



# Put "the Fun" back into Fund-raising thru Golf!!!

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Here's a successful fund-raising idea which your organization might consider if past efforts haven't always worked out to your expectation level. With golf as the catalyst and an excellent choice in charity, several local organizations have enjoyed a remarkable outcome. Among those who discovered successful outcomes were the Tacoma Athletic Commission, the Sudden Cardiac Arrest Association, Pierce County Crime Stoppers, Tacoma Lutheran Home, and the Clover Park Kiwanis. **WHY WERE THEIR EFFORTS SO SUCCESSFUL?** First of all, they found a golf course willing to work with them and price the use of its course to allow them sufficient margin to provide for a substantial portion for the charity. That course was Highlands, near No. 21st and Pearl in Tacoma. Then, they had to adjust their thinking about what golf tournaments needed to be since Highlands is a short 9-hole course. When the TAC first heard that, they said "we can't sell golfers on a short course, just 9 holes, no way!" Guess what, **THEY SOLD OUT 50 SPOTS IN TWO DAYS** and they got more than \$100 per player. The TAC and Cardiac Classic both cleared more than \$11,000. Golfers happily paid the hundred (and more) because they wanted to support the charity, it didn't take six or seven hours to play, and there were hole-in-prizes on every hole. Pro Don Mojean has conducted hundreds of events which have been successful, and he will help. Contact Highlands right away about playing your tournament there. Call 759-3622.