



# RitC GOLF MARATHON

## Golfer Handbook

2011 Golf Chairmen  
Todd Williard - 770-656-4377  
Jim McGowan - 678-773-1210

14<sup>th</sup> Annual  
2011 RitC  
Play All Day  
Golf Event  
Monday, October 10, 2011  
Columbus Day Holiday  
Dogwood Golf Club





# Right in the Community

## Player Commitment Agreement & Medical Information Waiver of Liability

*Please read carefully and return to your Player Coordinator along with your check as soon as possible.*

Please complete and send in with your personal sponsorship fee. Mail to RitC, 1830 Water Place, Suite 120, Atlanta, Georgia 30339. 770-427-8401.

\_\_\_\_\_  
Player Name

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
City State Zip

\_\_\_\_\_  
Phone home/work/cell

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Golf Shirt Size Age

\_\_\_\_\_  
Person to notify in Emergency

\_\_\_\_\_  
Relationship

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Physician

\_\_\_\_\_  
Physician's Telephone

I want to participate in the Annual RitC Play All Day Golf Marathon. I agree to give my best effort to raise \$2500 or more for the event. I believe that I can do this and I am committed to reaching this goal.

I further agree to sponsor myself with at least a \$100 donation and to start my pledge drive within one week of signing up. I understand the importance of this event to Right in the Community and that the event team may ask me to step down as a player if I do not give my best effort to fulfill my commitment.

I agree to attend the Kick-off Party.

I have read the Medical Waiver and fully understand it.

I recognize that there is an element of risk in any outdoor sport or activity. I understand the risks and dangers involved in the RitC Golf Marathon and certify that I am fully capable of participating in this event.

I hereby assume all risks involved in playing in the RitC Play All Day Golf Marathon and will hold Right in the Community, Dogwood Golf Club and its management company, employees and board members harmless from any and all liability, actions, causes of action, debts and claims resulting from the above-mentioned RitC Play All Day Golf Marathon.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## **Play All Day Golf Event**

### ***Just what is a Golf Marathon?***

You and 39 other fanatical golfers will tee off at dawn to play *golf all day*. Each golfer will be provided with his/her own cart for the day and we encourage you to recruit a caddy to drive your cart. Some golfers will have gathered “per hole” pledges and some will just get support for a day of golf. Either way, RitC wins.

### ***What do I get for participating in the Golf Marathon?***

We will start you off with a great Tee Package. This package will be made up of quality merchandise (golf shirt, tees, balls, etc.). We will then provide you with a continental breakfast, lunch, drinks and munchies all day long. You will compete for prizes for most funds raised, closest to the pin, long drive, etc. Prizes often consist of quality golf clubs, gift certificates, and more. You will play unlimited golf during the day. *You will enjoy true and enduring significance knowing that your efforts will have a long-lasting effect upon the lives of many people.*

### ***Who do I get for a caddy?***

Your caddy may be someone who is moved by the host organization’s ministry but is not a golfer. This could be your spouse, daughter, son, granddaughter, grandson, friend, best customer, work associate, etc. Your caddy will be responsible for driving your cart, providing encouragement, and generally assisting you during the day. Your caddy must be at least 16 and be dressed appropriately for the country club dress code (No denim, no jeans or cut-offs; no T-shirts. All shirts must have collars). It has been our experience that you can play faster, have more fun and possibly win more prizes if you have a caddy. Keep in mind, your caddy can also help you with your pledge campaign.

### ***Can I pull together my own team?***

Yes. We encourage you to identify a team of three or four golfers. You may have more fun playing with your regular golfing buddies. Please make sure that you provide each of your team members’ names to the Player Coordinator or to your Assistant Coordinator. In addition, ensure the golfers on your team understand their individual responsibility to sponsor themselves for \$100 and to help raise funds in this event.

If you are interested in fielding a corporate team, contact Todd at 770-656-4377 or [tbwilliard@gmail.com](mailto:tbwilliard@gmail.com). There are special incentives for corporate teams and you can have up to 6 golfers on these teams.

