



*Interfaith Hospitality Network
Of Greater Cleveland*

2009 Event Guide



IHN Golf-a-thon

Monday, June 15, 2009

Legend Lake Golf Club

11135 Auburn Rd

Chardon, OH



Interfaith Hospitality Network of Greater Cleveland

3445 Warrensville Center Road Shaker Heights, OH 44122 (216) 283-0656

April 2009

Dear Friend of IHN,

On behalf of the Interfaith Hospitality Network of Greater Cleveland (IHN) and our guest families, we want to thank you for participating in our Golf-a-thon.

The money you help to raise will enable IHN to provide shelter, meals and intensive social services to homeless families from throughout the Greater Cleveland area. These families need our help more than ever; IHN provides compassionate care and a home-like environment as well as helping families find work and safe, affordable housing. Your efforts will impact the lives of hundreds of families in this community who depend on the services offered by IHN.

This project is an expression of IHN's vital, positive vision for the future of our community, and we appreciate your support by agreeing to participate in our Golf-a-thon.

Thank you for your commitment and effort to make this our most successful event yet, and for helping IHN respond to the needs of homeless families in the Greater Cleveland area.

Sincerely,

Sarah

Sarah Cruise
Executive Director

Mark

Mark Rabkin
Golf-a-Thon Chairperson

IHN Golf-a-thon

The Golf-a-thon Event

What is a Golf-a-thon?

You will tee off at dawn with about 40 other golfers to play *100 holes* or more of golf in one day. We have modified the rules of golf for the day to facilitate reaching your goal of playing *100 holes*. However, as you will see, we have not jeopardized the integrity of the game. Under our format, you will play each round of golf in approximately 1 hour 45 minutes to 2 hours 30 minutes. Each golfer will be provided with his/her own cart for the day; you are welcome to recruit a caddie to drive your cart.

What do I get for participating in the IHN Golf-a-thon?

We will start you off with a nice tee package in the morning, ready when you arrive. We will then provide you with a continental breakfast, lunch, drinks and munchies all day long. You will be able to win prizes for closest to the pin, long drive, straightest drive, etc. We will also have a hole-in-one contest, with a chance to win \$50,000. You will play unlimited golf throughout the day. *You will also enjoy the satisfaction that comes from knowing that your efforts will have a long-lasting effect on the lives of many people.*

Who do I get for a caddie?

If you'd like to have a caddie, you are welcome to recruit someone to assist you. This could be your spouse, daughter, son, granddaughter, grandson, friend, work associate, etc. Your caddie will be responsible for driving your cart, providing encouragement, and generally just assisting you during the day. It has been our experience that you can play faster, have more fun and possibly generate more donations if you have a caddie. Keep in mind, your caddie can also help you with your pledge campaign.

Can I pull together my own team?

Yes. We encourage you to identify a team of up to four golfers. You may have more fun playing with your regular golfing buddies. Please let us know if you intend to assemble a team for the event so we can update our records, send each member of your team a Golf-a-thon Guide, and update our lists for prizes, food, and other items on event day. In addition, make sure the golfers on your team understand their individual commitment to raise a minimum of \$1,000 in this event.

Can you really play 100 holes of golf in a day?

Almost all of the golfers who participate in the IHN Golf-a-thon play 100 holes or more. We had one player who played 130 holes in a single day. In addition, most golfers say this event has resulted in one of their best rounds of golf ever. Besides, do you know many people who can say they have played 100 holes of golf in one day?

Frequently Asked Questions

Why am I raising pledges?

The money you and your fellow golfers help raise will give people an opportunity to be involved in the significant impact IHN is making in the community. You will personally be impacting the lives of hundreds of men, women and children who depend upon the services provided by IHN.

Personal fulfillment is gained through opportunities to make a difference in other people's lives. This is one of those opportunities.

How much should I ask for when raising my pledges?

You will be asking people you are familiar with to sponsor you in the event. Ask them to sponsor you for an amount comparable to their standard of living. Never ask for more than you think they are capable of giving. The average pledge in this event is \$65 per donor. We ask you to sponsor yourself for \$1 per hole (\$100 in this event), and this opens the door for you to ask others for \$100 or more.

Do many people turn down a request for a pledge?

Almost everyone you ask will support your efforts. If they do not feel comfortable giving what you ask for, offer them the opportunity to give at whatever level they feel comfortable. People will pledge their support if you ask for the cause, not for the golf to be played.

