

25th Annual Civitan Breakthru Golf Benefit

Monday, July 23rd, 2018 – Reno, Nevada – Somerset Golf and Country Club



Thank you for your interest in the Civitan Breakthru Golf Benefit!

We anticipate another day of great golf and fellowship as we raise more than our goal of \$225,000 for Civitan International and the Civitan International Research Center.

This packet is a guide with helpful information on the 25th Annual Civitan Breakthru Golf Benefit and fundraising for it:

- When you decide you will play in this year's tournament, call or email Bobby Farley at (336) 430-9015 or bobby@civitan.org. Bobby will make sure you have all the information you need and have the appropriate forms filled out.
- You will need to raise a minimum of \$1,500 by July 5th, 2018 to guarantee a spot in this year's Breakthru. Civitan International will provide you with the tools you need to fundraise. Please take advantage of this and surpass the minimum. Every extra dollar you raise is more money for the Civitan International Research Center!
- We cannot count money if it has not been received by Civitan International. If you are waiting on a check from a corporate match, you must provide confirmation of the match to Civitan International by July 5th in order for it to be credited towards your minimum.
- Each golfer must pay a \$150 golfer fee to cover your golf benefit expenses. This does not include club rental fees if you are in need of a set. Please let Bobby Farley know by July 5th if you will need to rent clubs.
- If you are participating in the event, but choosing not to golf, your fee will be \$75.
- You do not need to be a Civitan member to participate in the Breakthru Golf Benefit. Please encourage non-Civitan members to participate in our event on behalf of people with intellectual or developmental disabilities.
- The tournament is structured with four-person teams playing the best ball. We will have a shotgun start at noon on July 23rd. Food and beverages will be served. Awards will be presented during the scoring party after the golfing is finished.
- You have access to your own personal online fundraising page! You can spread the word about your campaign and generate credit card donations via this page. For instructions on creating your page, navigating it, and how to use it, please see the How to Guide included in this packet.
- Checks sent to Civitan International should include the completed donation slip included in this packet.

Please contact Special Events Specialist Bobby Farley at (336) 430-9015 or bobby@civitan.org for any assistance you are in need of.

25th Annual Civitan Breakthru Golf Benefit



Golfer Registration

Event Date: July 23rd, 2018

Somerset Golf and Country Club - Reno, Nevada

Name: _____

Address: _____

Civitan Club Affiliation: _____

Civitan District Affiliation: _____

Average Golf Score (if known): _____

Shirt Size (specify ladies or mens): _____

Will you be renting clubs? _____

What is the total you have raised to date if any? _____

What is your total fundraising goal for this benefit? _____

Additional Comments: _____

Contact Information:

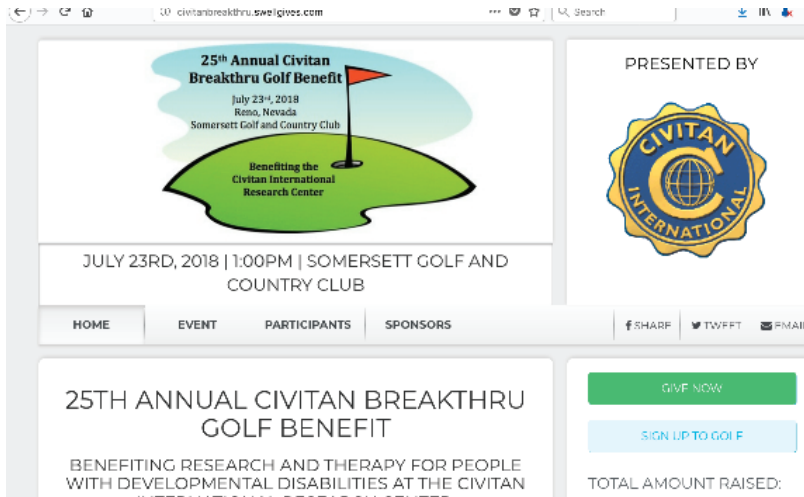
Best Phone Number: AC (_____) _____ - _____

Email Address: _____

Email to Bobby@civitan.org
or mail to:
Civitan International - Attn: Golf
One Civitan Place - Birmingham, AL 35213

