PATRIOT GOLF DAY
BATTLE PLAN
How to Guide to Conducting a Successful PATRIOT GOLF DAY

Best Practices and Resources to conducting a successful Patriot Golf Day and Folds of Honor Golf event(s), all in support the Folds of Honor!
MISSION CRITICAL INFORMATION

1. Patriot Golf Day Mission & “Our Logo”

2. Narrative & Patriot Golf Day Testimonial

3. Folds of Honor DONATION BOX PROGRAM

4. Folds of Honor PATRIOTTEACHING & COACHING DAY

5. Folds of Honor MARATHON PROGRAM

6. Folds of Honor TOURNAMENTS & EVENTS

Folds of Honor & Patriot Golf Day Direct Asset Links

1. Folds of Honor Asset Library

2. Event Support Materials

3. Event Exclusive Catalog

4. Patriot Golf Day Fundraising Tools

5. Patriot Golf Day Online Donation Form

6. Patriot Golf Day Offline Donation Form

7. Patriot Golf Day Online Fundraising Page

8. Patriot Golf Day Kit

9. Banking Information Page

*- Please feel free to utilize the Folds of Honor 'Battle Plan' as an interactive document and library for your ongoing needs. Each of the "links" above (by hovering over, and clicking) will take you directly to internal Battle Plan document(s) and/or Folds of Honor website assets. We hope you enjoy!
RETURNING HOME FROM HIS SECOND TOUR OF DUTY IN IRAQ, MAJOR DAN ROONEY, AN F-16 FIGHTER PILOT IN THE OKLAHOMA AIR NATIONAL GUARD, BECAME PAINFULLY AWARE OF THE REALITY FAMILIES FACE WHEN A LOVED ONE IN UNIFORM IS FALLEN OR DISABLED.

As his flight landed, the pilot announced they carried the remains of Corporal Brock Bucklin on board, asking all passengers to respectfully remain seated while his casket de-boarded.

Major Rooney watched as Corporal Bucklin’s twin brother walked somberly alongside the flag-covered casket to meet his family. Among them was the deceased Corporal’s young son, Jacob. Major Rooney ached as he thought of his own wife and little girls. Seeing the other side of war through the eyes of Jacob, was life-altering.

Sadly, over half the passengers had disregarded the pilot’s request and de-boarded. Major Rooney decided he had to do something. Not only would he pay tribute to American service-members and their families, he would live as a reminder among civilians that it is our duty to honor the sacrifices of those who preserve the freedoms we so easily take for granted.

Major Rooney committed to spend his life changing the future of America’s grieving spouses and children. In 2007, he formed the Folds of Honor Foundation; a 501C-3 nonprofit organization dedicated to providing educational scholarships to the families of these heroic Americans.

Our Logo

In the Folded Flag we see the heavy price of freedom…

Yet it’s also a symbol of hope, representing the enduring ideals that make this country a beacon of democracy. We chose this logo because it reflects our mission – to honor the sacrifice of America’s heroes, while giving hope to the bearers of their legacy.

Folds of Honor has grown from a vision into a movement. This folded flag is a constant reminder of those who have paid the ultimate price for our freedom. It inspires us to help equip and educate their loved ones in need of our support. Thank you for embracing the call.

“11 years ago Brian Whitcomb, the president of the PGA of America took my call. Since then, what has happened is truly life changing. Through Patriot Golf Day we’ve helped award nearly 20,000 scholarships to the spouses and children who have had someone killed or disabled defending our freedom.

The need is still great with millions in unfunded qualified requests. That’s why it’s so important that every PGA Professional register their facility for Patriot Golf Day so golfers around the nation know where to play their most heroic round of golf.” - Major Dan Rooney
Patriot Golf Day Battle Plan - Narrative - Best Practices

Narrative

Conducting your very own ‘Patriot Golf Day’ event can be easy, fun and engaging for everyone involved. It combines the efforts of your expertise and resources as a PGA professional, director of golf, head professional, general manager, instructor, club fitter, and fitness professional. Whether you conduct an event at your Club, or through other means or mechanisms **YOU** have the tools for success.

It further allows and even encourages your creativity to come to life in how you conduct your very own, and unique Patriot Golf Day event. How you market your day and event will directly influence your success, and with the power of the Folds of Honor and Patriot Golf Day...success is within reach.

As PGA professionals we influence a variety of individuals in the game, the main purpose of this ‘How to Guide to Conducting a Successful Patriot Golf Day’ is to get the “juices” flowing. The **BATTLE PLAN** will give you ideas on some of the most successful events across the country today. And, the more successful events that take place the larger and more comprehensive the **BATTLE PLAN** becomes. Every idea is a good idea! But what you will see included will be a few examples of events and engagement we feel will really get the “ball rolling!”

Good luck, and let’s get to work!

Patriot Golf Day Testimonials

“Everything we do at Hillandale Golf Course is designed around that mantra, bringing people to the understanding and knowledge that a debt has been given to our country that only a grateful nation knows it cannot repay. We live each day with the busy activity of our lives and think about the sacrifices our troops and their families have made once in a while, but they live with it every single day. Each of us should join together to ease that burden the very best we can.” - Karl Kimball, PGA

“As much as the golf makes this a sports story, it’s more the message of Making a Difference in our community. We are providing scholarships for dependents of Illinois and Missouri military heroes who need help with educational costs. With Scott Air Force Base less than 25 miles away from us, it hits home pretty quick. Honoring their sacrifices by educating their legacy is the message we relay to our community.” - Jon DePriest, PGA

“Patriot Teaching & Coaching Day is yet another outstanding opportunity for teachers, coaches, fitters, and fitness professionals to partner with the Folds of Honor and Patriot Golf Day. Using our skills as instructors to widen the scope of knowledge and influence to the ultimate point of serving the families of our American hero’s is the greatest of all contributions we can make. As a United States military veteran and PGA professional I’m proud to stand with the Folds of Honor!” - Michael Haywood, PGA

“As much as the golf makes this a sports story, it’s more the message of Making a Difference in our community. We are providing scholarships for dependents of Illinois and Missouri military heroes who need help with educational costs. With Scott Air Force Base less than 25 miles away from us, it hits home pretty quick. Honoring their sacrifices by educating their legacy is the message we relay to our community.” - Jim Briggs, PGA
Folds of Honor

Patriot Golf Day

Donation Box Program
As one of the continuing pillars of Patriot Golf Day the **DONATION BOX PROGRAM** has proven to be very effective at facilities across the country. Below are just a few of the ideas you can use to create your own “Donation Box Program.”

