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 fundraisers and friendraisers are held annually, not all will require the suggestions presented. Please use accordingly.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>01.</th>
<th>GETTING STARTED</th>
</tr>
</thead>
<tbody>
<tr>
<td>02.</td>
<td>PLANNING CHECKLIST</td>
</tr>
<tr>
<td>03.</td>
<td>FINANCE</td>
</tr>
<tr>
<td>04.</td>
<td>MERCHANDISE</td>
</tr>
<tr>
<td>05. - 06.</td>
<td>DAY-OF EVENT  CANCELLED EVENTS</td>
</tr>
<tr>
<td>07.</td>
<td>CONTACT &amp; SAMPLES</td>
</tr>
</tbody>
</table>
LETS GET STARTED!

WHAT

What do I want my event to be?

Ex. Golf outing, dinner, lunch, auction, combination of these?

WHO

Who am I inviting?

Ex. Caddies, Scholars, Alums from a specific region or university, club members, potential donors, friends, public, other?

WHERE

Where will I hold the event?

Ex. Private club, public course, banquet hall, restaurant, bar, other?

WHEN

When will the event take place?

Check the ESF events calendar online or call the ESF 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).

COMMITTEE

Do I need a 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 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.

COMMUNICATIONS & LOGISTICS

**INVITATIONS & REMINDERS** | ESF can create and send out a multitude of different event invitations (e-blasts, one-pagers, postcards) 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.

**GUEST LIST** | By taking advantage of the ESF online portal, collecting registrations for your event is simple and organized. Your ESF event manager is happy to setup a registration page by request, and maintain the guest list for your event. To receive updates on attendance and revenue income, please allow one business day for this report to be pulled.

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

**ONLINE AUCTION PLATFORM** | ESF utilizes a mobile bidding and event management software called GiveSmart. To greater assist our Directors, Alumni and supporters hosting an event in benefit of the ESF, we encourage them to use the services offered from this product. 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.

**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.
PAYMENT COLLECTION & 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: Lindsay Dresser/Lauren Farhat  
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 proceeding the event.

BUDGET & REIMBURSEMENT

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 page 8 or contact the ESF events team.

For payments 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.
WE LOVE FREE SWAG!

HOW ABOUT 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

*In order to allow enough time for shipping, please alert the ESF with your request two weeks in advance of the event. Full event gift order form available on page 9.*

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.
THE BIG DAY
ARE YOU PREPARED?

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.

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.

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.

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.

AUCTION & 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.
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?
When cancelling 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 or the physical event utilizing Zoom or Facebook Live and Givesmart. Or, an email appeal can be sent to the event audience with a Scholar Video and donation link included (draft your own email or utilize ESF’s cancelled event templates).

POSTPONED?
Move event to later date and consider modifications to ensure event safety (see suggested event modifications below).

MODIFY.

1) Encourage everyone to register online prior to the event to eliminate contact at registration.
2) Offer ‘text’ check in the day of the event and place event gift, pre-packaged cooler and scorecards on carts before participants arrive.
3) Provide boxed lunch for participants as they arrive.
4) Utilize Tee Times vs. Shotgun to ensure proper social distancing.
5) Adjust Tournament rules: automatic two-putt rule, relief from sand traps, do not remove flagstick, etc.
6) Caddies:
   • Assign 1-4 caddies per hole. Caddies should be stationed on greens and tee boxes, keeping at minimum 6-feet away from each other and golfers.
   • Caddie duties include greeting golfers, locating golf balls, giving yardages, repairing divots and ball marks, reading greens and raking bunkers.
   • Caddies should wear appropriate protective gear, including a mask and any other safeguards as required by the club. We recommend each caddie carry hand sanitizer to use as needed.
   • Caddies will receive individual rakes and divot repair mix.
7) Use GiveSmart technology to market and collect bids for your silent auction items. This technology is intuitive and user friendly, participants will not need to download an app and. ESF staff is available to help with silent auction setup.
8) Virtual awards ceremony, program & live auction in the evening following the tournament.
we’re here to help

CONTACT US

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224-260-3784

Evans Scholars Foundation
2501 Patriot Boulevard
Glenview, IL 60026-8022
(847) 724-4600
## Event Budget for ESF Events

**Budget Summary**

<table>
<thead>
<tr>
<th>Description</th>
<th>Category</th>
<th>Quantity</th>
<th>Unit Cost</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Location</td>
<td>Location</td>
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<td></td>
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</tr>
<tr>
<td>Event</td>
<td>Event</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Food &amp; Drink</td>
<td>Food &amp; Drink</td>
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<tr>
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**Summary of Expenses and Income**

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<th>Unit Cost</th>
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<th>Estimate Amt</th>
<th>Actual Qty</th>
<th>Actual Amt</th>
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<td>Raffle</td>
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Source: [vertex42.com/ExcelTemplates/event-budget-template.html](https://www.vertex42.com/ExcelTemplates/event-budget-template.html)
2020 Event Gift Order Form

Event Date ________________ Event Name ________________

Product Delivery Date ________________ FRIEND or FUNDraiser ________________

Contact (First name and Last name) ________________

Club (if applicable) ________________

Complete address ________________

Phone ________________

Email ________________

Please circle your choices and write the quantity requested:

Hats

Caddie towels

Head covers

Beverage Glasses & Accessories

Bags & Business

Etc.

Wearables (limited quantities and sizing)