



# CHARITY REFERENCE GUIDE 2021

*Important information for a successful year with Birdies for Charity*

## 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 pledges or donations.

In 2020, \$12.22 million was raised for 465 local & regional charities. Since 1971, the John Deere Classic has delivered over \$133 million, most of it through the innovative Birdies for Charity program. It is 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 2021 Birdies for Charity program runs from April 12, 2021 – October 29, 2021. While the program will officially kick-off in April, you can get started early! We will start accepting new pledges after November 1, 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 a **BONUS** of at least 5%, and up to 10% on all donations\* each organization brings in
  - We work hard to grow the **BONUS FUND**! Donations to the **BFC BONUS FUND** (Bird #1041) benefit all participating charities in the program. In addition to these direct donations, the **BONUS FUND** grows from tournament revenues, special events and a generous \$325,000 matching grant from the John Deere Foundation.

*\*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.*

## IMPORTANT CHANGES FOR 2021: *More information & details can be found throughout this guide*

- Birdies for Charity will not be printing or distributing pledge forms. Pledge forms will be available for download online. If you are printing and/or mailing large quantities, we recommend using our printing partner, One Step.
- Penny pledges per birdie will no longer be accepted and donors will only be given the option to make a flat donation.
- Complimentary & courtesy tickets will not be provided due to potential capacity limitations. This includes donation requests, charity tickets and Partner ticket packages.
- The deadline for pledge forms to qualify as a contest entry is June 21, 2021.

## ➤ **CONTEST OVERVIEW:**

One lucky supporter of the Birdies for Charity program will win a 2-year lease on a 2021 Lexus NX courtesy of Smart 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 June 21, 2021
- 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](http://www.birdiesforcharity.com/about/rules)

## **CHARITY SIGN-UP:** *Charity sign-up will remain closed through 2021*

- 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, charities are required to fill out a 501 (c) 3 Verification Form each year.
- Participating charities must be publicly supported and recognized by the Internal Revenue Service as a 501 (c) 3 charitable organization.

## **HOW CAN BIRDIES FOR CHARITY SUPPORT YOUR ORGANIZATION?**

- Birdies for Charity administers the program and contest at no cost to participating organizations
- Creates pledge forms for your organization to print and distribute and maintains your organization's presence on [www.birdiesforcharity.com](http://www.birdiesforcharity.com)
- Marketing of the Birdies for Charity program
- Record all pledges and donations that we receive for your organization
- Work directly with donors making contributions of \$1,500 and above through the Partner Program
  - Partner ticket packages will not be issued in 2021 due to potential capacity limitations
  - Partner Forms can be printed from [www.birdiesforcharity.com/about/pledge-forms](http://www.birdiesforcharity.com/about/pledge-forms)
- Present the grand prize and other prizes
- Handles all invoicing and collecting of payments for pledges turned in without payment
  - Each donor is invoiced twice to collect their pledged amounts
    - Pledge payments are due September 15<sup>th</sup>. All paid pledges received before September 15<sup>th</sup> 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](http://www.birdiesforcharity.com/donate)
    - Donations made online will serve as both pledge & payment. To avoid duplication, no mailed pledge form is necessary if donating online.
- Provide detailed pledge reports periodically throughout the process and final report included with checks that include donor information, amount pledged and paid status
- 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 29<sup>th</sup>
- 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 29<sup>th</sup>

## WHAT DO YOU NEED TO DO?

- 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](http://www.birdiesforcharity.com/charity-list)
- Complete and return a 501 (c) 3 verification form each year you participate. This year, they are due by May 22, 2021. We are required to have this form on file for all charities with pledges before we can issue a check in October.
- Visit [www.birdiesforcharity.com](http://www.birdiesforcharity.com) to access all the materials needed to be successful in your fundraising efforts
  - Pledge & Partner Forms will be available to print
- 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](http://www.birdiesforcharity.com/donate)
  - Please notify your donors that checks should be made payable to Birdies for Charity, not your organization.
  - 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.
- Join the BFC Facebook Group created exclusively for participating charities! We share best practices, important updates and provide resources.
- Send ALL pledges and payments to the Birdies for Charity office: 15623 Coaltown Road, East Moline, IL 61244
  - Send all pledge forms with guesses that wish to be entered into the contest to our office by June 21, 2021.
  - Final pledges are due to our office by Friday of tournament week
    - Pledges received between 6/21-7/9 will not be entered into the contest, but those pledges will still be recorded for the designated charities
    - Any pledges received after 7/9 will be returned to the sender notifying them that the pledge deadline has passed and if they still wish to contribute, to direct their donation directly to their charity of choice.
  - Staple any payment to the pledge form that it belongs to. If attaching checks, please be careful not to damage the MICR line.
- Read all mail from Birdies for Charity! Mail is our main form of contact and we only send important information.
- Check your mail after October 29<sup>th</sup> and receive BOTH of your checks!
- Follow-up with your donors and thank them for supporting your organization through Birdies for Charity!

## CONTACT INFORMATION:

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

Micaela Booth  
Manager, Charity & Enterprise Support  
[micaelab@jdclassic.com](mailto:micaelab@jdclassic.com)