



KIDS CLASSIC

Golf Tournament

2019 Player Handbook

May 20, 2019 | Vanderbilt Legends Club | South Course

www.agapekidsclassic.com

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The logo features a shield-shaped emblem at the top with the word "AGAPE" in a black banner across the top and a white silhouette of a golfer in mid-swing on a teal background. Below the emblem, the words "KIDS CLASSIC" are written in a large, thin, black, sans-serif font. Underneath "CLASSIC", the words "Golf Tournament" are written in a smaller, black, sans-serif font.

KIDS CLASSIC
Golf Tournament

Dear AGAPE Golfers,

Thank you for participating in the 19th Annual AGAPE Kids Classic! This tournament plays a significant role in our fundraising each year, and with your help, this can be our best year yet!

Since 1967, AGAPE has served thousands of people in need right here in Middle Tennessee. AGAPE's mission to strengthen children and families with the healing love of Christ is carried out through a variety of programs, including adoption, foster care, crisis pregnancy care, professional counseling and now, domestic violence relief.

By participating in the Kids Classic, you enable AGAPE to serve the children in our care today, as well as those who will come to us through the year.

Here's how AGAPE made an impact in the lives of children in 2018:

- Provided more than 7,000 days of care for 35 children in foster care
- Provided counseling sessions for approximately 300 children
- Provided shelter to nearly 100 children who were fleeing domestic violence

This would not have been possible without the dedicated, sacrificial support from people like you.

We appreciate your efforts and believe that with God's blessing, we can make a difference in the life of more children in 2019.

For those we serve,

2019 AGAPE Kids Classic Leadership Committee



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2019 AGAPE Kids Classic Leadership Committee

Troy Feltner
Cameron Hunt (Chair)
Butch Stinson
Sam Marshall
Scott Miller

AGAPE Staff
Chandler Means
Claire Long

Monday, May 20, 2019 | Vanderbilt Legends Club | South Course

www.agapekidsclassic.com

Tournament Schedule

11 am	Registration/Practice Range Open
12 pm	Tee-Off Lunch (<i>sponsorship available</i>)
1 pm	Shotgun Start
6 pm	Celebration Dinner (<i>sponsorship available</i>)



How Does it Work?

This unique golf event is an opportunity for you as a golfer to help raise funds that will impact the lives of children and families served by AGAPE.

The concept is simple. All we ask is that you help “tell” the AGAPE story. That’s what this event is all about...making a positive, life-changing difference in the lives of children. With your help, we can do even more!

As a golfer, what am I expected to do?

We ask that you contact at least 50 people through letters, personal phone calls, emails and/or social media posts asking potential sponsors for a financial gift. Give your pledges and/or gifts to your team captain and enjoy a day of incredible golf. There is no entry fee for you to play in this event.

Does this concept of fundraising really work?

Last year, our teams raised anywhere from \$2,800 - \$38,000, so the answer is yes! You’ll be amazed at how much fun you’ll have while helping to raise money and fellowshiping with other golfers. This event has raised more than \$3,000,000 over the past 18 years! The key to success is simply asking potential sponsors to help.

Can I get others to help me raise my sponsorship goal?

Sure! Some golfers have asked a friend, family member or business associate to assist them in the fundraising process. They can mail out letters, make personal calls or help your efforts in other ways. Maybe someone you know would be willing to match, dollar-for-dollar, everything you raise. Be creative! The more people you ask, the more potential you have to meet or exceed your goal.

How do I keep up with my pledges and gifts?

We have created a personalized giving page where you can direct your sponsors to give on our online giving platform, where their gifts will be assigned to your name and they’ll be thanked immediately. See page 7 for details.



How Does it Work? (continued)

How will the pledges be collected?

For all pledges following the event, we will send your sponsors a letter thanking them for their pledge, along with a return envelope addressed to AGAPE. *So that you will receive credit, please be sure to tell your sponsors to make all checks payable to AGAPE with your name in the memo line as the golfer.*

Who will “thank” my sponsors?

A thank-you letter will be sent from AGAPE for all gifts. We also encourage you to take time to thank your sponsors personally as well. We can send you a list of all your sponsors if needed.

Do I need to bring anything with me to the event?

Please bring your list of pledges and any gifts that may have been sent to you personally. Other than that, bring your clubs and be ready to play!

What is my fundraising goal?

Our desire is for each golfer to raise a minimum of \$1,000. If you will commit to contacting a minimum of 50 potential sponsors and make a personal gift, our past experience tells us you are almost certain to reach or exceed this goal. All we ask is that you catch a vision of what this money will do for others in need and give it your best effort!

How does my gift make an impact?

- **\$250** provides four professional counseling sessions for a child who has experienced trauma from neglect or abuse
- **\$500** covers the cost of a State-mandated home study to certify a new foster/adoptive family
- **\$1,100** provides one month of care for a child in foster care
- **\$2,500** covers the cost to train seven new families to become foster parents



How to Set Up My Personalized Online Giving Page

1. Go to <https://agape.kindful.com/2019-agape-kids-classic>
2. Click Create a Team
3. Sign up or sign in with your Kindful account
 - a. *(If you've donated online before, make sure to use the same email address associated with your account.)*
4. Getting Started
 - a. Click Continue
5. Create Your Team
 - a. Enter information about your team to be featured on your page
 - b. Click Create and Continue
6. Customize It
 - a. Choose a theme color
 - b. Add your profile image (optional)
 - c. Add a feature image (optional)
 - d. Click Save and Continue
7. Finish
 - a. Invite friends via Twitter and Facebook, and email your link to potential sponsors