## **Frequently Asked Questions**

### ***Why am I raising pledges?***

Your efforts in this event will enable RitC to continue their mission of providing affordable, accessible housing for people with disabilities. RitC has received grants from the U. S. Department of Housing & Urban Development (HUD) to build homes but the furniture and household appliances must be furnished by Right in the Community. The money raised by the golfers in this event will be used to furnish the homes. RitC's mission is to promote opportunities for all people with mental retardation and developmental disabilities so they can live full, productive, self-determined lives of the highest quality by fostering local communities that embrace all people. You will be sharing the vision of RitC and its families with each person or business you contact for sponsorship.

### ***How much should I ask for when raising my pledges?***

This event has always been successful because we are not professional solicitors. 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 \$100 per donor. We ask you to sponsor yourself for \$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?***

At least 80% of the people you ask for a pledge will give to you. If they do not give what you ask for, reduce the amount requested. People will give to you if you ask for the **cause**, not for the golf to be played.

### ***What is the Kickoff Party?***

We will host the annual Marathon Kickoff Party about 5 to 6 weeks before the Golf Event day. We'll have food, drinks and snacks. We'll have a chipping or putting contest with prizes. We'll talk about RitC and how they have impacted the community through the services we offer. We will discuss how to raise pledges, how the golf day is played, what's in it for you, etc. It will be a great evening. Feel free to bring other golfers and your family.

### ***Are contributions tax-deductible?***

All sponsor checks should be made payable to *RitC* and they are fully tax-deductible. *All donations will be acknowledged with receipts from RitC.*

### ***Can I raise \$2500 in pledges?***

Yes. Many people are intimidated about raising this kind of money. 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 \$2500 and play 100 holes of golf in one day. That is simply getting 25 family, friends or business associates who will sponsor you for \$100 per day or \$1.00 per hole.

### ***How are the sponsorships collected?***

Please collect all sponsorships that are a one-time gift amount, if possible. Upon completion of the event, if you have "per hole" pledges, we will send your "per hole" sponsors an appeal letter indicating the number of holes you played and their pledge total. If you can collect the pledges, it will save Right in the Community postage and manpower. Once we receive their donation, we will send them a thank you letter. *Your sponsors can also donate online at [www.rightinthecommunity.org](http://www.rightinthecommunity.org) where they can use a credit card. Just be sure that they give you credit.*

## ***Golfer Incentives***

### ***1. Golfer Tee Packages***

All Golfers receive a Tee Package when you arrive at the golf course. Tee Packages generally contain golf shirts, tees, divot tool, and experienced balls for play. Merchandise used in these packages is subject to change.

### ***2. Incentives***

***a. Most Funds Raised***

Great prizes will be awarded to the golfer who raises the most money. Gift cards, merchandise... It could be anything!

***b. Golfers Reaching \$2500 Pledge Goal***

All golfers reaching a pledge goal of \$2500 will receive their choice of merchandise, or valuable gift cards.

### ***Skill Prizes***

***c. Closest-to-Pin (lunch)***

***d. Closest-to-Pin (all day)***

***e. Long Drive (all day)***

***f. Most Holes Played***

***g. Straightest Drive***

Examples of skill prizes include: Rounds of golf at local courses, golf clubs, gift certificates and much, much more.

### ***Corporate Sponsorships***

Hole Sponsor	\$250
Green Sponsor	\$1000
Silver Sponsor	\$1500
Gold Sponsor	\$2500
Platinum Sponsor	\$5000 or more

## **How To Raise Your Sponsorship**

1. List 40 names and phone numbers of people whom you can contact or send a letter (See Exhibit A). 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
Contractor	Sorority Sisters	Printers	Civic Club
Boss	Fraternity Brothers	Barber	Realtor
Your Pastor	Insurance Agent	Service Clubs	Doctors
Church Directory	Business Rolodex		

