

2024



ESF EVENTS HANDBOOK



2024 ESF EVENTS HANDBOOK



Each year, the Evans Scholars Foundation raises more than \$2 million from a variety of events and tournaments that benefit our Scholars and Organization. ESF is grateful for its Directors, Alumni and supporters, who help in driving these efforts.

We intend for this booklet to be a resource for our organizers. As many different FUNDrainers and FRIENDraisers are held annually, not all will require the suggestions presented. Please use accordingly.



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Let's get started!



What do I want my event to be? Think about your personal connection to the cause and the impact you'd like to make on the Evans Scholars Foundation.

What

Typically, our most successful fundraisers come in the form of golf outings, tailgates and auctions - we can also assist in hosting dinners, luncheons, cocktail evenings, etc.

Who am I inviting?

Who

We will be able to provide invitee lists to you depending on criteria. Ex. Alumni from a specific school or region, supporters in a certain state, etc.

Where will I hold the event?

Where

Normally, our events are held at private courses, public courses, banquet halls, restaurants, bars, public venues, sports arenas, etc.

When will the event take place?

When

Email Sami Ketchman at ketchman@wgaesf.org to make sure the date you would like to hold your event does not conflict with another event in your area. (For weekdays, Monday, Tuesday and Thursday are typically best).

Do I need a committee?

Committee

Larger events take more than one person to coordinate, and will find greater success if you form a committee to assist you. Seek out other local ESF Alumni and Par Club supporters to get involved, or reach out to the ESF events team to help you in these efforts.



Now What?



Now that the foundation of your event has been established, you're ready to take the next step.

ESF is here to assist you through this process, and provide as many resources necessary to make your event successful. For examples of the ways ESF can help, please review the below planning checklist.

Logistics and budgeting

Step 1. CONTACTING THE VENUE | After initial planning is complete, please reach out to the desired venue to secure your date. ESF can assist you in looking over contracts - but we ask that you secure any deposits that need to be placed. We ask that you be the point person in contact with the venue for the entirety of your event, but we are happy to act as a sounding board and answer any questions you have about the venue and pricing.

Step 2. BUDGETING | When hosting an event, it is imperative that you create a budget report. Your budget report will be a key component in:

- Keeping track of incomes and expenses
- Showcasing the event's final net revenue
- Identifying areas for improvement
- Bookkeeping historical data for future coordinators of the same event

All budget reports should be shared with your ESF event manager prior to and after the event. If you need assistance with the creation of your report, please view the sample on the next page or contact the ESF events team.

For deposits requested by vendors, venues, caterers and more, event coordinators are expected to pay out-of-pocket and submit for reimbursement following the event. Please save all receipts and provide them to ESF within two weeks of the event. If payments can wait until all funds have been collected, invoices can be sent directly to ESF.

All in all, when budgeting - take the time to think about how much of an impact you want to make on the Evans Scholars Foundation and have clear & achievable goals in mind to share with the events team 





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Communications

Step 3. REGISTRATION SITE BUILDING | ESF will create a registration page for your event on our WGAESF website, where attendees can purchase tickets, sponsorships, etc. You'll need to provide us with the event details below:

- Name of Event
- Location, Date, and Times
- Pricing and Item Names (please see page 11 for a list of item names you may choose from)
- Description of Event

Step 4. INVITATIONS & REMINDERS | ESF can create and send out event invitations (e-blasts for registration, reminders, save the dates, etc.) to your targeted audience. Be sure to reach out 6-8 weeks in advance of your event for the ESF to create all designated materials, build registration pages and generate invitation lists. After initial outreach, setup a communications cadence with your ESF event manager to stay on track with **reminders and engagement**.



- Forward the initial event invitation email with a personal note and your connection to the ESF
- Share your event on social media and ask others to do the same
- Call invitees during the planning process to extend a personal invite and form relationships with supporters in your area
- Promote Par Club participation in your outreach - especially if an invitee cannot make the event, ask them to contribute in the form of Par Club membership.

Step 5. MAINTAINING GUEST LIST | Your ESF event manager is happy to maintain the guest list for your event and provides updates on attendance and revenue income. Please allow one business day for this report to be pulled.