**Point of Sale Program (Golf Shop)** - With the placement of a Donation Box near the Point of Sale system and near the Golf Shop counter, many patrons will see your commitment to the Folds of Honor. The subtle yet effective nature of this program can be tailored to each facilities ability to take in $1, $2, $5, $10 or more right at the Golf Shop counter.

**Grill Room & Locker Room** - Every Club has some form of a Grill Room and/or Locker Room, and what better place than to set up a voluntary Donation Box in a prominent place of the Club (accessible to everyone). Donation Boxes in both the Ladies & Gentlemen’s locker rooms have proven to be very effective.

**Beverage Cart** - With just a little bit of training the beverage cart can be a wonderful place for a casual Donation Box. Employees of the Club can bring to each patrons attention the mission of the Club to support the Folds of Honor. Whether it be simply change from a purchase or a larger offering the Donation Box on the golf course is a great way to include everyone who plays your facility.

**Par Three, Hole-In-One Contest(s) & 1st Tee Donations** - Everyday, once a week or once a month the Par Three, Hole-In-One Contest(s) & 1st Tee Donations are creative opportunities to capture the spirit and enthusiasm of Patriot Golf Day. **(See below)**

**Putting Contest** - Who doesn't like the excitement of a putting event at the Club? With very little effort and a few resources the Putting Contest is one of the most sought after ideas for a Donation Box Program in the game today. Whether it be an individual or team event, long live the putting contest as your way to create fun and excitement for everyone while raising donations for the Folds of Honor. **(See below)**

**Round-Up Program** - With the Round-Up Program you can create multiple opportunities with the Donation Box Program. Rounding up purchases to the nearest dollar is one of the quickest ways to solicit donation in America today.
Folds of Honor

Patriot Golf Day

Patriot Teaching and Coaching Day

Mission Critical Information

Best Practice #1 - A Full Day in the Life of a Patriot Teaching & Coaching Day

Best Practice #2 - Walk the Line...Walk the Freedom Line

Best Practice #3 - Equipment Demonstration, Fitting & Scholarship Day

Best Practice #4 - Improve your Game w/Training Aides

Best Practice #5 - The Call to Duty Instructional Clinic Series

Best Practice #6 - Honor their Sacrifice - Educate their Legacy Fitness Series

Open Ended Idea(s) for a Successful Patriot Teaching & Coaching Day
Best Practice #1

**A FULL DAY in the life of a Patriot Teaching & Coaching Day event**

**Purpose:** To provide a full day of activities that combine instruction, club-fitting, fitness, military engagement, demonstration day and more.

**Quick Tip:** Don't be shy in announcing your ‘contribution goals.’ Often we hear from participants say, “if they knew what the goal was they would have provided more support.”

**Patriot Teaching & Coaching Day - Saturday, September 1, 2018 - Schedule of Events**

Conducted by: Michael Haywood, PGA - Director of Coaching & Performance - The Player’s Institute (Tucson, Arizona)

- 7:30 a.m. - Welcome to Patriot Teaching & Coaching Day (Introduction of Military Service Members) Continental Breakfast w/current military & Veterans (Bonding Experience)
- 8:00 a.m. - 9:00 a.m. - Military Appreciation Hour (All invited military members will receive the 1st hour of instruction at NO CHARGE)
- 9:00 a.m. - 12:00 p.m. - Individual Instruction Program (15-minute lessons) with approximately 3 instructors for the program.
- 10:00 p.m. till 2:00 p.m. - '5.56mm Locked & Loaded' Demo Day Experience (by PXG)
- 12:00 p.m. till 12:30 p.m. - Lunch
- 12:30 p.m. till 1:30 p.m. - Short Game Clinic
- 2:00 p.m. till 3:00 p.m. - Bunker & Putting Clinic
- 3:30 p.m. till 4:30 p.m. - Full Swing Clinic

The event combines a Putting, Bunker & Short Game, Technology, On-Course, Parsons Extreme Golf (Demo) & Individual Learning Stations.

**Patriot Teaching & Coaching Day Goal: 5,000.00**
**Best Practice #2:**

‘Walk the Line...Walk the Freedom Line’

_**Purpose:**_ To provide a two-hour informal instruction period where participants may donate either a predetermined dollar amount OR make a contribution of their choice at the end of the event to the Folds of Honor.

Instructors can promote the event under the banner of Patriot Golf Day, and Patriot Teaching & Coaching Day to members, and customers alike. Instructors can set up the practice facility and provide “quick” tips on a specific areas of concern for each student. A small food & beverage station can also be set-up with additional dollars earned supporting the days events.

_Quick Tip:_ By ‘Walking the Freedom Line’ instructors can also hand out information on the Folds of Honor stating the mission, and purpose while promoting your efforts. Multiple instructors can enhance the experience while reaching more students on “the line.”

‘Walk the Line for Freedom’ Goal: $2,000

---

**Best Practice #3:**

‘Equipment Demonstration, Fitting & Scholarship Day’

_**Purpose:**_ To bring out your best and most popular equipment vendors for a day of FUN and excitement at the Club, and/or the practice facility.

Everyone loves equipment demonstration days, and what better way then to set-up single or multiple vendors at the Club. By promoting the days events, purpose, and goals, instructors can enhance their equipment bottom line through sales, with a predetermined percentage of those sales going to the Folds of Honor.

Demonstration Days are also great ways to conduct personalized fittings. Each fitting can carry a “fitting fee” that would go directly to the Folds of Honor under the “scholarship day” banner.

_Quick Tip:_ By promoting the equipment demo day and customized fittings at the same time with the Folds of Honor charitable component, member and customers will see the value of the day even more.

‘Equipment Demonstration, Fitting & Scholarship Day’ Goal: $1,000
**Best Practice #4:**

*‘Improve your Game with Training Aides, while Benefitting the Folds of Honor’*

**Purpose:** To set up a full day of ‘Training Aid’ vendors on the 1st tee of your Club or facility, while conducting an event on how they can improve your game.

