

## Go/No Go Test Answer Sheet:

### *How Would I Describe My Organization's (Real Or Proposed) Golf Tournament?*

- ❑ **I have inherited an annual golf tournament that is either dead or dying**  
*Feed it or shoot it! That's the decision you've got to make and no matter how long you've done it or how much you all enjoy it, if it's taking up more energy than it is worth, put an end to it. It may be difficult, but remember there's only one good reason to hold a benefit golf tournament.*
- ❑ **I have taken over a wildly successful golf tournament**  
*This is a terrifying situation. You have to do well or you're liable to wind up an unemployed development director or unpopular board member - all the more reason to figure out how to keep injecting new life into the event. Don't be tempted to rest on your laurel. Laurels often have thorns in them.*
- ❑ **I've been approached by a golfer/board member who wants to have a "golf-tournament-to-raise-money".**  
*This is actually a good thing if the person who approaches you actually wants to make money for your organization. Look for signs that the organizer is more interested in entertaining his company's clients or employees than in making real money for the charity. When the really hard work starts, notice whether your golf enthusiast's attention starts to wander. Consider bailing out if it does and you don't have a fall back supporter. Don't try to do it yourself with staff members. It's too risky and unless you're too late in the process, it's better to cancel or postpone the event till you can find better tournament leadership.*
- ❑ **I have been approached by a corporate type person who wants to host a "charity-golf-tournament-and-we're-looking-for-a-charity-to-benefit".**  
*See the argument above. The same cautions apply.*
- ❑ **Someone (maybe not me) has decided that my organization "needs" to add a golf tournament to go along with a bunch of other special events we already host.**  
*If you've already got multiple special events going, consider dropping the total down to two or less Too many special events can overextend your staff and volunteers to the detriment of every event you're hosting. It's better to have one successful event than to have 10 that don't produce well. You'll wear out your volunteers.*
- ❑ **Someone in your organization ordered you to organize a tournament because your organization needs to make a lot of money quick to meet budget.**  
*Golf tournaments aren't a quick way to make money and like all other special events, should never be relied upon to provide critical operating budget money or to cope with budget shortfalls*

### **WHO IDEA WAS THIS ANYWAY: (Where did it come from)**

**From Inside** – If the idea comes from staff alone, don't do it. Staff need to be doing the work of the agency, not trying to drive special events as paid staff. It's almost always a bad idea to do a staff-driven tournament.

**From Outside** – If this idea comes from a friend of the organization (a board member, volunteer, donor prospect, etc.), you have a better chance of success and you don't drain organizational resources. By outside, I don't mean that the idea comes from a professional fund-raiser that offers to take a cut of the profits. If donors find out that a portion of their donation is going to a hired gun professional fund-raiser, you'll lose a lot of credibility in the community. If you do hire professional organizers to help, that's okay, but make sure that board members or friends of your organization pay for their fees up front. Don't pay such fees from your operating funds or from profits from the event.

**MADE ANY MONEY YET?** If you have completed a tournament, how much did it net after expenses?

*Once you've run the numbers ask yourself if you'd consider the payback a good return from an ordinary business. If you spent 1000 volunteer hours and cleared \$10,000 (that's net after expenses, not gross), then you've generated about \$10 an hour for your efforts. Considering most of the work was done by volunteers, that's a reasonable, if not lavish, return on your investment of time and energy. If you only cleared \$2,000 for the same amount of work, then you only made \$2 an hour for your labor and who would want to work for that. If you can't do any better than that, you need a different type of fund-raiser or major changes to this one!*

### **ANY OF THESE REASONS FOR A TOURNAMENT SOUND FAMILIAR?**

Which one of these best matches the reason you're having a tournament ...

- ☐ An organizational budget crisis
- ☐ Because you have always done one
- ☐ Because a golf tournament will make your organization look classy
- ☐ Someone else will do all the work for you (they promise)
- ☐ The board wants to make money quickly
- ☐ Everybody likes golf
- ☐ You want to build your organization's reputation
- ☐ To avoid basic fund-raising

*The list above contains only bad reasons for doing a golf tournament. The last reason is the absolute worst of all. There is only one reason for doing a golf tournament and it isn't one of these.*