Are contributions tax-deductible?

All checks should be made payable to **IHN and they are fully tax-deductible. Receipts and thank you letters will be sent to all donors.**

Can I raise this much in pledges?

Yes! People will get behind what you are doing because you believe in the cause enough to give your own time, money, and energy to raise \$1,000 and play 100 holes of golf in one day. Reaching this goal is simply a matter of finding 9 family, friends or business associates who will sponsor you for \$1 per hole, in addition to your own pledge.

How are the sponsorships collected?

We ask your help in collecting all sponsorships as a one-time gift amount, if possible, on the assumption you'll make it the 100 holes! Upon completion of the event, we will send your "per hole pledge" sponsors an appeal letter indicating the number of holes you played and their pledge total. Once we receive their donation, we will send them a thank you letter.

How to Raise Your Sponsorship

1. List 40 names and phone numbers of people you can contact by email, letter, or phone (see samples on the following pages).

Here are a few suggestions to assist you in making your list.

Friends	Relatives	Neighbors	Banker
Siblings	Teachers	Golf Pro	Plumber
Golfing Buddies	Customers	Lawyer	Dentist
Employees	Community Leaders	Stock Broker	Accountant
Contractors	Sorority Sisters	Printers	Civic Club
Boss	Fraternity Brothers	Barber	Realtor
Pastor or Rabbi	Insurance Agent	Service Clubs	Doctors
Church Directory	Business Contacts	Local businesses	

2. Send emails and/or letters to your prospective donors and corporations to let them know what you are doing prior to contacting them by phone.
3. Give priority to all of the people on your list that are most likely to sponsor you in the event. Use the sample discussion guide to assist you. Most pledges are \$1 per hole, though we often receive pledges for up to \$5 per hole. You can be specific when asking for the pledge (tell them a dollar amount you are asking for), and then allow the prospect to adjust the amount for themselves.
4. Don't get discouraged if some of your prospects don't respond, or if they decline to make a pledge. You are not being rejected! By participating in the IHN Golf-a-thon you are asking to help others, not yourself. You will be successful if you will continue to contact all of the people in your network.
5. Make certain that your potential sponsors understand what the money is to be used for, and that you intend to play 100 or more holes of golf on event day. People will respond positively if they see you are committed to the mission of this organization, and if they understand the challenge you are undertaking.
6. Recruit your caddie to assist you in reaching your sponsorship goal. Your caddie will know additional sponsors through his/her networks and can be very important in helping you reach or exceed your goal.
7. When you reach your \$1,000 goal, don't quit! Several of our veteran Golf-a-thon players reached and surpassed their goal. Three players raised \$5,000 or more in this event last year. Know that your efforts are making a significant impact for the Interfaith Hospitality Network and our guest families.

IHN Golf-a-thon

Sample Email

NOTE: Send an email message similar to the following to the contacts in your email address book. We can email this to you if you like so you can cut 'n paste it, and edit it to suit your needs. You can use the "bcc" option for all the addresses. This keeps the recipient list private, and makes each person feel like you are giving them personal attention. You may send variations of the email to family members and close friends if it doesn't feel appropriate to send the "generic" version.

Never underestimate the power of email: this message generated about \$3,500 in pledges in approximately 2 weeks when one participant used this method last year.

From: Mark Rabkin
Sent: Wednesday, April 18, 2009 10:08 AM
To: Contact Name
Subject: Help me golf 100 holes for the homeless...

Well, it's that time of year again – the Interfaith Hospitality Network's Golf-a-thon is only about 6 weeks away!

I'm crazy enough to sign up for the Golf-a-thon again this year, and at dawn on Monday, June 15th I will be one of 40 golfers who will attempt to play 100 holes (or more) before dark.

Why go through the ordeal of a golf-a-thon, you might ask?

Cleveland families are struggling in the economic crisis -- this year, our help is needed more than ever to help Cleveland's homeless kids. Did you know that families are the fastest growing segment of the homeless? And that the average age of a child at IHN is just 7 years old? IHN helps homeless families in a 60-day program that provides *24-hour* shelter for *all* families, including couples, single mothers and single fathers with kids. IHN helps families stay together while they are homeless. IHN provides overnight shelter, food, a safe home-like environment during the day time, and intensive social services to help families find stable housing and employment to build a better life. Last year, IHN served a record setting 59 families.