By working with the relationships you have with your training aide vendors setting up a full day event can be easy and fun. Instructors can call upon their 4 favorite sales reps and set up two hour blocks on the 1st tee. The 1st tee can be an exciting place for conversation, demonstration, sales, and promotion of Patriot Teaching & Coaching Day.

Two-hour blocks are suggested so as to ensure plenty of time is allocated to the purpose, use, and ultimate sale of the products. An established percentage from the sales of this day can be promoted as support for the Folds of Honor.

**Quick Tip:** Don’t be shy in asking your vendors for a complementary training aide as part of the days events. A station on the tee can be set-up for donations and a drawing for those training aides at the end of the day.

*‘Improve your Game with Training Aides’ Goal: $1,000*

---

**Best Practice #5:**

*‘The Call to Duty Instructional Clinic Series’*

**Purpose:** To establish a comprehensive instructional clinic series over a course of weeks that targets every aspect of the game while providing a portion of the clinic fee to the Folds of Honor.

Instructors in the game can promote a comprehensive series of programs throughout a specific time frame (days, weeks or months) on the full swing, short game, bunker play, putting, on-course session and more. Tailoring the programs length and days, instructors can empower their knowledge and expertise to a vast clientele, thus establishing a stronger customer base, and also laying the foundation for future “Call to Duty” events.

Specific time frames are at the discretion and creativity of the instructor, however, we have seen great success when these events are conducted between 1 and 2 hours for each session.

**Quick Tip:** Provide a 30-minute video session with an additional fee at the end of the clinic series with funds from the event going directly to the Folds of Honor. We’ve determined by doing this event at the end your clientele will have gone through the excitement of their improvement and be more than happy to support the cause even further.

*‘The Call to Duty Instructional Series’ Goal: $2,500*
**Best Practice #6:**

‘Honor their Sacrifice - Educate their Legacy Fitness Series’

**Purpose:** To establish a program that combines fitness, health awareness, and improvement in golf with the charitable component of the Folds of Honor.

The game today is more dynamic than ever, and with the knowledge of an incredible cadre of fitness professionals it continues to be taken to a **NEW** level. Whether you’re at an indoor studio, physical therapy office as a TPI Certified instructor, or a local gym everyone wants the benefits of health and wellness.

Fitness professionals can now establish a day or even a ‘program’ for individuals or groups who wish to improve their health, and at the same time promote their involvement with the Folds of Honor. A tailored program that is specific to your business or practice throughout the year or a specific month can be a great way to distinguish its difference from other programs you offer. We have seen first hand that promoting both the health and wellness aspect of your program with the charitable component of the Folds of Honor is a real difference maker.

**Quick Tip:** Contact the Folds of Honor for information and materials that will help you promote your Series and other events. Logo’s, picture drops, coins, pins, marketing materials and more are available.

‘Honoring their Sacrifice - Educating their Legacy Fitness Series’ **Goal: $1,000**

* - Please note that ALL Donation Goal(s) listed above are merely estimates. Every program can and will be different depending on the number of participants, resources, and overall nature of the event.

**‘Open Ended Idea(s) for a Successful Patriot & Teaching Coaching Day’**

With so many opportunities and ideas available to Coaches, Instructors, Fitters, and Fitness professionals we’ve listed a few other ways that can enhance and bring your events to life!

**Food & Beverage** - By providing event a light amount of food & beverage every event now carries a more enhanced level of performance and importance. Even light snacks, lemonade, or keg of Budweiser lightens the mood and creates a vibrant buying environment.

**Music** - Music can be a REAL difference maker at events. Tailor the music to your clientele, or provide a variety of music options. Using a DJ is always a fun way to really “fire up” the environment around you.

**Military Guests** - If you live in a community where the military has a presence why not invite them to your event. Having the influence and face of an active duty soldier, airman, or navy and marine personnel puts a face on your efforts. Introduce them and let them tell their story. Events across the country have benefitted by having World War II, Korean, Vietnam, Gulf War, Iraq, and Afghanistan War veterans speak to the nature of conflict and the challenges for them and their family.
**Dress for the Event** - Many clothing manufacturers offer an awesome array of patriotic clothing options for special events several times a year. Having you and/or your staff dress for your Patriot Teaching & Coaching Day event will bring more than just a few compliments, it will enhance the look and feel of your event.

**Event Flexibility** - The beauty of a Patriot Teaching & Coaching Day event and the time schedule on when you conduct it is in your hands. Patriot Golf Day is a year-round effort that generated nearly 8 million dollars in scholarship funding in 2017. So knowing you can tailor your event to any time of year, season, day, week, or month is what event flexibility is all about.

**Targeted Event Day** - However, if you are inclined to use one of the many patriotic, days of remembrance, or special memorials for your Patriot Teaching & Coaching event we suggest the following. Labor Day or weekend (Patriot Golf Day), Independence Day, Memorial Day or weekend, Veterans Day, the anniversary or established date of your club or business, airshow weekends or open house at a neighboring military installation, or event a day of celebration for military veterans at your Club.

**Use the Folds of Honor Catalog of Partners** - Each year Folds of Honor produces an “Exclusive Event Catalog” for participants of Patriot Golf Day. This file can be located in a digital format through the Folds of Honor asset page. Use this to support exclusive vendors for prizes, raffles, event gifts and more. The best part is, each of these vendors will provide a percentage of their sales to the Folds of Honor. What a wonderful WIN - WIN for everyone!

**Patriot Teaching & Coaching Day Gifts** - Yes, gifts can be an added expense to your event, and in many cases may not be possible. However, if you are inclined a special coin, pin, ball, ball marker, or even t-shirt that marks the occasion will be a lasting memento to the event. Ordering and charging for these items with net proceeds going to the Folds of Honor can be a great way to encourage sales as well.

**Marketing a Patriot Teaching & Coaching Event** - Marketing your event will be the most important thing you can do. It's time to pull out all the stops. Not only will you be marketing your event, you'll be marketing your community involvement, and support for the Folds of Honor, so don't leave anything to chance. Market and promote at least 30 days in advance, ensure signage is in your Golf Shop’s, locker rooms, newsletters, emails, office, fitting bays, teaching studios, physical therapy front offices and more. Place first and foremost the philanthropic efforts and charitable cause of the Folds of Honor on all promotional materials. If you’re requesting sign-up for the event ensure that accompanies the marketing materials as well.

