

The Honda Classic

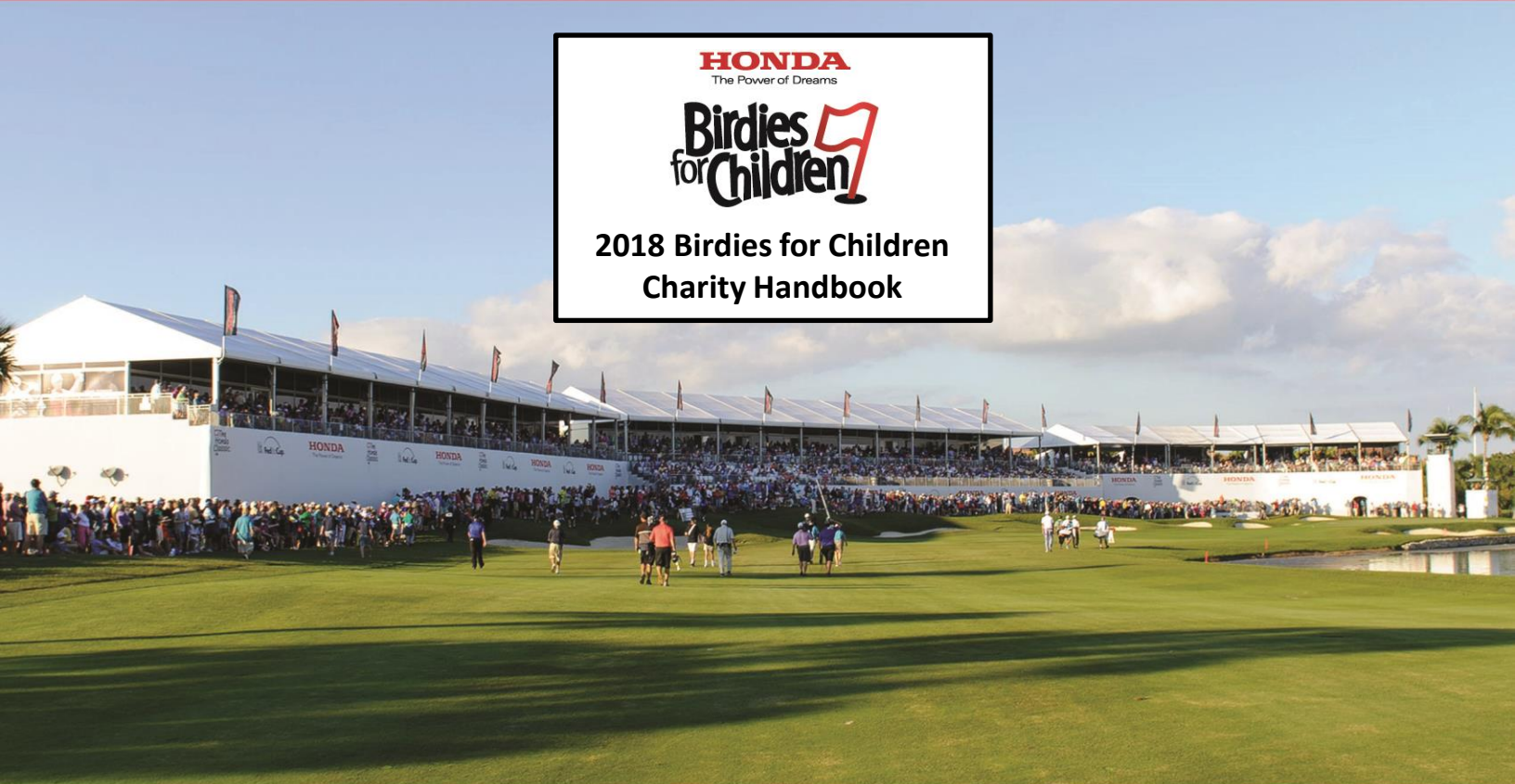
February 19-25, 2018



HONDA
The Power of Dreams

Birdies for Children

2018 Birdies for Children
Charity Handbook



Children's Healthcare Charity

FOUNDERS CLUB PARTNERS





About The Honda Classic

Now entering its 36th year on the PGA TOUR, The Honda Classic has become a “must-see” event in South Florida. It has hosted golf’s greatest competitors, such as Jack Nicklaus, Lee Trevino, and Johnny Miller, and now ushers in a new generation of stars including Rory McIlroy, Tiger Woods, Keegan Bradley, Rickie Fowler, Graeme McDowell, Lee Westwood and many more.