Individual Fundraising Awards

Because you are an important part of making the AGAPE Kids Classic a success, we are pleased to offer the following awards to top fundraisers:

Bronze – Individuals who raise \$500-\$2,499

- A \$100 voucher in the Vanderbilt Legends Club Tournament Store

Silver – Individuals who raise \$2,500-\$4,999

- A \$100 voucher in the Vanderbilt Legends Club Tournament Store
- Your choice of a \$250 gift card from Amazon or Southwest Airlines

Gold – Individuals who raise \$5,000 or more

- A \$100 voucher in the Vanderbilt Legends Club Tournament Store
- Your choice of a \$450 gift card from Amazon or Southwest Airlines

The Vanderbilt Legends Club Tournament Store is being offered through Vanderbilt Legends Club and will have a wide selection of top merchandise brands to choose from.

You also have the option to waive your prize and direct the funds back to AGAPE.

Top Fundraiser Award

The Top 3 individual fundraisers who are not on the first-place team will win a foursome 18-hole round at Richland Country Club in Nashville (caddies included).



Team Fundraising Awards

- First Place** The top fundraising team will win a one-of-a-kind golf experience. Details to be announced soon!
- Second Place** The second-place fundraising team will win a one-of-a-kind golf experience. Details to be announced soon!
- Third Place** The third-place fundraising team will win a one-of-a-kind golf experience. Details to be announced soon!
- Fourth Place** The fourth-place fundraising team will win a round of golf for four at Vanderbilt Legends Club.

We will also have special prizes on the day of the tournament for low score, closest to the pin, longest drive and other surprises!

Taxes (INCLUDING ANY INCOME TAXES) are the sole responsibility of the winner, regardless of whether prize is used in whole or in part. Winner may be issued an IRS 1099 form for the average retail value (ARV) of the prize. No substitution, cash equivalent, or transfer of a prize will be permitted, except that AGAPE reserves the right to substitute a prize (or portion thereof) of comparable or greater value, at its sole discretion. All announced individual and team fundraising awards will be based upon actual gifts and pledges raised and turned in on the day of the golf tournament. AGAPE may or may not increase an individual or team award level based on pledges and gifts received after the date of the tournament. Gifts in kind may be counted towards a golfer's fundraising total but only for the ARV of the gift as provided by the donor. By law AGAPE does not value gifts in kind. In the event that a potential winner is disqualified for any reason, AGAPE reserves the right to award the prize to an alternate who has met the requirements of the event. All prize details are at AGAPE's sole discretion. An unclaimed prize will not be awarded. Unless otherwise noted all prizes must be redeemed by December 31, 2019. If circumstances require you to take a trip after that deadline, arrangements may be made with AGAPE staff prior to that deadline for future redemption.



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Developing Your Potential Sponsor List – It’s as Easy as 1-2-3!

Think about people you know in the following categories who you might contact about a sponsorship:

Friends, neighbors, co-workers, civic club members, customers, employees/employer, business associates, church, extended family, social media contacts



1. Make a list of names and contact information for people you’d like to ask to be a sponsor. Remember to include businesses in your list for corporate sponsorships.
2. Send out your letter or email to those you want to personally call. Giving them information before you call is helpful to them and will likely make your efforts more successful.
3. If you have a social media account, begin posting with a link to your personalized fundraising page and encourage your friends to support you.

A few tips to keep in mind:

- Remember that you are giving potential sponsors an opportunity to support a worthy cause that changes the lives of children. You’re telling them about a need you believe in and asking for their help. Challenge them to sponsor you and be appreciative of any amount they can give.
- Don’t be discouraged if a few reject your request. Many requests will be met with support, but some may not be able to for various reasons.
- Keep adding to your list as more people come to mind. Always keep your eyes open for new potential sponsors.
- Don’t quit, even if you reach your initial goal! The more sponsorship you raise, the more opportunity you will have to earn additional incentives and help your team rise above the crowd! The amount of money you raise will directly impact the number of children and families that AGAPE can serve.
- Is there someone you know who might “match,” dollar-for-dollar, the money you raise? Be creative about how you can reach your goal.
- Enthusiasm is contagious!
- All of this information can be found online at www.agapekidsclassic.com.



Sample Fundraising Letter

Your friend or family member's name
Address
City, State Zip

Dear Friend or Family Member,

On May 20, I'll be playing in the 19th Annual AGAPE Kids Classic Golf Tournament. Of course, spending the day with some buddies on the course will be fun, but that's not why I'm playing.

I'm playing for kids.

Specifically, kids and families who are served by AGAPE's foster care, adoption, counseling and domestic violence programs.

Since 1967, AGAPE has been meeting the needs of children and families through adoption, foster care, unplanned pregnancy guidance, professional Christian counseling, and now, Morning Star Sanctuary Domestic Violence Shelter. This year, AGAPE will care for more than 300 children and adolescents through these programs.

AGAPE relies on the funds raised by this tournament to help provide food, clothing, school supplies, birthday gifts, case management support, counseling and more to the children and families in their programs. Will you join me in supporting this life-changing ministry?

If you'd like to donate, you can visit www.agapekidsclassic.com and click "Sponsor A Golfer," or write a check payable to AGAPE. Be sure to include my name in the memo line.

I hope you'll join me in this effort to support AGAPE so they can support those in need right here in our community.

With gratitude,

Your Name