The proceeds from the Golf-a-thon are expected to pay for as much as 20% of IHN's operating budget, enabling IHN to keep its day shelters in operation, the vans running to keep the kids in the schools they attended before becoming homeless, and to provide our dedicated social workers to help our guests make a successful transition.

Your support of this event will impact the lives of hundreds of needy families in our area who receive IHN's care. For more information about IHN, see below or go to ihncleveland.org.

Please consider sponsoring me by making a "per hole" or lump sum pledge. My goal is to raise pledges or donations totaling at least \$10 per hole, and then to play 100 or more holes during the marathon. I am pledging \$1 per hole for my own donation, so I'm already on my way to generating \$1,000 or more for IHN!

Thank you for considering a pledge on my behalf. Any pledge or donation will be greatly appreciated. Just let me know by email or phone if you'd like to sponsor me.

Mark

IHN Golf-a-thon

You can also include more information about IHN in your email message at the bottom.

More About IHN

IHN is unique in providing 24-hour shelter for all families, including families headed by couples and single fathers. We help families to stay together while they are homeless. Children of all ages are welcome at IHN and find a warm, home-like environment. IHN's shelter and support programs work: over the past three years over 80% of families served move to safe, affordable, stable housing.

IHN's 70+ diverse congregations and community organizations open their doors to provide meals, overnight shelter, and companionship. **Thousands of volunteers open their hearts** each year to make families feel welcome.

IHN families receive safe *all-day* shelter with showers, laundry and kitchen and intensive social services at IHN's two Family Centers. IHN provides guests with resources to gain stable housing and employment.

IHN transports homeless children to their original school; familiar friends and teachers provide stability as they deal with the trauma of homelessness.

IHN provides practical support during and after guests' 60-day stay: mentoring, life skills training, children's enrichment, and a welcome wagon with donated furniture and household items to turn a house into a home.

In 2008, IHN served a record 59 families including 112 children last year with success. We need your support to continue helping families get back on their feet and achieve lasting self-sufficiency. For more information go to ihncleveland.org.

IHN Golf-a-thon

Sample Letter

Wednesday, April 18, 2009

Dear _____:

I need your help! I am preparing to take on one of my biggest physical challenges ever. I will attempt to play 100 holes of golf in one day to help make a difference in our community. You can help in this effort by sponsoring me in the Interfaith Hospitality Network (IHN) Golf-a-thon as I attempt to play golf ball from dawn 'til dusk. I am participating in this crazy golf marathon because we have an opportunity to help Greater Cleveland homeless families who depend on IHN for help. Let me share with you why I am attempting this feat.

The money raised in this event will provide funding for one of the most successful programs available for homeless families who want to change their situation in life. 26,000 people are homeless each year in Greater Cleveland and 40% of these are part of a family. IHN employs an innovative and economical model of care that effectively meets the needs of our community's most vulnerable: homeless families. IHN provides temporary shelter, food, a safe home-like environment during the days, and intensive social services to help families find stable housing and employment. Your support of this event will impact the lives of hundreds of needy families in our area who receive services from IHN. Now you know why it is important for us to support this unique local program!

I am asking you to help me reach my goal of raising \$10 or more for each hole that I play, with the overall goal of golfing 100 or more holes in one day. You can play an important role in my quest to raise \$1,000 for IHN by sponsoring me for \$1.00, \$2.00 or even \$5.00 per hole. Together we can make a difference in the lives of these children and families who need us.

If you choose to support me (and I survive), I will let you know how many holes I played and the total amount of your sponsorship.

Thank you for helping me as I endeavor to make a difference for homeless families right here in the Greater Cleveland area.

Sincerely,

Your Name
IHN Golf-a-thon

IHN Golf-a-thon



Letter to Corporate Sponsors

April 18, 2009

Dear _____:

I'm writing you on behalf of the Interfaith Hospitality Network of Greater Cleveland (IHN), an organization which I ardently support. I have agreed to spend a day playing as many holes of golf as I am able in an effort to raise needed funds. In the next few weeks I am soliciting sponsorships based on the number of holes I will play. I expect to play 100 or more holes, and would like to ask you to join with me in this project. Would you consider becoming a corporate sponsor of the IHN Golf-a-thon?

The money raised in this event will provide funding for one of the most successful programs available for homeless families who want to change their situation in life. 26,000 people are homeless each year in Greater Cleveland, and 40% of these are part of a family. IHN employs an innovative and economical model of care that effectively meets the needs of our community's most vulnerable: homeless families. Your support of this event will impact the lives of hundreds of needy families in our area who receive services from IHN. This is why it is important for us to support their programs in our community.