Art and Technology

ONLINE AUCTION PLATFORM | ESF utilizes a mobile bidding and event management software called **GiveSmart**. Users have access to silent auction, live auction, paddle raise, raffle and donation collection options, all within one online platform. The software is easy-to-use, with website tutorials and staff assistance available at convenience. If you do plan to utilize an auction or raffle at your event - we advise collecting auction/raffle items early, and having a solid, finalized set of items at least **2 weeks before the event**.

LOGOS & BRAND GUIDELINES | All digital and written event communications can be created by the ESF (run of show, invitations, emails, website postings). If you would like to craft something on your own, ESF is happy to provide proper logos, images and brand guidelines to streamline your efforts.



The **BIG** day, are **YOU** prepared?

1 Check In

Having a check-in area will be crucial as your guests begin to arrive. Ensure you design an organized process and come prepared with printable lists, pens, highlighters and a welcome sign.

3 Speaker

Including a speaker during the reception of your event could be a great addition. Depending on your audience, this could be an Evans Scholar, an Alum, a golfer or an inspirational person.

5 Auction and Raffle

Silent auctions, live auctions and raffles can be a great way to generate more revenue from your event. ESF utilizes an online software that can help in your auction efforts. For raffles, consider a 50/50 or the option to win prizes.

2 Staffing

In advance of your event, think about the staffing that will be needed to make the day successful. Recruit volunteers, utilize WGA staff assistance, and make sure everyone knows what they are responsible for. (Hole games at outings, raffle/auction staff, etc.)

4 Media

Hire a photographer or have someone assigned to take pictures throughout the day, and share with ESF following the event. ESF will utilize these in annual reports and in social posts.





Event Budget for ESF Events

BUDGET SUMMARY

SUMMARY EXPENSE AND INCOME

TOTAL EXPENSES

\$0.00

TOTAL ACTUAL INCOME

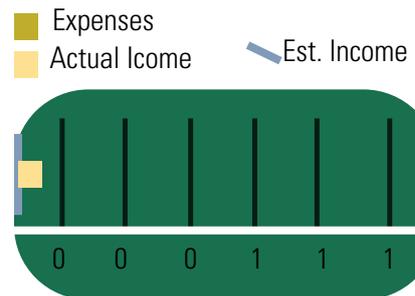
\$0.00

BALANCE

\$0.00

EXPENSES

LOCATION	\$0.00
EVENT	\$0.00
FOOD AND DRINK	\$0.00
SUPPLIES	\$0.00
OTHER	\$0.00
TOTAL	\$0.00



EXPENSES

DESCRIPTION	CATEGORY	QUANTITY	UNIT COST	AMOUNT
Green Fees	Location			
Caddie Fees	Event			
Food & Bev.	Food and Drink			
Signage	Supplies			
Tee Gift	Event			
AV	Event			
Prizes	Event			
Misc.	Event			
TOTAL EXPENSES \$				

INCOME

DESCRIPTION	ESTIMATE QTY	ESTIMATE AMT	ACTUAL QTY	AMOUNT
Sponsorship				
Foursome				
Auction				
Raffle				
Donations				
Dinner				
Other				
TOTAL \$			TOTAL \$	



We **LOVE** free swag. Do **YOU?**

On behalf of the Evans Scholars Foundation, we are happy to provide a variety of different tee gift options to be used at your event. Event coordinators will be requested to fill out an event order form (example shown below), and specify their desired items and corresponding quantities. Items include but are not limited to:

- Hats
- Caddie towels
- Keychains
- Water bottles
- Playing gloves
- Duffle bags
- Tablet covers
- Divot tools

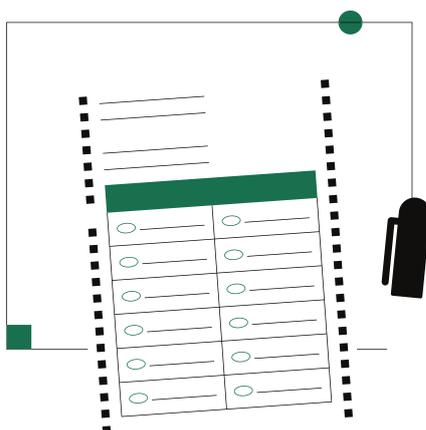


Remember

In order to allow enough time for shipping, please alert the ESF with your request two weeks in advance of the event.