2. Send letters to the people or corporations that you would like to know what you are doing prior to contacting them by phone (See examples at Exhibit B and C).
3. Develop an Email blast list and send emails to all your friends and acquaintances. Couple this with the Right in the Community Website where they can donate online ([www.rightinthecommunity.org](http://www.rightinthecommunity.org)). Your computer savvy friends might like this. Some prefer the old fashioned snail mail. Even if you email, you will need to follow up personally to make sure they know you are sincere. And, now, there's Facebook. How can you make that work for you?
4. First call the people on your list that are most likely to sponsor you in the event. Use the script provided to assist you (See Exhibit D). Remember: Do not ask for more than you think they are capable of giving. Be specific when asking for the pledge (tell them exactly the dollar amount you are asking for).
5. Don't get discouraged if you are rejected. You are asking to help others, not yourself. You will be successful if you will continue to call people in your network.
6. Make certain that your potential sponsors understand what the money is to be used for, and the sacrifice you are making financially, physically, and time-wise to help this organization. **People will respond positively if they see you are committed to the ministry of this organization.**
7. Recruit your caddy to assist you in reaching your sponsorship goal. Your caddy will know additional sponsors through his/her networks and can be very important in helping you reach or exceed your goal.
8. When you reach your \$2500 goal, don't quit. The more \$\$ you raise, the more likely you are to win additional incentives and prizes. You may raise the bar for the rest of the field. Do it...knowing that you made a significant personal impact for our host organization and their clients.

*“Exhibit A”*

SPONSORSHIP PROSPECTS			CONTACTED	
	SPONSOR NAME	TELEPHONE #	YES	NO
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
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40				

## **“Exhibit B” (first time donors)**

### ***What a difference***

### ***You and I can make in a day...***

I am committed to the annual Right in the Community Play All Day Charity Golf Marathon. RitC is an agency that provides services for children and adults with mental retardation and other developmental disabilities. My goal is to play golf all day on October 10, 2011 at Dogwood Golf Club. I know, it's hard to believe anyone would want to do something as hard as playing golf all day ☺ but let me share with you why I am attempting this feat.

Right in the Community was formed in 1956 as Cobb Association for Retarded Citizens and serves both Cobb and surrounding counties. They are providing services for approximately 350 people with disabilities ranging from mild to severe or profound mental retardation as well as other types of physical or developmental disabilities. In addition, Right in the Community provides respite services for approximately 300 families offering a period of relief for families who have ongoing caregiving responsibilities for a child or adult with disabilities.

We are raising funds this year to build a new group home which will provide housing for four people with developmental disabilities. My effort will help Right in the Community to continue to promote opportunities for all people with mental retardation and developmental disabilities so they can live full, productive, self-determined lives of the highest quality.

I am asking you to help me reach my goal of \$2500. Be a part of my Team by sponsoring me in this event. I am asking for a donation of \$100 or whatever you can give. Together we can make a difference in the lives of these children and adults who have so few choices.

I look forward to hearing from you soon. If I do not hear from you, I hope you don't mind if I call you to give you an opportunity to be part of my Team. Thank you in advance for your support.

Yours for making a difference,

Golfer Name

Right in the Community Play All Day Golf Event

## **“Exhibit C” (Corporate donors)**

Dear \_\_\_\_\_:

I'm writing you on behalf of the Right in the Community (formerly known as Arc Cobb), 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 am sponsoring myself at \$100.00 and would ask you to join with me in this project. Would you be willing to consider a matching gift? These funds will be utilized to build a group home providing housing for four people with developmental disabilities. Your support of my 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,

## *What Do I Say To People?*

Share your heart! Tell them why you are involved. Tell them why you believe in this cause. Here is a sample conversation:

