Distribution on October 30th and get BOTH of your checks!
- Follow-up with your donors and thank them

CONTACT INFORMATION:

Birdies for Charity
15623 Coaltown Road
East Moline, IL 61244
(309) 762-4653

Micaela Booth
Manager, Charity & Enterprise Support
micaelab@jdclassic.com

*Due to the current situation regarding COVID-19, the Birdies for Charity Kick-Off will be reformatted to encourage social distancing. Please look for more information regarding this soon.