HOW TO GUIDE - ONLINE FUNDRAISING

25TH ANNUAL CIVITAN BREAKTHRU GOLF BENEFIT

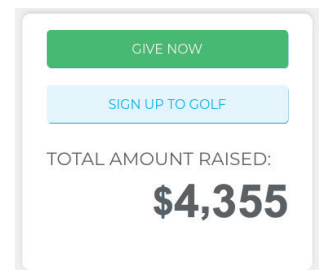


THIS IS THE HOME SCREEN YOU WILL SEE WHEN YOU GO TO:

CIVITANBREAKTHRU.SWELLGIVES.COM

THIS IS THE HOME PAGE FOR THE ENTIRE EVENT! ON THE RIGHT SIDE, YOU CAN SEE A “TOTAL AMOUNT RAISED” COUNTER, WHICH IS UPDATED EVERY TIME MONEY IS SENT IN OR DONATED ONLINE!

TO BEGIN FUNDRAISING ONLINE, CLICK THE “SIGN UP TO GOLF” BUTTON!

A screenshot of the 'SIGN UP TO GOLF' registration form. The form includes a heading 'SIGN UP TO GOLF' and a brief instruction: 'Create your fundraising page instantly by completing the form below. You can use your page to keep track of your support of Civitan International. Share your page with friends and family to boost your fundraising total and climb the leaderboards.' Below this, there are four input fields labeled 'First Name', 'Last Name', 'Phone Number', and 'Email Address'. A 'SIGN UP TO GOLF' button is positioned at the bottom left of the form area.

YOU WILL NEED TO ENTER YOUR NAME, PHONE NUMBER, AND EMAIL ADDRESS!

CLICK ON THE LINK PROVIDED TO YOU TO REACH YOUR PERSONAL FUNDRAISING PAGE!

FOR SUPPORTING CIVITAN INTERNATIONAL

and we just sent you an email which should arrive in the next several minutes. Be sure to whitelist info@25thAnnualCivitanBreakthruGolfBenefit.com in your email client to receive the messages from 25th Annual Civitan Breakthru Golf Benefit.

Your event fundraising page is located at:

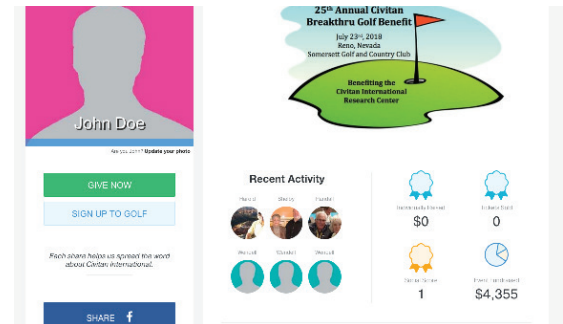
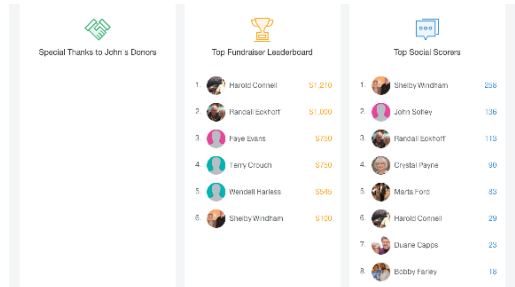
[HTTPS://CIVITANBREAKTHRU.SWELLGIVES.COM/JOHN.DOE](https://CIVITANBREAKTHRU.SWELLGIVES.COM/JOHN.DOE)



TO UPLOAD YOUR PICTURE, CLICK “UPLOAD YOUR PHOTO” AND CLICK THE CAMERA ICON ON THE MESSAGE THAT POPS UP. YOU WILL BE SENT AN EMAIL WITH INSTRUCTIONS ON HOW TO FINISH.

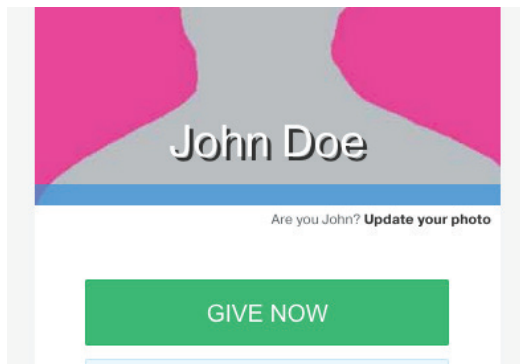
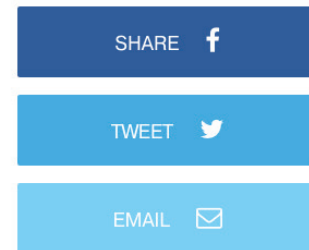
USING YOUR ONLINE FUNDRAISING PAGE!