### *Telephone Script*

- Golfer: Mark, you won't believe what I've signed up for! It may sound crazy but I am going to attempt to play golf all day—maybe even 100 holes!
- Mark: No one can play golf all day.
- Golfer: It will certainly be a challenge, but the cause is well worth it. I am volunteering for Right in the Community (formerly known as Arc Cobb) to assist them in a special fundraising event that will provide needed funds to serve the special needs community. Are you familiar with Right in the Community?
- Mark: No. What are they about?
- Golfer: You may know that Arc Cobb was formed in 1956 and serves both Cobb and surrounding counties. They are providing services for approximately 350 people with disabilities ranging from mild to severe or profound mental retardation as well as other types of physical or developmental disabilities. Recently, Arc Cobb changed their name to Right in the Community in an attempt to move away from the stigma of the "Retardation word." They are still doing all the great things for families who have children and adults with disabilities. In addition, RitC provides respite services for approximately 300 families offering a period of relief for families who have ongoing caregiving responsibilities for a disabled child or adult. They are planning to build a group home which will provide housing for four people with developmental disabilities. They have previously built 18 group homes from funds raised at this golf tournament and grant funds supplied by HUD. They are committed to promoting opportunities for all people with mental and developmental disabilities so they can live full, productive, self-determined lives of the highest quality.
- Mark: You sound very committed to their cause. It must really be important to you.
- Golfer: I believe that everyone deserves to have choices available to them. Right in the Community is providing opportunities and choices for people with disabilities. I am proud that I can help make a difference.
- Mark: It must be a good cause, how can I help you?
- Golfer: One of my goals is to complete a full day of golf—playing as many holes as I can. Most people are sponsoring me for \$1 up to \$5 per hole. Can I count on your support for \$100.00 or more?

Sounds easy? It is! Be sure to get phone numbers, addresses and other information to be recorded in your Play All Day Charity Golf Marathon Sponsorship Guide.

## ***Important Information:***

If you need support in soliciting your donations, you can call Todd Williard at 770-656-4377, or Jim McGowan at 678-773-1210 or Jerrie Paschal at (770) 427-8401.

Checks collected should be mailed in as soon as possible to be recorded under your total.  
Make checks out to RitC and mail them to:

Right in the Community  
Golf All Day Marathon  
1830 Water Place, Suite 120  
Atlanta, GA 30339

Sponsors may also donate to you online by credit card at [www.rightinthecommunity.org](http://www.rightinthecommunity.org) and click on Donate Now!

## ***Important Numbers:***

Todd Williard- 770-656-4377 - [tbwilliard@gmail.com](mailto:tbwilliard@gmail.com)  
Jim McGowan- 678-773-1210 - [mcgowank@bellsouth.net](mailto:mcgowank@bellsouth.net)  
Jerrie Paschal 770-427-8401 – [director@rightinthecommunity.org](mailto:director@rightinthecommunity.org)

## ***Directions to Dogwood Golf Club***

Dogwood Golf Club ([www.dogwoodgolf.org](http://www.dogwoodgolf.org))  
4207 Flint Hill Road  
Austell, GA 30106  
(770) 941-2202 Main

### From I-20:

Take I-20 to Thornton Rd. (Exit #44). Head North on Thornton Rd. (GA-6N) towards Austell. Go approximately 2 miles to Maxham Rd., Right on Maxham Rd., approximately 3 miles to Clay Rd., Left on Clay Rd., approximately 1 mile to Flint Hill Rd., Right on Flint Hill Rd., Course is approximately 2 miles on the right.

### From I-285 (west side of perimeter):

Exit at South Cobb Drive. North on South Cobb Drive to East-West Connector. West on East-West Connector approximately 7 miles until Powder Springs Rd., Left on Powder Springs Rd., about 500 feet, and then left at first traffic light, which is Anderson Farm Rd. (next to Bank of America). Course is ½ mile on the left, at the intersection of Flint Hill and Anderson Farm.

### From Kennesaw Town Center Area:

Go South on Barrett Parkway. Cross Over Dallas Rd. (Hwy 120) and Barrett Parkway changes names to West Cobb Parkway. Continue South to Powder Springs Rd. Turn Right on Powder Springs Rd., go about 500 feet, and turn Left at first traffic Light, which is Anderson Farm Rd. (next to Bank of America). Course is ½ mile on the left, at the intersection of Flint Hill and Anderson Farm.

# **Tentative Schedule for 2010 Golf Marathon**

## **Golf Happens—Rain or Shine!**

6:30	Continental Breakfast Opens
7:30	Shotgun Start
11:30	Gather at named hole for Group Photo and Skill Contest. Closest to the Pin
12:00	Lunch, Awards & Door Prizes
1:00	Play All Day! Golf all you want!