Pending the caliber of your event, you may also want to incorporate room for a high-end tee gift within your budget. Event coordinators can utilize an outside vendor or take advantage of ESF's partnership with [Peter Millar](#), where luxury pullovers, golf shirts, raincoats and more, can be purchased at a reasonable price. If you wish to have both the [Evans Scholars logo](#) and your host club's logo embroidered on your gear, ESF is happy to assist with these accommodations.

Event Order Form



Tee Gifts Examples





Financials and Wrap Up

Payment Collection and Invoicing

In order to maintain event attendee information, ESF requests that all registrations and payments are processed through their online system prior to the event. This is critical in ensuring that guests can be provided receipts, tax statements and issued refunds if needed. For any cash or checks collected prior, day-of, or after the event, please mail to the below address:

Evans Scholars Foundation
ATTN: Sami Ketchman / Mairead King / Sophia Harris / Ana Olaya
2501 N. Patriot Blvd.
Glenview, IL 60026

*Please include a note specifying which event the money is coming from

For any outstanding payments (auction, donation, playing spot, etc.), please work with ESF to send invoices appropriately. All payments should be collected within two weeks after the event.

Wrap Up

FOLLOW UP | After your event has taken place, ESF can aid in auction wrap-up, invoice payments, refunds and thank-you emails.

- **Thank yous** - Please provide thank you copy that you'd like to include in a thank you email that we can send out to all attendees - we can assist in creating this note with details of how much the event raised, and if a date for the event might be secured for the following year.
- **Auction Wrap-Up** - We will pull auction/raffle reports for you to determine how much revenue was raised from the GiveSmart site. We will also assist in following up with donors and winners to ensure there is a smooth hand-off of goods/services won.

How can we improve next year? ???

Please take the time to book a meeting with our ESF staff and your committee after the event to run through the event outcomes, brainstorm ideas for next year, and understand what future goals for the event look like.





Cancelled or Postponed?

We have solutions for you and your event!

From treacherous weather to unexpected situations, the Evans Scholars Foundation is committed to helping you determine the best options for your event. We will work with you every step of the way as resources, and friends, to get through difficult times and decisions in unity. As the saying goes, *no caddie gets left behind*, and that is our promise to you.

✔ Cancelled

Please be sure to read through venue contracts thoroughly to understand cancellation rules and rescheduling options. If cancellation is the only route, there are still great options to engage the event audience and support ESF. This can be done by hosting a virtual program and/or silent auction in place of the physical event utilizing Zoom or Givesmart. Or, an email appeal can be sent to the event audience with a Scholar Video and donation link included (see suggested event modifications below).

✔ Postponed

Move event to later date with the help of the venue and ensure you work with ESF Event Staff to communicate the postponement and new date with your guests.





We're here to help. Contact us!

Our team is always happy to help as much as we can, please see below for our contact information.

Description	Phone	Email
Sami Ketchman <i>DIRECTOR, EVENTS AND STEWARDSHIPS PROGRAMS</i>	(224) 406-4253	ketchman@wgaesf.org
Mairead King <i>MANAGER, EVENTS</i>	(847) 845-1560	king@wgaesf.org
Sophia Harris <i>MANAGER, EVENTS</i>	(224) 260-3780	harris@wgaesf.org
Ana Olaya <i>COORDINATOR, EVENTS</i>	(516) 512-0829	olaya@wgaesf.org



Event Form



Event date _____

Event Name _____

Product delivery date _____

Contact (First and Last name) _____

Club (if applicable) _____

Complete address _____

Phone _____

Email _____

Please circle your choices and write the quantity requested:

HEAD COVERS



HATS



BAGS & BUSINESS



WALLET



TABLET SLEEVE



PADFOLIO



TOTE BAG



GARMENT BAG

ACCESSORIES



TUMBLERS



MAGNET



KEYCHAIN



CANVAS ZIP TOTE



KEYCHAIN



DECAL

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