In 2007, host organization Children’s Healthcare Charity took over operations for the tournament and moved The Honda Classic to its permanent home on the Champion Course at PGA National Resort & Spa. Since the move, attendance has continued to increase and 203,000 fans were on-site during tournament week this past February. This created an economic impact in the local area of over \$55 million and over \$300 million in economic impact since CHC took over in ’07.

While The Honda Classic team continues to improve the excitement on the course, the true mission of Children’s Healthcare Charity is to give back to the children in the local community. Through primary beneficiary Nicklaus Children’s Health Care Foundation (NCHCF), the tournament is able to provide support for the early diagnosis, treatment, and prevention of childhood diseases and disorders. Contributions made through tournament grants also help fund programs and research projects aimed to help improve pediatric health care. In 2017, The Honda Classic was able to give \$3.6 million to deserving charities. The charitable giving number now stands at over \$20 million since Children’s Healthcare Charity took over operations and \$35 million given to charity since the tournament’s inception.

The 2018 Honda Classic will take place February 19th – February 25th at PGA National Resort & Spa. 144 golfers will compete to become tournament champion and collect the \$1.188 Million winner’s share. Check back to www.thehondaclassic.com for up-to-date charity information, special events registrations, and ticket offers for small and large groups.





About Birdies for Children

Introduced at The Honda Classic in 2010, the Birdies for Children program serves to help 501(c)3 organizations generate additional fundraising dollars through an exciting contest that culminates with a grand prize winner driving home in a brand new 2018 Honda! Eight years into the campaign, Birdies for Children has raised over \$6.9 million for charity; distributing funds to over 120 local and national organizations.

HOW IT WORKS:

- Charities solicit donations of \$20 or more from donors who make pledges either online or on printed pledge form. The donor then receives the opportunity to make guess(es) on the number of birdies that will be made at the 2018 Honda Classic. The person coming closest to the actual number will receive a brand new 2018 Honda automobile!
- ***What is a birdie?*** – A birdie is a score of one stroke better than par for any golf hole. Par is the average expected score for any given hole (typically 3, 4, or 5). PGA pros are expected to make anywhere between 1,000 - 1,500 birdies during The Honda Classic.
- The Honda Classic collects all donations and writes checks back to the charities for 100% of the money plus the 10% matching bonus
- Checks will be written once a month starting in September 2017 until early February 2017. All money raised after January 31st will be given to the charity (plus bonus) after the 2018 Honda Classic.
- There is no risk or expense to the charity (all costs covered by The Honda Classic)
- The Honda Classic provides a full-time coordinator, printed donor forms, management of collections, and award distribution
- Participating charities must be a publicly supported 501(c)(3) organization





BFC Quick Facts

Past Birdie Totals:

2009: 1,180 **2010:** 1,181 **2011:** 1,041 **2012:** 1,279 **2013:** 1,244
2014: 1,363 **2015:** 1,168 **2016:** 1,246 **2017:** 1,361

Maximum # of birdies guesses:

The maximum number of guesses a donor may submit is 30, regardless of the amount donated. The scale of 1 guess for \$20, 3 guesses for \$50 is used until 30 is reached (\$500). A donor may pledge more than \$500, but will only be allowed 30 guesses.

****If using the online donation link, each donor can donate a maximum of \$500 for each transaction***

Birdies for Children Timeline

August, 2017:

- Contest begins and pledge donations accepted.

February 1, 2018:

- Last day to submit donations eligible for expo tent contest
- All BFC entries being hand delivered should be brought to PGA National Resort and Spa, Ryder Cup room.

February 21, 2018:

- Contest ends and all donations must be turned into The Honda Classic Tournament office located at PGA National Resort and Spa, Ryder Cup room.

February 25, 2018:

- Tournament conclusion & # of birdies determined and to be posted that week

Summer 2018:

- BFC Finalist Reception during our Celebration of Philanthropy Week.





