



## National Christian Golf Cup 2011 Organiser's Guide

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## 1. Introduction

Faith is often described as a walk and what finer walk is there than around the golf course?

This document is intended explain the CGS's vision, how the 2011 National Christian Golf Cup and it's qualifiers are intended to operate and to help you to run a successful regional (county) qualifying event. We have also included a list of resources which we can make available to you.

We do not demand that you rigidly stick to our model Regional Qualifier template (section 6); however we believe it offers a tried, tested and high quality approach which has been very successful.

There are a small number of things we do require of our event host partners and you should take particular note of the things you are required to do as a regional host (section 5).

It is important before you read any further to understand that:

- i. Our aim is to get Christians who are passionate about their golf to see their golf club and their golfing friends as their 'ministry'.
- ii. We encourage Christians to do this through the **Christians in Sport** *Pray, Play and Say* ethos.
- iii. Christians coming to our events are asked to bring at least one person who doesn't have a Christian faith to be their playing partner. Ideally this is someone they would normally play golf with, as we want people to build upon existing relationships.
- iv. We are inclusive of all standards of golfer and our events are open to both men and women.
- v. The 'competitive' element of our events is intended to provide a great reason for people to invite someone to be their playing partner.

If you are daunted at the thought of organising a "regional" event then please be assured that we are here to help. It needn't be too hard. One of the great things about golf is that you can shrink or grow the size of the event to fit the number of people you have coming.

Thank you for your interest in hosting an event for the Christian Golf Society.

## 2. Vision and Aims of the Christian Golf Society

The Christian Golf Society was created with the express intention of trying to use a common passion for golf as a way to make the Christian faith open and accessible to our friends.

We **aim** to do this by asking Christians who attend our events:

- To bring at least one person who doesn't have a Christian faith to be their playing partner (more than one is even better!)
- To commit to **pray** for that person on an ongoing basis  
*Do not be anxious about anything, but in every situation, by prayer and petition, with thanksgiving, present your requests to God. Philippians 4: 6*
- To **play** their golf in a way which reflects they have a Christian faith  
*Whatever happens, conduct yourselves in a manner worthy of the gospel of Christ. Then, whether I come and see you or only hear about you in my absence, I will know you stand firm in one spirit, contending as one man for the faith of the gospel without being frightened by those who oppose you. Philippians 1:27 - 28*
- To be ready to **say** something about Jesus with gentleness and respect as and when their friends ask questions.  
*Always be prepared to give an answer to everyone who asks you to give the reason for the hope that you have. But do this with gentleness and respect. 1 Peter 3: 15*

The CGS's primary target audience are regular golfers – both Christian and those who are not-yet-believers. The golf and our events are intended to provide a focal point in an ongoing golfing friendship where the Christian faith is an open, integral part of the day and facilitates an opportunity for conversations to take place, alongside a continuing commitment to **pray, play and say** which is there before, during and after playing at a CGS golf day.

The Christian Golf Society has a **vision** to create a truly national golfing competition with qualifying competitions held across the country.

While the National Christian Golf Cup and its qualifying competitions are intended as competitive golfing events, the overriding goal of the CGS is to use Mark Twain's proverbial 'good walk spoiled' to walk with our friends who do not know Jesus. The competition is not the reason for the event itself and it is important people do not infer a requirement for a *stern* competitive attitude. The 'competitive' element is intended to provide a great reason for people to invite a friend who does not have a Christian faith to be their playing partner and the event is supposed to be fun whatever a person's golfing prowess. The structure of county events building up to a national final is intended to excite people's imagination and provide a genuine and enjoyable golf event that people will want to play in time and again.

Our events are open to both men and women and are intended to be inclusive of all standards of golfer.

### 3. Introducing the CGS team

#### **CGS Organising Committee**

Responsible for the National Christian Golf Cup Final and Essex Regional event

Martin: [martin@christiangolfsociety.org.uk](mailto:martin@christiangolfsociety.org.uk); 07958 936321

David: [david@christiangolfsociety.org.uk](mailto:david@christiangolfsociety.org.uk)

James: [james@christiangolfsociety.org.uk](mailto:james@christiangolfsociety.org.uk); 07752 469219

#### **Postal Address:**

Avanti Ministries (Christian Golf Society), 6 Clarence Road, Southend-On-Sea, Essex SS1 1AN

**Website:** [www.christiangolfsociety.org.uk](http://www.christiangolfsociety.org.uk)

#### **Surrey Regional Organisers**

Lesley and Mary – [surrey@christiangolfsociety.org.uk](mailto:surrey@christiangolfsociety.org.uk)

#### **West Midlands Regional Organiser**

John - [westmidlands@christiangolfsociety.org.uk](mailto:westmidlands@christiangolfsociety.org.uk)

#### **Kent Regional Organiser**

Daren - [kent@christiangolfsociety.org.uk](mailto:kent@christiangolfsociety.org.uk)

#### **Somerset Regional Organiser**

Bob - [somerset@christiangolfsociety.org.uk](mailto:somerset@christiangolfsociety.org.uk)

#### **Cornwall Christian Golf Society**

John and Matt - [cornwall@christiangolfsociety.org.uk](mailto:cornwall@christiangolfsociety.org.uk)

#### 4. 2011 National Christian Golf Cup

The 2011 National Christian Golf Cup will operate through the traditional golfing format of regional events which act as qualifiers, with the winners being invited to the National Final.

