



The 2022 Annual Appeal Donor Packet

Donor Packet

"Friend Raising & Fund Raising"

Our Annual Appeal each year sets our chapter up for financial success to start the upcoming year! In 2023, our chapter has big goals and exciting plans for the kids and teens that we serve; continuing to grow our programming into new counties in across the Upstate (Oconee and Greenwood), continue to grow our Els for Autism #GameON Programming, revamp our Girls Golf Programming with new monthly event, continue to expand our Player Development Initiatives (Winter Programming, PGA Jr. League, Operation36, local and regional tournament participation and First Tee National Opportunities).

We are excited to invite our donors to join our Fundraising Team in 2022! It is very simple and very impactful for you, your colleagues, friends and family and most importantly the kids and teens that we impact each day.

Throughout peer-to-peer giving initiatives we have found that when someone emails 40 of their friends and family members about the impact that First Tee — Upstate South Carolina is having on our young people, the average amount raised is between \$1,400 and \$1,500.

The Charles Schwab Challenge Grant

The Charles Schwab Challenge Grant is happening right now at First Tee — Upstate South Carolina. Our chapter's ability to receive this match will be tied directly to your support and the support of your colleagues, friends and family!

Your donation and the donations from your network will help us make a larger impact in our community, reaching more kids and teens across the Upstate.

The Charles Schwab Challenge Grant will provide up to a \$1 match for every \$2 donated to our chapter in 2022 up to \$32,500! This Grant program will provide our chapter the opportunity to significantly grow and deepen our impact over the next several years.

By The Numbers:

Our Goal: \$18,500

37 Donors
Ask 10 friends, colleagues or family members for a \$50 donation
Each Donor raises \$500
TOTAL: \$18,500

Raise Awareness of Our Impact!

- Broadens our base of financial support
- Recruits new supporters and volunteers
- Shares opportunities how people can become involved

How to Set-up Your Annual Appeal Fundraising Page

Click [here](#) to watch a short video explaining how to set-up your Annual Appeal Fundraising Page.

Spotlight Our Program – Email & Text Schedule

Each email and text message will be located in a shared [Google Drive Folder](#) for each donor.

Email #1 – On #GivingTuesday

- Introduce First Tee – Upstate South Carolina and our mission to your colleagues, friends and family members
 - State your fundraising goal and its impact on the chapter
- First Tee – Upstate South Carolina Facts
 - Since 2017 our girls participation has increase from 27% to now 39%!
 - We are diversifying the game of golf. In 2022 we increased our non-Caucasian participation from 15% in 2020 to 42% in 2022.

Social Media Posts – On #GivingTuesday

- Post a picture of our logo and use the sample social media post found [here](#).
 - Facebook, Instagram, Twitter and LinkedIn
- Spotlight LPGA/USGA Girls Golf Event
 - Increased from 27% in 2017 to 39% in 2022
 - Quotes from Girls in our program

Text Message #1 – Week of December 5th

- Send a short text message with the link to your fundraising page

Email #3 – Week of December 12th

- Player Development Spotlight
 - PGA Jr. League Team
 - Operation36
 - Youth on Course
 - STEMLinks Programming
 - New Caddie Program

Email #4 – Week of December 19th

- Review your goal
 - Take what you have to raise to hit your goal and divide it by how many people you are sending the email to and let them know (for example: \$250/10 people = \$25/person) that “I just need you to donate \$25 to help me reach my goal!”

Text Message #2 – Thursday, December 22nd

- Send a short text message with the link to your fundraising page

Email #5 – Week of December 26th

- Last email! Again highlight what it will take to reach your goal
- Thank all your donors for their support!

**Thank you again for all your support of
First Tee — Upstate South Carolina
and the young people
that we impact through our programming!**