**TV and Print Coverage** - Don't sell your self short. Having local television and print coverage can really be special. Utilize your relationships to promote your efforts. Most outlets are looking for special and human interest stories, so why not your event!

**Recruit Teachers/Instructors in Your Area** - What better way to make your event fantastic then to recruit other instructors and teachers in your area to participate. Through your own relationships many instructors may want to partner with you on a Patriot Teaching & Coaching Day. Make the power of a team come to life!
**Thank You Notes & Cards** - Remember that every great event doesn't end until those who have participated feel appreciated. Consider a note, or card with a picture from your event on one side and a pre-printed message from you with your signature and that of your team on the other. It can truly be a WOW! And, ensure those who participated return next year.

**Donor Recognition** - Everyone wants to be recognized. Consider somewhere at your facility, office, gym, or learning center an area designated for Patriot Teaching & Coaching Day and Folds of Honor Supporters. Your own personalized ‘Honor Roll’ make the memories last for a lifetime.

**Encourage Participants to Bring a Guest** - Everyone wants to be part of a greater purpose, and with Patriot Teaching & Coaching Day the opportunity to bring a guest or friend only adds to their enjoyment. Ensure that when promoting your event you encourage each interested participant to encourage a “plus one, or more.”

Wow! We are all excited about Patriot Teaching & Coaching Day, and hope you are too! Remember, the most important part of a Patriot Teaching & Coaching Day event is YOU! It’s through your tireless promotion and support of the mission of the Folds of Honor that brings each story and sacrifice to life.

Your leadership also brings the thousands of families who have given the ultimate sacrifice to the forefront. Their story along with your efforts bring them hope, dreams, and a future.

As an added effort to the Patriot Golf Day family we hope that your Patriot Teaching & Coaching Day is more than just successful for you and your clientele. We hope it enhances your value within your community, your commitment to our military, and your lifelong support of the Folds of Honor. **YOU** are what make dreams to life!

*Join the mission and say...“I stand with the Folds of Honor!”*
Folds of Honor

Patriot Golf Day

Marathon Program

Mission Critical Information

‘Operation Rising Sun’ - 100 Folds for Folds - Jimmy Briggs, PGA

‘Operation Stairway to Heaven’ - Fairway of Honor - Karl Kimball, PGA

‘Operation Urgent Fury’ - Scholarship Marathon - Billy Sampson, PGA
There is nothing more rewarding for a golf professional than being able to help people in need by doing what you love. The motivation for our team came from wanting to do something different from the normal Saturday scramble tournament. Not that there is anything wrong with hosting a tournament, but the idea of marathon catches the attention of the public and ultimately, they ask “what are you doing this for?” That starts the conversation about honoring the sacrifice of our greatest heroes by educating their legacy.

**Our model was simple.** Let’s play 100 holes of golf in a day. **We call it ‘100 holes for Folds’.** The number itself is startling to your average golfer who struggles to finish 18 holes in 4 hours. How can they possibly get this done? The curiosity of the public is another opportunity to explain the message.

**Next is creating a team.** If we are going to spread the mission of the Folds of Honor we need to cover some ground. More ground than any one golf professional can cover. Our time is constantly inundated with events, lessons, board meetings, etc. We needed a team that would have access to a community or core group of golfers to support an event. Our team of professionals came from many types of facilities ranging from daily fee to private. Over the years we have had various other industry personnel ranging from golf vacation specialists, clothing sales reps, club manufacturer reps, etc. Our sales rep from Ahead has been on the team since its inception and has been pivotal in arranging merchandise for our events and uniforms. I think creating the team atmosphere is very special and the closest thing to a Ryder Cup team that we will probably ever have.

**To be a part of that marathon we ask the professionals to raise a minimum of $3,000.** Everyone loves the idea of going out and playing golf all day for the military. The problem is, some individuals will just ride along and say they are part of the team but don't contribute anything. The $3,000 ensures that they earned a spot on the team. The marathon to our guys is actually a reward for a job well done.

We encourage our team to ask for pledges for the marathon. One quarter a hole or one dollar a hole or even more. Personally I like it when people pledge for birdies and eagles. If you can get twenty people to pledge $5 for birdies you are really making some money. Last year I made $185 for every birdie and $250 for eagles. I ask my members, their friends, my family, my family’s friends, my friends and their families. We do videos on social media and post videos from the Folds website.

Our marathon starts around 6:30am. We arrive around 5:45am, have some coffee and donuts, then gather for a group picture. Our local VFW brings out a color guard to send us off right at sunrise. The community at Rivers Edge Golf Club is so supportive of this event. They’ve closed the course to us every year so that we can get around quickly. Many of the residents that live on the course leave coolers with various beverages and snacks for us. The golf carts are decorated so people can see that flags flying. We setup the course fairly easy to encourage birdies. On our last hole all of the guys finish up together. The community comes out to watch similar to tour event on the 18th green of our 100 hole marathon.
These are some ideas that have worked for the team

1. Donations per hole. The 100-hole marathon is a daunting task and resonates with avid golfers. Have people pledge a dollar amount per hole you finish. They can go a minimum of a quarter a hole which gets you a $25 donation. 50 cents get you $50. You get the picture. Ask your close friends, all of your family, your college buddies, your coworkers, family of all of the above.

2. Birdie Busters. A great tool for the 100-hole marathon that can really generate some money and keep you motivated while playing. Have people pledge a dollar amount for birdies/eagles you make during the marathon. Keep in mind the course setup for the marathon is built around speed for us. Par 3’s you will have nothing more than an 8 iron and all the par 5s will be reachable in 2. YOU WILL MAKE BIRDIES. Get 20 people to do $5 birdies and $10 eagles and you got a 100 chances at a $100 birdie and 22 chances at a $200 eagle. THIS IS A LAY UP.

3. Keep Track of your Donations. Important to keep track of emails and phone numbers of each donor so you can send a follow up on your progress as well as a thank you when you complete your mission.

4. Share your progress. We found it beneficial to post our progress in all of our shops. Maybe a poster of your dollar amount goal or a great merchandise display with a flyer on what you are doing. At Crow Creek we posted each individual donor and what they donated. Kind of spurred on some competition among the membership as to who was the most generous. All good things for the Folds of Honor.

5. Merchandise. Through our AHEAD rep we ordered our team uniforms for the marathon. This year we plan to order extra hats and shirts to sell. All profits go back to Folds. Get in touch with them if you are interested in doing something in your shop.