The National Christian Golf Cup Final will be held in either late September or October 2011 at Donnington Grove Country Club<sup>1</sup>, which is near Newbury. The Final will be played on one day as a better-ball pairs Stableford event played off full handicap<sup>2</sup> over 18 holes.

Qualifying events need to take place **by 31 July 2011** so that the booking for the National Final can be confirmed.

The CGS will be look for local vision partners to organise the majority of regional qualifying events. The main CGS Organising Committee do not specify a rigid template to be applied for the regional qualifying events organised by our vision partners. We set out key requirements of vision partners in section 5 and offer a model template in section 6.

Each year we try to expand the number of golfers coming to our events thereby increasing the number of Christian golfers making a commitment to **pray, play and say**. In 2010 we had 6 official qualifying events, which were held in Essex, Kent, Surrey, Dorset, Cornwall and the West Midlands. We hope to have at least 8 qualifying events for 2011.

~ ~ ~ NEW IN 2011 ~ ~ ~

In addition for 2011 we are agreeable for regional organisers to have a specific women's category within their qualifying event where organisers feel this is appropriate and will make their event accessible to women who otherwise would not attend and would not therefore **pray, play, saying** with their golfing partner. Where there is a specific women's category, female competitors should remain eligible to win the overall qualifying event where they return the best score and this should not prevent mixed-gender pairs. Where there is a specific women's category within a regional qualifying event both the overall event winners and the women's category winners will be invited to attend the National Final.

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The CGS intend to book the National Final as a weekend break style package, with golf, evening meal, a twin room, breakfast and a second round of the golf on the following day all included in the offer. The CGS will look to secure the best value package it can, which may mean we book a Sunday / Monday package. Our intention remains for the final to be "free" for the winners to attend. By that we mean the CGS proposes to cover the cost of the basic booking as described above. Lunch on days 1 and 2, drinks and travel expenses, etc. will need to be covered by those attending. In addition an individual wishing to upgrade to a single occupancy room will need to cover any additional surcharge. Likewise where people wish to travel down the day before the

<sup>1</sup> Subject to booking availability

<sup>2</sup> Please see separate note on handicaps

Final because of travel times, we will help facilitate this, but the additional costs will need to be met by individuals.

We will be seeking a sponsor for the National Final to aid with covering the costs of this event; however Regional Organising Committees are asked to make a donation towards the final to help cover the cost of the event. In the event of insufficient funding it may be necessary to ask finalists to make a contribution towards the cost of the accommodation. The exact offer for the National Final will be confirmed in writing for Regional Organisers to pass on to their winners.

We intend to offer the opportunity for other golfers, whether they are part of the various regional organising committees or just people who have enjoyed playing in the regional events, the chance to come along and join in the fun. This will be done at cost price to the CGS. Although these “extras” are not eligible to win the National Final they will be an integral part of creating a fun and vibrant occasion.

The Final itself will be held on the first day, so that the presentation can take place in the evening, after we have had dinner together. There will also be a speaker after dinner who will share their testimony. The intention is that the golf on the second day is an opportunity to have a much more social round of golf, getting to know one another that bit better and carry on the conversations from the previous day.

## 5. Your 10 commitments as a host of a Regional Qualifier

The main CGS organising committee try to give our vision partners as much flexibility as possible to organise an event which is appropriate to the venue, the number of golfers attending and the resources and opportunities available.

There are a small number of requirements whatever the size of your event to which you are expected to adhere to be affiliated with the Christian Golf Society and the National Christian Golf Cup.

### i. Prayer

It sounds obvious – but please commit to praying for your event and other regional qualifiers on a regular basis.

### ii. A Pair's Competition

The National Christian Golf Cup Final is a pairs competition. Therefore your qualifying event needs to produce a winning "pair".

### iii. Inviting non-Christians

The Christian Golf Society has an evangelistic intention – to gain the commitment of Christian golfers to pray for not-yet-believers with whom they play golf on an ongoing basis and to make the Christian message available to them.