Your support of this effort would be greatly appreciated by me and by those individuals whose lives are impacted through your generosity.

I will be calling you in the next few days for your response. Thank you in advance for your consideration.

Sincerely,

Golfer Name
IHN Golf-a-thon

Discussion Guide

What Do I Say To People?

The most powerful way to communicate on behalf of IHN is to share what we do in very simple and real terms. Tell them why you are involved. Tell them why you believe in this cause. Here is a sample conversation:

- Golfer:** Joe, you won't believe what I've signed up for! It may sound crazy, but I am going to attempt to play 100 or more holes of golf in a single day.
- Joe:** No one can play 100 holes of golf in a day.
- Golfer:** It will certainly be a challenge, but the cause is well worth it. I am volunteering at the Interfaith Hospitality Network to assist them in a special fundraising event that will provide needed funds to fight homelessness in the Cleveland area. Are you familiar with the IHN?
- Joe:** No. What are they about?
- Golfer:** IHN one of the most successful programs available for homeless families who want to change their situation in life. 26,000 people are homeless each year in Greater Cleveland, and 40% of these are part of a family. IHN employs an innovative and economical model of care that effectively meets the needs of our community's most vulnerable: homeless families. Your support of the golf marathon will impact the lives of hundreds of families in this community who receive services from IHN. Now you know why it is important for us to support this vital program in our community.
- Joe:** You sound very committed to their cause. It must really be important to you.
- Golfer:** This project supports a vital, positive vision for the future of our community. I am proud that I can help make a difference.
- Joe:** It must be a good cause. So, what do I need to do to help you?
- Golfer:** One of my main goals is to survive playing 100 or more holes of golf in one day. Most people are sponsoring me for \$1 up to \$5 per hole. Can I count on your support for \$2 per hole?
- Mark:** That sounds good, when do I pay?
- Golfer:** That's great! Once I survive the golf-a-thon, you'll receive a letter to let you know how many holes I played and your pledge total to be remitted to IHN. Thank you for taking part in this event – we are making a difference together.

Every contact is different, of course, and each call will naturally follow a different path. The main thing to remember is that most people are going to want to help once you explain what the Golf-a-thon is all about. Keep it light, keep it easy, and keep it real! There's no need to put pressure on yourself or on your contacts.

IHN Golf-a-thon

IHN Golf-a-thon

Pledge Record

Name	_____	<u>Pledge</u>	<u>Lump</u>	<u>Total</u>	<u>Paid</u>
Organization	_____	<u>Per Hole</u>	<u>Sum</u>	<u>Amount</u>	<u>(Y/N)</u>
Address	_____		<u>Pledge</u>		
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IHN Golf-a-thon

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IHN Golf-a-thon

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IHN Golf-a-thon

Golf-a-thon Rules of Play

1. No honors; hit when you're ready.
2. Play around slower golfers, not through. Simply drive your cart to the next open hole.
3. One stroke, but no distance penalty for out-of-bounds shots.
4. All putts within the leather are good.
5. You may move the ball one club length anywhere on the course (except traps and greens).
6. Pick up the ball and move to next hole if you reach triple bogey.
7. Play two balls on each of the par 3's – each ball counts as a separate hole played.
8. All other rules of golf apply.

Additional Changes Facilitating 100 Holes of Play

1. Each golfer will have their own cart for the day.
2. Do not look for lost golf balls – you will be given as many “almost new” golf balls as you need throughout the day.
3. We will be playing 22 holes of golf per round, with each round requiring approximately one hour and forty-five minutes to two hours for completion.

Directions to Legend Lake Golf Course:

11135 Auburn Road

Chardon, OH 44024-9305

Phone: 440-285-3110

- Take I-271 to Exit #34 Mayfield Road (Route 322) East.
- Continue East on Mayfield/322 for about 11.3 miles.
- Turn left (North) on Auburn Road for 2.7 miles.

Note: Legend Lake is just east of Lake Farm Park and Holden Arboretum.

For Further Information or Assistance, Contact:

Mark Rabkin

Event Chairman

merabikin@althans.com

440-893-3141

or

Sarah Cruise, Executive Director

Interfaith Hospitality Network

3445 Warrensville Center Road

Shaker Heights, OH 44122

216-789-9455 or 216-991-6272

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