6. Raffle Prizes/ Auction/ Silent Auction Items. We gave away almost $20,000 prizes in our 2016 event. Hopefully everyone can contribute in this category. We all have connections; some of us have the same connections. Let’s coordinate via email so we don’t double dip the same people and aggravate someone.
Uniformity and neatness is critical to the embracing of the names that will lay on the Fairway of Honor. This is the most patriotic endeavor our facility has ever been involved with. The purpose of our Fairway of Honor is to bring to light the cost that the men and women of North Carolina have paid for our Freedoms. Through this endeavor, our customers have the ability to say thank you through us. Currently the branch of service, rank and names of 192 individuals are listed on our 18th fairway. Two of the fallen are from Durham, NC. We embrace that, “We have been given a debt that only a grateful nation knows it is unable to repay.”

Checklist: TWO MONTHS PRIOR:
[ ] Two months prior to the laying of names, order white turf paint from Kimball Midwest (800-214-9440). The paint lasts longer than normal turf paint. It takes approximately 36 cans of paint to list 192 branches of service, ranks and names in that order.
[ ] Meet with Superintendent and begin the plan to prepare 150 yards of fairway needed for 12-16 inch letters and 192 names. It is suggested growth retardant be applied to slow the grow through of the lettering. It is also suggested that the lettering be allowed to fade without mowing until the names are unrecognizable as the Fairway of Honor is a temporary memorial to the fallen.

If the fairways are dry and not rich in color you may decide to paint the fairways with a turf dye typically used for Bermuda greens in the winter season. This will help the names stand out.
[ ] Contact a local Boy Scout troop to assist with the scoring line. This is a piece of nylon rope used to help create a straight line to print upon. Boy Scouts need to achieve service hours for advancement and this is a great opportunity for them.
[ ] Two months prior to laying the names order small 18” in length, United States of America and North Carolina flags that will be used on the Fairway of Honor to create a patriotic border around the memorial. This will help to keep it pristine and to show golfers this is a temporarily protected area.
[ ] Get with a local sign provider and ask them to provide for you signs to help direct golfers regarding the Fairway of Honor and to give them an expectation of conduct regarding it.
[ ] Generate list of North Carolina names from: http://www.nc.kenbrown.info/ Reduce list to branch of service, rank and full name that is listed. As of 2017, 192 names. All names must have called North Carolina home.

ONE MONTH PRIOR:
[ ] Confirm paint has been received.
[ ] Confirm all signage has been received or in the process. Confirm dates needed with Sign maker.
[ ] Confirm receiving of flags to border the Fairway of Honor
TWO WEEKS PRIOR:
[ ] Meet with the superintendent to review plan for turf preparation.
[ ] Construct small handouts to be given to customers once fairway is completed. This will provide them a “heads up” prior to their arrival on the hole.
[ ] Prepare star stencil to be used to denote local fallen heroes and to border the beginning and end of the Fairway of Honor. Five 72-degree angles from center of 18” circle.
[ ] Create a phrase to head the beginning of the Fairway of Honor. Hillandale has used, “Oh North Carolina, the debt of thine freedoms lie here.”
[ ] Confirm with Boy Scout troop their attendance to assist on Wednesday afternoon laying of the names AND flag raising ceremony Labor Day Monday at 5:30 PM.
[ ] Secure volunteers to help with the “scoring line” Thursday morning for completion of the Fairway of Honor.
[ ] Appoint an individual to contact all points of media.
[ ] Make announcement to membership/customers of Fairway of Honor.

ONE WEEK PRIOR:
[ ] On Monday the week prior to Labor Day, the superintendent is to prepare the Fairway of Honor in accordance to his plan. If the turf is to be painted, it is to be done in a uniform manner to continue the dignity of the memorial.
[ ] On Wednesday prior to Labor Day, the superintendent is to provide enough rope to provide a 50 yard straight border to include turf pins in order to secure the border.
[ ] On Wednesday afternoon prior to Labor Day, at approximately 4:00 PM begin to lay the names with approximately 12-16 inch letters in a neat and uniform manner. It will take approximately 8 hours to lay the names of 192 branches of service and rank.

How to return the Fairway to normal playing conditions:
It is important to remember the Fairway of Honor is a temporary memorial. All barriers, flags, signs should stay in place until names have faded beyond recognition before mowing.
Preparations and Checklist
Patriot Golf Week 24 Hour Golf Marathon

Conditioning to complete the 24-hour marathon is critical to reduce injury, build stamina and develop the ability to play as many holes as possible. Hillandale Golf Course will maintain “open play” during the event. Tee off is at 6:00 PM, Labor Day Monday. Completion of play is 6:00 PM Tuesday evening.

Play will be from the WHITE TEES during daylight and RED TEES during darkness. The glow balls fly far shorter than regular golf balls and are much harder. It is important to NOT use metal woods during play with these golf balls as they will damage the clubface of the metal woods. Play will be from the red tees in order to facilitate smoother play. Also, it is important to know that at the hours of dawn the glow balls are impossible to see and regular balls cannot be seen either. This awkward part of the marathon will last approximately one hour.

The posting of the scores and times is also important as people enjoy seeing how “their pro” is doing and how long it is taking them to play. A score sheet must be designed to accommodate the needs of the scoring. A PGA Summary sheet is good to use to design the scoresheet.

In order to increase interest there are several additional events to be addressed. They are as follows:
- Flag ceremony prior to start.
- Singing of the National Anthem following the flag ceremony.
- Hot dog cookout/picnic on Monday beginning at 5:00 that is at no charge for attendees.
- Establish donation “Center” during picnic

Drivers are an essential part of the marathon and is a difficult job. This individual will drive the golf carts, tend the flag sticks, switch out the golf carts and transfer the colors from cart to cart as the carts are retired.

Volunteers will be utilized in setting up the golf course with glow sticks and changing out the glow sticks as the marathon moves deeper into the night.

“Marathoner” must be aware of all weather conditions. Play will continue in rain. In fact, more attention is given to the “marathoner” when inclement weather conditions prevail! Safety is always first and foremost of the greatest importance. If lightning is prevalent, the marathon must be “suspended” and picked up after the dangerous condition moves out. The goal of the marathoner is to play and complete a full 24 hours of golf.
The following is the checklist in order to prepare for this event.

