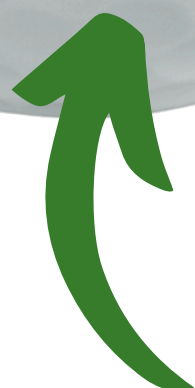




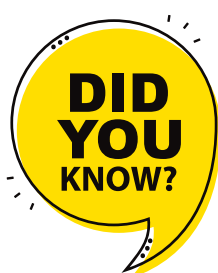
# SOLICITATION GUIDE

*for participating charities*



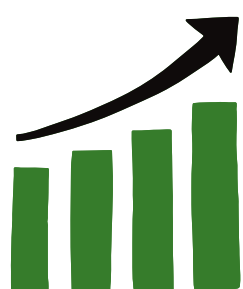
## SHARE THE LOGO!

The Birdies for Charity name and logo are recognized within the community. Add them to your website, emails, social media and print marketing throughout the campaign.



## KNOW THE BENEFITS

Your donors should know that donations made to Birdies for Charity are made to a 501(c)3 organization, Quad Cities Golf Classic Charitable Foundation. Don't forget to mention the grand-prize giveaway! Share the benefits that your charity receives as well!



## SET A GOAL

Create a call to action by having a purpose for the funds & creating a goal. Share your progress with donors along the way. Follow-up to share the results and to THANK them for their contribution!



## CHECK ON EXISTING EFFORTS

Is there an opportunity to incorporate your Birdies for Charity efforts into an existing program? Encourage your existing donors to contribute through Birdies for Charity, emphasizing that their donation will grow by at least 5% thanks to the Bonus Fund.



## ONLINE DONATIONS

Use your unique direct donation link to send online donors straight to the Birdies for Charity donate page with your charity selected. This link can be added to websites, social media, email marketing, etc.



## DIRECT MAIL

Mail pledge forms and requests directly to your donors. Be sure to explain WHY they should consider a donation through Birdies for Charity. Make sure to fill in your charity name and Bird # before sending!



## FUNDRAISING EVENTS

Incorporate an ask into an existing fundraising event, or dedicate a whole event to your Birdies for Charity campaign. Ex. Host a "longest drive" contest at your annual golf outing, a pledge through Birdies for Charity is the entry.

FOR MORE RESOURCES VISIT [BIRDIESFORCHARITY.COM/CHARITY](http://BIRDIESFORCHARITY.COM/CHARITY)