ON YOUR PAGE, YOU CAN SEE THE AMOUNT YOU HAVE INDIVIDUALLY RAISED AS WELL AS YOUR SOCIAL SCORE.



YOU CAN VIEW WHERE YOU STAND ON THE LEADERBOARD BY SCROLLING DOWN THE PAGE AND VIEWING EACH COLUMN! YOU CAN ALSO VIEW WHO HAS DONATED TO YOU AND HOW MUCH!

SOCIAL SCORES ARE GAINED THROUGH SHARING YOUR PAGE ON DIFFERENT SOCIAL MEDIA OUTLETS AND SENDING OUT EMAILS! USE THE LINKS ON YOUR PAGE, PERSONALIZE YOUR MESSAGE, AND START GAINING POINTS AND RAISING MONEY!



IN ORDER FOR PEOPLE TO DONATE TO YOUR PAGE, THEY CAN CLICK THE GREEN "GIVE NOW" BUTTON FOUND UNDER YOUR PICTURE! DONATIONS ON THE WEBSITE ARE MADE BY ENTERING CREDIT CARD INFORMATION ON THE SECURE PLATFORM.

OFFLINE DONATIONS!

ALL DONATIONS COLLECTED BY CHECK AND CASH CAN BE SENT TO INTERNATIONAL AT ANY TIME!! YOUR TOTAL ON THE ONLINE PAGE WILL BE UPDATED TO REFLECT THE AMOUNT YOU SEND IN BY MAIL. JUST SEND THE MONEY IN WITH A DONATION SLIP TO THE ADDRESS ON THE SLIP!

CONTACT BOBBY FARLEY AT (336) 430-9015 OR BOBBY@CIVITAN.ORG FOR ASSISTANCE

Civitan Breakthru Golf Benefit Sample Messaging

Sample Social Media Posts

Here are a few sample social media posts to help you along your way!!

Donate here in support of the Civitan International Research Center and people with intellectual or developmental disabilities!

Help me reach my goal of (insert \$ goal) at the 25th Annual Civitan Breakthru Golf Benefit on July 23rd, 2018. Donations benefit the Civitan International Research Center!

People with intellectual or developmental disabilities and their families are in need of our help. Please donate to my page in support of the research, treatment, and therapy done at the Civitan International Research Center!

Sample Letter or Email

Dear (Name),

I am asking for your support to help Civitan International sustain the Civitan International Research Center - a state-of-the-art facility with the world's leading doctors and scientists specialized in intellectual and developmental disabilities. Research, treatment, and therapy of important illnesses such as Down syndrome, Alzheimer's, and autism are performed daily at the Civitan International Research Center.

I will be participating in the 25th Annual Civitan Breakthru Golf Benefit in Reno, Nevada this July. The funds raised in the benefit will help support the Civitan International Research Center. I am proud to join other Civitans at the event committed to our cause.

It is my duty as a Civitan to raise money to benefit the Civitan International Research Center and I cannot do my absolute best without your support. Please consider making a tax deductible donation to the 25th Annual Civitan Breakthru Golf Benefit in support of the Civitan International Research Center.

Yours in Civitan,

Name

I will sponsor _____ in the 25th Annual Civitan Breakthru Golf Benefit.

Contributor's Name: _____

Street Address: _____

City, State, Zip: _____

Email Address: _____



This is a Civitan contribution by individual or club.

**Donation
Amount:**

\$

This is a non-Civitan contribution by individual or business.

A golf shirt gift is available for individuals and businesses giving \$150 or more.

I prefer not to receive a gift Please send me a golf shirt. My shirt size is _____

specify ladies or mens

Please credit the _____ Civitan Club for Civitans at the Helm.

Mail donation slip with payment enclosed. Checks should be payable to Civitan International and mailed to: Civitan International, Attn; Golf, One Civitan Place, Birmingham, AL 35213

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Street Address: _____

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