**Three Months Prior to Marathon:**
[ ] Arrange with a group to do flag ceremony
  [ ] National Guard
  [ ] Local Boy/Girl Scout Troop
  [ ] Any First Responders
[ ] Other:__________________________

[ ] Arrange for the signing of the National Anthem.
[ ] Contact:__________________________
Phone:________-_______-_________
Email:_____________________________

**Two Months Prior to Marathon:**
[ ] Order glow balls, sticks for:
  [ ] Flag sticks (shorter sticks)
  [ ] Tee markers (longer sticks)
  [ ] Tee shot aiming points (longer sticks)
  [ ] The hole (shorter ones dropped in)
  [ ] Zip Strips to attach sticks to flag sticks
[ ] Make plans for Social Media announcements and timelines for all “blasts” to include info on Folds of Honor.

[ ] Start making arrangements for “DRIVERS”
[ ] 6:00–10:00:_____________________
[ ] 10:00–2:00:_____________________
[ ] 2:00–6:00:_____________________
[ ] 6:00–10:00:_____________________
[ ] 10:00–2:00:_____________________
[ ] 2:00–6:00:_____________________

[ ] Start making arrangements for “Volunteers” to set up glow sticks
[ ] 7:00 PM set up glow sticks in front of Marathon:______________________
[ ] 1:00 AM change out glow sticks on Flags and in the holes:_______________
  (Larger tee glow sticks should be fine)

**One Month Prior to Marathon**
[ ] Check on volunteers to verify availability
[ ] Meet with Superintendent to discuss course set up:
[ ] Pins in middle or side of greens where the next tee is located.
[ ] Meet with Food and Beverage for menu:
[ ] Hotdogs and condiments
[ ] Baked Beans
[ ] Chips
[ ] Sliced Watermelon

[ ] Where will “picnic” be set up and time?
[ ] Verify glow balls/sticks have arrived
[ ] Meet/communicate with local media

**Two Weeks Prior to Marathon**
[ ] Verify with flag ceremony group availability.
[ ] Verify National Anthem is still arranged.
[ ] Meet with volunteers to go over specific duties.
  [ ] Headlamps for darkness workers
  [ ] Where do drivers meet?
  [ ] Hydration needs
  [ ] Restroom needs
One Week prior to Marathon
[ ] Establish checklist for staff
[ ] Cart arranged with glow sticks
[ ] Second cart arranged for glow stick change out at 1:00 AM.

[ ] Have a staff member communicate with drivers to verify they are still on.

[ ] Verify with superintendent course needs

Day Prior to Marathon
[ ] Verify weather conditions and needs

Day of Marathon
[ ] Arrange for hourly social media blasts to keep public updated on progress
‘OPERATION URGENT FURY’

‘Scholarship Marathon’ - Old Tabby Links, Spring Island, North Carolina
Billy Sampson, PGA

My first golf marathon for FOH was in 2009. Having many of my childhood friends join the military, I have become painfully aware of the emotional and financial devastation the disabling or death of a young soldier creates for the family. FOH steps in to help provide these families with educational scholarships for family members. This speaks directly to my heart. I wanted to do something. I wanted to help them help other families, like those in my hometown that have lost their loved ones.

I decided to raise money by having a golf marathon. On the Sunday of Labor Day 2009, Joe, my friend and starter at Spring Island, and I went around and around the course for 12 straight hours. A few of the members followed for a little while. 113 holes later, achey and blistered, I went home and made notes on what did and didn’t work over the course of the day. I knew I needed to pull together a game plan for next year!

Eight years later I have fine tuned the game plan to a system that works really well for us. I couldn’t do it without the support of the membership or the dedication of my team. Joe, Carl, Wendy and the rest of the Spring Island family provide me with plenty of encouragement and drive to stay on track for our mission. As a community we raised $80,000 last year and a grand total for the eight years of over $400,000.00, that is 80 educational scholarships that are given to the dependents of a service member that has been disabled or killed while serving our country.

Some of the reasons our marathon has been successful are:

• Creating a team is number one. We have 1-2 fore caddies and a pit crew (people to provide a fresh cart while I am putting or hitting a tee ball). This requires 4 people for the 12 hours.

• Once you have your team, set a date and create a goal. Send out a letter to your membership, community or resort guest with all the information on your goal, Folds of Honor and alert them that each scholarship is $5,000. We ask for donations in either a lump sum or on set amount per hole.

• I have found that getting your local news outlets involved is very important. Most local newspapers will cover your story. Have local veterans come to your event. Have people post in social media about your event with pictures. Go speak at some local churches about Folds of Honor.

• The biggest thing that I have found during my 8 years of doing a marathon is if earn it people will give. If you are willing to take time and work for the money people will respond to you faster.

• Create your story! Why you are doing what you are doing. Make sure people know the WHY. **You can do anything!!**
Folds of Honor
Patriot Golf Day

Tournaments and Events Program

Mission Critical Information

‘Operation Gemini 7’ - Salute to Service & Patriot Legacy Fund - Michael Haywood, PGA

‘Operation Patriot Shoot-out’ - Blueprint for Success - Frank Gumpert

‘Operation Protect our Freedom’ - Five Star Challenge - John DePriest, PGA
‘Salute to Service Invitational’

Established in 2008 the ‘Salute to Service’ Invitational is an annual event and opportunity to engage the Tucson Community and the military space(s) of Ft. Huachuca, Davis-Monthan Air Force Base along with our Army and Air National Guard units in and around Tucson, Arizona. Club members and invited military personnel of approximately 120 participants along with their families are brought out to the Club for a full day of fun, food, and celebration. A variety of activities are planned allowing families to take part in all aspects of the Club for the day to include tennis, golf, swim, kids activities and more... Following the day of golf we honor the attendees with a luncheon, special speakers from the community and our always favorite “Folds of Honor Scholarship Recipient.”

While honoring our military personnel we strive to create a memorable experience with special gifts that commemorate the day and our commitment to the military, along with special USA tee markers and flags. Each player is presented with these tournament gifts and the invitation to have first priority for the following years event. Marketing is a key component to the success of the event as reflected in the information below.
‘The Patriot Legacy Fund’

The ‘Patriot Legacy Fund’ was created as a perpetual vehicle for contributions to the Folds of Honor. The “Fund” is a way in which members may pay a monthly pre-determined contribution that ultimately funds our annual Salute to Service event and provides the necessary contributions to the Folds of Honor. Each month the contribution figure is placed on the members monthly bill and is housed within an internal account at the Club. Those who contribute receive a special cap, and coin for their participation. Furthermore, a special participant “scroll” is created and placed in a prominent location in the Club for all to see.