Securing Pledges For Your Charity

1) Paper Pledge Forms

- Upon registering, The Honda Classic will provide each charity with pledge forms to get started. These forms can be used for in-person solicitations and **work best when the payment is collected immediately**. The collection rate when donors are asked to take the forms home and mail them back is much lower than up-front cash, check or credit card payment. ****Checks should be made payable to Children's Healthcare Charity or The Honda Classic. All CREDIT CARD DONATIONS WILL BE THE RESPONSIBILITY OF THE CHARITY TO ENTER INTO THE HONDA CLASSIC WEBSITE.**

- **Important! – Be sure to have your charity's name printed clearly on the top line of the pledge form so proper credit of the funds can be given to your organization.**

- If you are holding an internal sales contest, make sure to include the charity rep on the "solicited by" line. We will help facilitate the leaderboard for top salespeople.

2) Online Pledges

- Each charity will receive a unique online donation webpage where donors can sign-up through our secure processing system. The personal weblink can be found by clicking on a specific charity from the "DONATE NOW" list. The link can be distributed by email, social media, newsletters and more and will ensure donors are providing 100% of their pledge to the designated charity.

- Charity information will be displayed on the individual donation page, including key contact, address, and website for viewing. The registration process takes approximately 1-2 minutes and includes two screens – 1) contact info/guess numbers and 2) payment information/submit.

- **Important! – There will be a \$500 maximum on each transaction using the personal weblink. A donor will be able to submit more than one pledge, but each pledge will have a max of \$500.**





Charity Incentives

1) Bonus Bucks

- Courtesy of The Honda Classic & community-minded partners, each participating charity generating funds will not only receive 100% on every dollar raised, but will also receive a 10% matching donation
- Please note, the 10% match is subject to change based upon sponsorship level and total donations through Birdies for Children. If this bonus changes for any reason, advanced notice will be made to the charity representatives





Fundraising Ideas

1) Hosting a golf tournament?

- Charities have successfully tied BFC into their golf tournament fundraisers in a number of unique ways. Some have created a par 3 contest in which a \$20 (or more) BFC pledge is necessary to be eligible for the prize. For example, anyone signing up might be entered into a drawing for a \$250 restaurant gift card.
- Other charities have utilized the contest to promote a raffle for donation items. Each \$20 pledge might get the donor 10 tickets into a raffle for special prizes.

2) Have a business connection?

- Not only can community-minded business partners be great participants in BFC by pledging higher levels of dollars, but they have also been known to match donations for a specific charity they are tied to. For example, if you have a local bank connection, ask them if they'd consider matching each donation for your charity up to a certain level.

3) Rally the troops

- A few of our most successful charities have created an internal sales contest in an effort to connect with the database of each employee/volunteer. Some have created specific goals with rewards when these goals are met. Others have utilized the charity-specific leaderboard to award top sales people with prizes such as small weekend vacation vouchers, additional time off, volunteer credit, or restaurant gift cards.
- **How do I know who's winning my internal contest?** – As long as the salesperson's name is on the pledge form or online form, The Honda Classic will be able to track all donations solicited by each of your group members and develop a leaderboard for you.





Fundraising Ideas

4) Add extra incentives for your donors

- While the grand prize of a new 2018 automobile and the satisfaction of donating at 110% on every dollar to the charity is a great incentive, some charities have utilized connections in the community to secure additional prizes for their donor base. For example, one charity offered anyone donating to them in the month of January entry into a raffle for a free iPad. Other charities have given smaller prizes on a daily/weekly calendar to keep donations coming in.

5) Have a goal and be specific on the reason

- A great best practice over the past couple years has been setting a fundraising goal for either the entire campaign or within a pre-set window and then being very specific with the intended use of donations. For example, if you have need for new equipment, promote this to your donor base and be candid with the costs involved. In our experience, donors like knowing their money is going to specific projects.
- Keep this goal prominently displayed on your website and within charity newsletters as a reminder to donors of where you stand.

6) Utilize social media

- Do you have a Facebook, Twitter, or LinkedIn account? You can promote the contest to your donors and ensure they'll only be pledging to you by providing the individual donation weblink specific to your charity.

7) Hit the streets

- If you have a group of staff/volunteers that is willing to help raise pledges, don't be afraid to set up camp in front of high traffic areas in the community. While you will obviously need to get the o.k. from the business owner, they are usually more than happy to allow solicitations when they understand the concept and often will write a check for a donation, as well!





