



# 23rd ANNUAL GOLF CHALLENGE

## 2019 PLAYER HANDBOOK



**MONDAY, APRIL 8TH  
11:00 A.M. REGISTRATION  
12:30 P.M. SHOTGUN START  
NASHVILLE GOLF & ATHLETIC CLUB**

BUILDING BRIGHTER FUTURES FOR NASHVILLE'S YOUTH, ONE CHILD AT A TIME.

# 2019 YES GOLF CHALLENGE SUMMARY

**MONDAY, APRIL 8TH**

11 A.M. REGISTRATION  
12:30 P.M. SHOTGUN START

PLEASE HELP YOUTH ENCOURAGEMENT SERVICES (YES) RAISE \$100,000 TO SUPPORT ITS AFTER-SCHOOL AND SUMMER PROGRAMS, WHICH IMPACT NEARLY 200 NASHVILLE INNER-CITY YOUTH DAILY.

## OF THE YES FAMILIES SURVEYED:

- Nearly 1/2 of households have an average annual income of \$10,000 or less
- Less than 1/2 of parents graduated from high school
- Nearly 3 out of 4 children qualify for free or reduced lunch
- 1 in 3 children have a parent who is incarcerated
- 6 out of 10 caregivers are single-parents

## FUNDS RAISED WILL PROVIDE:

- Tutoring programs and homework assistance
- Recreation programs & summer camps
- Spiritual and character development
- Field trips, cultural experiences (from Predators games to the Frist Museum), and much more

## BENEFITS TO GOLFERS

- Play Nashville Golf's championship course originally designed for U.S. Open play
- Prizes for the top three teams in two flights
- Prizes for putting and longest drive
- Complimentary use of the driving range with unlimited balls
- Hole-in-One contest for \$25,000 prize
- Catered Bar-B-Que lunch
- Stocked beverage and snack carts

ONE GAME CAN CREATE A WORLD OF OPPORTUNITIES.

If you have any questions, please contact the YES office at (615)315-5333 or Patricia McPherson at [patriciam@mcphersonconsulting.org](mailto:patriciam@mcphersonconsulting.org) or visit [www.YouthEncouragement.org/golf](http://www.YouthEncouragement.org/golf).

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## HOW DOES IT WORK?

The Golf Challenge format is very different than other fundraising tournaments. You do NOT pay to play. We simply ask that you send one of our fundraising letters and/or e-mails to 50 people – friends, co-workers, classmates, business associates, family, etc. Each player has a goal of raising \$1,250. Don't be intimidated by this number. You'll be surprised at what you can raise if you just send the letters and/or e-mails that we provide!

***Player Commitment: By agreeing to play in this golf tournament, you agree to participate actively in the fundraising process described above.***

## WHAT IS EXPECTED OF ME?

- Send 50 letters by mail or email to 50 friends requesting support for the Youth Encouragement Services – Golf Challenge. (A sample is attached.)

**Each team member receives a personalized website. This is tied to a PayPal set-up that allows your supporters to donate directly to your fundraising goal.**

- Follow-up with your friends to encourage them to contribute.
- Maintain contact with your team captain and YES about your progress raising funds.
- Be at Nashville Golf on April 8th—registration, lunch, and practice begin at 11:00 a.m., shotgun start at 12:30 p.m.

## ARE CORPORATE SPONSORSHIPS AVAILABLE?

**YES!** We do offer corporate sponsorship packages. Please contact us for more information.

## WHAT ARE THE INCENTIVES?

This tournament is ultimately about raising money for the YES children, but we appreciate each person who commits to assist us in this golf challenge. In addition to the tournament being located at the beautiful Nashville Golf and Athletic Club in Brentwood, there will also be prizes for hole-in-one, best scores, closest to the pin, longest drive, etc.

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# YES GOLF CHALLENGE PLAYER COMMUNICATION TOOLS

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## PERSONALIZED FUNDRAISING LINK

Please send your first and last name to us at [golf@youthencouragement.org](mailto:golf@youthencouragement.org) to receive your personal webpage. Visit [www.YouthEncouragement.org/golf](http://www.YouthEncouragement.org/golf) to see examples of player pages.

## SOCIAL MEDIA

In addition to the sample email/letter below, we will provide a personalized image for you to use on your Facebook, Twitter, Instagram, Pinterest or other social media platforms. We have also created headers for your Facebook/Twitter and suggested Tweets and Facebook posts. You'll find the social media tools at <http://youthencouragement.org/other/golf-challenge-promotion>.

## E-MAIL LETTER SAMPLE

**Subject:** 2019 Youth Encouragement Services Golf Challenge

Dear **[Insert Name]**:

The 2019 Youth Encouragement Services (YES) Golf Challenge will take place April 8th in Nashville. The tournament has grown from a few friends getting together for a round of golf to raise a little money for a good cause, to raising tens of thousands of dollars every year!

YES has served underprivileged children in Nashville for 63 years. We provide at-risk children a safe haven from the streets where they have been taught daily to love and be loved by the volunteers and staff at YES. Our programs include tutoring and homework help, computer labs, arts and crafts, basketball leagues and other recreation programs. We provide summer camps, retreats, daily chapel, and close relationships with churches and youth groups, all of which encourage their spiritual growth. Through visits to museums, sporting events, theater, wilderness treks, field trips and more, our youth have been exposed to cultural events and learning opportunities that they never would experience if not for YES.

I am asking you to support my team and make a donation to the Golf Challenge. Please mail your check to me (make it out to Youth Encouragement Services) or go to [http://youthencouragement.org/golf/\[Insert your name.\]](http://youthencouragement.org/golf/[Insert your name.]) and you will see a link to a PayPal account and can make your gift in that way. All the money raised goes directly to benefit the children and programs offered at YES.

Thank you for your support!

Sincerely,

**[Insert your name.]**