To date since inception (2012) the Fund has produced in excess of $100,000 in contributions to the Folds of Honor. We strive to “socialize” the events, programs and interaction as much as possible. This type of approach has been received well within the Club and community.
‘OPERATION PATRIOT SHOOTOUT’

‘Blueprint for Success’ - University Club, Baton Rouge, Louisiana
Frank L. Gumpert III, PGA

The Patriot Shoot-out hosted by the University Club in Baton Rouge is in its 8th year strong, and serves to fulfill the vast mission of the Folds of Honor. Below is a an in-depth blueprint for the success of our ‘Patriot Shootout.’

1/ Title Sponsor - First, secure a “Title Sponsor.” I suggest setting the Title sponsorship fee at $10,000. For this amount, they receive either two or three teams in the event, and their name on all brochures, signage, etc.

Example:
The Patriot Shootout
The Folds of Honor Foundation
Thanks to our Title Sponsors!
Baton Rouge Acura & Baton Rouge Infiniti

2/ Committee Formation - The next step is forming a committee of around 12 well-connected golfers in your community. Once your committee is formed, assign different duties to each member. Examples include: team and player recruitment, media relations, wine raffle, golf raffle, live auction, silent auction, hole sponsors, and restaurant sponsors.

3/ Host Facility - Secure a host facility for your event. You will need to negotiate the costs per player, prizes, and any corkage fees for donated food or beverage products. Try to find a facility in which the PGA professional is already involved with The Folds of Honor through The PGA of America.

4/ Make up of Teams - I suggest having two-player teams, which helps encourage the selling of $2,500 Gold Sponsorships. They receive entry of 2 two-player teams, along with a corporate tee sign. The two-player teams are then guaranteed to play all 27 holes together. My event is 27 holes, with 3 different 9-hole formats: Alternate shot, Scramble, Shamble. Teams play the first 9 at 9am, and then move on to a new tee and playing companions for the final 18 holes. We also use a 50% handicap per player for 27 holes. The teams are divided into 4 flights: Army, Navy & Coast Guard, Air Force, and Marines.

5/ Entry Fee - We have two levels of entry fees. 1. $1,000 for the Silver Sponsor team (2 player team) 2. $2,500 for the Gold Sponsorship (two 2 player teams & corporate tee sign). I always encourage our Silver Sponsors to become Gold Sponsors. I suggest researching what the market will support in the area in which you’re hosting the event. Do not undersell yourself.

6/ Format of Event - The Patriot Shootout plays the first 9 holes as a modified alternate shot. All teams stay on the same 9 holes for this nine. The players then go to a starting hole for the 2nd and 3rd nines. The 18-hole round plays as a scramble for Holes 1 through 9, and a shamble for Holes 10 through 18.
7/ Tournament Give-Backs

a. Nike Shopping Spree – Each player receives a $150 gift certificate prior to the event. I’ve developed a shopping form in which the player is able to select his or her merchandise prior to the event. The merchandise is then shipped directly to the player’s home seven to ten days prior to the event. The tournament receives $120 per player, plus the tournament discount with Nike of 15%. The postage is figured into the item price. The great advantage of doing it this way is that no one has to handle the merchandise during the event.

b. Tournament Shirt – I would suggest securing a sponsor to help with the cost of the shirt. This year, I was able to get Coca-Cola to pay $5,000 to sponsor the shirts. The Patriot Shootout logo was on the left chest, and the Baton Rouge Coca-Cola logo was on the left sleeve. We ask that the players wear their shirts the day of the golf tournament.

C. Golf ball sponsor – I was able to get a local company to donate a dozen balls for every player with their company logo. This was just a pass through, as no profit was made.

8/ Event Makeup & Prizes – I suggest that your field be divided into 4 flights for ease of scoring and play. If you decide to play 27 holes, 2 flights will play two front nines and one back nine. The other 2 flights will play two back nines and one front nine. All teams in a particular flight play the same nines.

My 4 flights were: Army, Navy/Coast Guard, Air Force, and Marine.

Flight Prizes:

1st Team – Two $250 golf shop certificates & two Marcucci Baseball bats, 2nd Team – Two $200 golf shop certificates & two Sky Caddie GPS units, 3rd Team – Two $150 golf shop certificates & two pair of Foot joy Dryjoy shoes, 4th Team – Two $100 golf shop certificates & two Nike Golf Bags, 5th Team – Two $75 golf shop certificates & two Ahead shirts, hats, & hat clips

9/ Raffle of Custom Fitted Set of Clubs – I print 1,000 raffle tickets for a custom fitted set of golf clubs (Driver, 3 metal, 1 utility club, 3 thru pw, 1 sand wedge, and medium-sized golf bag. We staple 6 tickets together and charge $20 a ticket or 6 for $100. We also give the winner an option of taking $1,000 cash in lieu of the clubs. I also have some organizations that sell tickets prior to the event (example: Boy Scouts) and donate 25% of what they sell back to their organization. We sell most of our tickets the night of the pre-event party and during the event as well. The Blue Star Moms do a great job of selling tickets the day of the event.

10/ Sponsorship Scholarships – We funded the 2017 scholarships through the profit of the event, $55,000. After the first event, I had several of the players ask to sponsor a scholarship in 2012. I sent everyone a letter who played in 2011 asking if they would like to sponsor a scholarship, and had a minimum of 10 commitments since 2012 each year. This added $50,000 to our bottom line each year. I thought it was important to have matching sponsor donors with the scholarship recipients, so I invited the scholarship families to attend the Sunday night party.
11/ Course Suggestions - Establish Military Holes on the par 3 holes.

Each branch is given one of the four par 3 holes for the day. We suggest that they bring a tent, military vehicles, and equipment (helmets, guns) to display on their hole. I purchased a 20-foot flagpole (from Home Depot), and proudly fly their flag on the hole. I even purchase a pin flag for the green to match their branch of the service. We ask that they provide the players any give away favors that they might have. This year, the Army gave each player a customized towel and water bottle with the Army logo.