Frequently Asked Questions

- **What is a birdie?** – A birdie is a score of one stroke better than par for any golf hole. Par is the average expected score for any given hole (typically 3, 4, or 5). PGA pros are expected to make between 1,000 - 1,500 birdies during The Honda Classic.
- **Will I know who is donating to my charity?** – Yes, The Honda Classic administrator will have a charity-specific donation report that can be provided upon request. This report contains email/phone and is a great list for you to follow-up with a “thank-you”.
- **When is the last day to turn in pledges?** – Wed, February 21, 2017 at 10 p.m.
- **What is the minimum donation required?** – We are asking donors to pledge at least \$20 in order to receive a chance to guess the birdies. The price point is 1 guess for \$20, 3 guesses for \$50 – so for example, \$250 would provide 15 guesses to the donor.
- **Will my donors get a receipt?** – Yes, donors will get an instant receipt if they sign up online highlighting their pledge, with the following statement. “Please accept this acknowledgement as an official receipt in compliance with IRS regulations. No goods or services were provided in return for your contribution. Please check with your personal tax advisor regarding the deductibility of your gift as it may be tax-deductible to the fullest extent permitted by law. Children’s Healthcare Charity is registered in Florida as a nonprofit corporation under Section 501(c)(3) of the Internal Revenue Code with the tax id number of 20-4394654.”
- **Where can I get additional pledge forms?** – Pledge forms can be obtained by requesting via email to your Honda Classic contact. As a reminder, pledge forms can be photocopied or downloaded on our website as well.
- **Who should checks from donors be made payable to?** – Please make checks payable to **The Honda Classic**





Frequently Asked Questions

- **When are checks returned to my charity?** – Checks will be written once a month starting in September 2017 until early February 2018. All money raised after January 31st will be given to the charity (plus bonus) after the 2018 Honda Classic.
- **I help another 501(c)(3) organization, is it too late to sign up?** – Charity sign-ups are allowed until February 1, 2018. While it certainly helps to have more time to promote the program to a donor base, The Honda Classic can accommodate new charities at any point.
- **My information needs updating on our donation webpage, can I edit the info?** – Please contact The Honda Classic with any changes to charity representatives, information changes, etc.
- **I raised cash donations at an event, how do we process the pledges?** – All pledge forms plus included cash/checks should be delivered to The Honda Classic, 3300 PGA Blvd., Ste. 800, Palm Beach Gardens FL. 33410 until the office moves to PGA National on February 5, 2017 at which time the forms will need to be delivered to the tournament office located in the Ryder Cup room at PGA National Resort & Spa. Delivering the forms in a timely fashion allows for quick processing and a faster turnaround on getting the money (plus bonus) back to your charity.

HONDA
The Power of Dreams

**Birdies
for Children**





**Chip in.
Help out.
WIN!**

Guess the number of birdies made at The Honda Classic and you could win a new 2018 Honda vehicle and support local charities.



Visit thehondaclassic.com for details.



Feb. 19 - 25, 2018
PGA National Resort & Spa
Palm Beach Gardens, FL

www.thehondaclassic.com

BIRDIES FOR CHILDREN DONATION FORM

CHARITY YOU'RE HELPING

Donor Name

Solicited By

Address

City State Zip

Phone

Email (required for pledge receipt)

I'M MAKING A DONATION OF:

\$20 (1 guess) \$40 (2 guesses) \$50 (3 guesses)

\$100 (6 guesses) Other amount \$ _____

Credit Card

Number Sec.

Code Exp. Date

(Visa, Amex, or MasterCard)

Card holder signature

Make checks payable to **The Honda Classic.**

2018 HONDA CLASSIC BIRDIES GUESSES

Guess 1 _____ Guess 2 _____ Guess 3 _____

Guess 4 _____ Guess 5 _____ Guess 6 _____

(Please list additional guesses on reverse side if more than \$100)

PAST BIRDIE TOTALS

2010: 1,181 **2011:** 1,041 **2012:** 1,279

2013: 1,244 **2014:** 1,363 **2015:** 1,168

2016: 1246 **2017:** 1,361

*Maximum of 30 guesses per individual