Find a local organization that owns a large number of American Flags: Example: Veterans of Foreign Wars. Our local township near the club owns 150 3’ x 5’ flags with poles that they proudly fly every 4th of July and Memorial Day. They now put them out for me on the Thursday prior to my event and let them fly until the day after my event.

SECURE LOCAL RESTAURANTS

Sunday night party - One restaurant supplies food at pre-event party Monday morning
- One restaurant supplies breakfast for players and volunteers

Monday – 12 restaurants supply player’s food on the course, making sure there is a restaurant on all par threes

Monday evening – 2 restaurants supply food for awards party

In my initial planning, I secured a local bank to sponsor the purchase of nine customized Patriot Shootout tents. They are red, white, and blue with The Folds of Honor logo on one side and the Patriot Golf Day logo on the other. We purchased them through EZUP tents. The bank donated $6,000 toward the purchase of the tents. I also purchased 8-foot table covers for each restaurant. I only asked that each restaurant would consider a 3-year commitment to the event.

CONTACT YOUR LOCAL “Blue Star Moms:”

I normally have around 30 Blue Star Moms volunteer to help with the event. They are all invited to the pre-event party. We then position them at all of the restaurant sites and have a few sell raffle tickets on our patio throughout the day. They are really a great addition to our event.

12/ Pre-Event Party - My suggestion would be contacting the local Budweiser distributor, as they are tremendous supporters of The Folds of Honor Foundation. Most of the larger distributors have party rooms that hold 200 to 300 people for events. They will normally supply the beer, water, wine, and PowerAde products. I always ask one of my top restaurants to supply the food that night. In appreciation of their donation, I give this restaurant a two-player team in the event. I also give the Budweiser and Coca-Cola distributor a two-player team in the event. This event is where we distribute the tournament shirts and golf balls. We have a rather large silent auction event, with about 160 different items, as well as a live auction. We only auction 10 items in the live portion – Five before the scholarship presentation, and five after the presentation.
‘OPERATION PROTECT OUR FREEDOM’

‘Five Star Challenge’ - Sunset Hills Country Club, Edwardsville, Illinois
John DePriest, PGA

The uniqueness of our event was the priority to honor all 3 branches of the military, thus the 5 Star Challenge name and format. When we discussed adding additional teams for 2018, I was concerned about the time limitations and shortening the event to 36 holes. My inaugural teams wouldn’t hear of it! They truly want to honor every servicemen who served to protect our freedom.

My initial ideas for the event wouldn’t have progressed so quickly without the input and approval from my Board of Directors and the business owners who employ veterans in our area. With the Board’s blessing, I contacted several members who I knew were veterans and/or employed vets at their businesses. The response was positive and pledges to help were immediate. It was gratifying to see how easily the businesses were so elated to help. We attained over $20,000 in donations within 3 weeks.

There was obviously a great deal of divine intervention as well. The largest law firm in the area is owned by a former Army Ranger. I had no idea until placing the call. He was a great partner and major contributor, writing a check for double the entry fee.

The details fell into place very quickly and smoothly. I know a much higher power was guiding me through the process. My wife and daughter were the biggest part of our success, coordinating the donations and distributing the gift bags, food items, etc. Our local university supplied ROTC students all day to attend flagsticks on holes #9 and #18. It was an emotional day for all who participated.

**Participant & Sponsor Package**

**PUMA** has committed to outfitting every player again this year with apparel. To date, each player who commits to raising their $5,000 per team will receive this welcome package:

- Puma Volition America hat, shirt, pants or shorts, socks, and shoes
- Haas Jordan umbrella w/ 5 Star Challenge logo
- Callaway Camo Duffle Bag
- Dozen Chrome Soft X golf balls
- Callaway Tour Authentic Glove
- PRG Custom Folds of Honor headcover
- Budweiser T-Shirts and hats
- Dogleg Reaper custom belt – color?
- Custom Challenge coin from PROTAG – Steve Deist to assist in design
- Pitch Fix tin w/ Folds of Honor and 2 corporate supporters ball markers (tbd)
- Assorted towels, bag tags, hand sanitizers, etc.
Dear Dan,

I humbly want to thank you personally and Cobra Puma Golf for your generous donation to our **5 Star Challenge** on September 11th. Matt Baranska was instrumental in supporting our cause and helping me create this highly successful and award-winning event.

Josh Riley, Executive Director of the Gateway PGA Section, has asked me to provide a documentation of how and what we did to raise over $72,000 for Folds of Honor through our one-day charitable event. We as a club did an incredible thing that I agree needs to be shared, if for no other reason than to inspire future PGA Professionals to make an impact at their own facilities. While I was named the recipient of the 2017 Gateway PGA Patriot Award, our entire club membership and the wonderful companies like Cobra Puma Golf deserves the recognition for the phenomenal support and success of our initiative.

**The Why:**

The real reason we were successful was the **WHY** – because of our military veterans in attendance and the teams playing in memory of a loved one or friend that lost their lives defending our freedom. It’s by far the single most driving force behind the passionate motivation. We were destined to be successful for a much higher cause and purpose. As Major Dan Rooney has said, “Volition is the Power of Choice” to help the ones who need it the most. The Volition America Puma apparel each player was wearing spread the message that we as a nation care about the needs of the dependents of our fallen and disabled military heroes.

As much as the golf makes this a sports story, it’s more the message of **Making a Difference in our community.** We are providing scholarships for dependents of Illinois and Missouri military heroes who need help with higher educational costs.

Your support of this special event is sincerely appreciated by the military families in our community, as well as those who serve them. We hope you will join with us to make this an annual commemorative event here at Sunset Hills Country Club in the future.

Take Care and God Bless.

Jon DePriest, PGA Director of Golf Operations
PATRIOT GOLF DAY SERIES
At Sunset Hills Country Club

June 18 / July 23 / August 27

Proceeds Donated to the 5 Star Challenge Folds of Honor Foundation

$49.00 per day includes

• Guest and Cart Fees
• Range and Practice Facilities
• Buffet Lunch in the Grill
• FOH Commemorative Poker Chip
• Drawing for round of golf for a 4-some

Special Savings for Supporting our Military Heroes
Play all 3 days for only $125.00 (Advance tee times accepted)

Call PGA Director of Golf Jon DePriest to reserve your tee time

(618) 656-8088
2525 South Highway 157
Edwardsville, IL 62025

WE STAND WITH