We ask that at the time people enter the competition that their chosen playing partner is somebody who does not have an active belief in Jesus. This might be a friend, a work colleague, a neighbour, a non-believing partner of a Church member – maybe even someone who is exploring what they believe in through an Alpha course or someone who was once part of the Church, but whose faith has clearly lapsed.

Whoever is chosen, if that person comes to faith in between entering and an event taking place then we will be delighted about this and as far as we are concerned they should remain welcome to play.

We are also open to a pair formed by two people who are not-yet-believers (e.g. if a Christian golfer invites three friends from outside the Church to come and play) so long as there is someone who is committed to praying and playing with them.

### iv. Pray, Play and Say

You are asked to utilise the Pray, Play, Say approach to sharing Jesus.

### v. Include the Christian Golf Society name and logo<sup>3</sup>

You are asked to include our logo on your literature and we ask that you include reference to your event being a qualifying event for the National Christian Golf Cup and that it is held in association with the Christian Golf Society.

<sup>3</sup> Please see the resources section of this booklet regarding palette colours, fonts, etc.

You are asked to send electronic copies of any materials or press release you intend to use to [david@christiangolfsociety.org.uk](mailto:david@christiangolfsociety.org.uk).

**vi. Support the promotion of any national sponsors name**

If we acquire a sponsor for the National Final you will need to ensure they are mentioned in your correspondence. You may also be asked include some literature (paid for and provided by the sponsor) in your information packs and/or display a banner on the day.

Please be assured any sponsor would be appropriate for a Christian event. In 2008 the National Final was sponsored by Spring Harvest Holidays, a Christian holiday resort.

If you are fortunate enough to acquire a local sponsor for your regional event, please make us aware and we can include reference to them on our web site.

**vii. Host the Event**

Once you have committed to hosting an event, please do hold an event - even if it is smaller or less spectacular than maybe you had first envisaged. It is important to recognise that if events get cancelled it can damage the credibility of the Christian Golf Society and the National Christian Golf Cup. In addition, although we trust to God's provision, it is disappointing when we pay for rooms, tee-times, etc. for the Final and then we can't use them. Clearly there are times when through the weather or personal circumstances, such as a change in health, it becomes impossible to fulfil your commitment and we do understand this. If you run into difficulties please do contact us as early as possible.

**viii. Promoting other CGS events**

You are asked to make people attending your day aware that this is one of a number of qualifiers and that people are welcome to enter as many of our competitions as they like.

**ix. Use your best endeavours to contribute financially to the National Final**

The CGS plans once again to make the National Final "free" in 2011 for the winners of each qualifying event. We anticipate this will cost £100 per head and you are asked to use your best endeavours to support the CGS by raising money towards the £200 it will cost us to host your winners.

If you are interested in organising a Qualifying event but are concerned about contributing to the costs associated with the final, please talk to us. Not every region is able to contribute the full cost of the national final, but to date, thanks to sponsorship, we have been able to absorb the short-fall centrally.

**x. Communicating with the CGS Organising Committee**

One of the biggest challenges of organising a national competition on a purely voluntary basis is good, timely communication. Please respond to all contact from the main CGS organising committee and people who are interested in attending your event.

Please remember that whatever the size of your event that the central CGS organising team is here to offer help and advice.

## 6. 2011 Regional Qualifier Template

At the outset of this Organiser's Guide, we said that we did not require people to hold a carbon copy of our model Regional Qualifier template. This is true. What we would say is that we believe our template sets a high standard which leaves an impression in your guest's memories of a quality event that makes us stand out – a certain 'wow' factor (we would have said X Factor, but apparently that is now under copyright). In doing so we believe we establish a credibility that allows us and you to be open about your Christian faith without being embarrassed.

### In advance

- i. Use promotional materials that people can share with their friends that makes the Christian authorship of the event open and welcoming, without being off-putting.
 

*e.g. an email (or postcard sized flyer) which people can then forward (show) to a friend along the lines of "I have seen this and thought about entering – would you be my playing partner?"*
- ii. Issue a promotional pack to as many Churches in your general location as possible around 8 – 12 weeks before your event is due to take place. Include an A3 poster advertising the event and circa 20 postcards that people can take away to use to invite their friends and some background information for the minister so that they can identify a "champion" in the Church to encourage participation.
- iii. Try to get posters placed at golf clubs, practice ranges and golf/sports shops.
- iv. Once you have set a date, book a guest speaker (see also 'On the Day' point X)
- v. When entry forms are acknowledged, send the person a prayer card to encourage them to commit to praying for their playing partner and the success of the event.
- vi. Arrange for a laptop and projector/screen to be available on the day
- vii. Arrange for a trophy and prizes.
- viii. A week before the event send out a confirmed itinerary including tee times, reminding people of arrangements for the day and prompting them again to pray for their playing partner.

### On the day

- i. Your event needs to identify a winning pair (or pairs where you include a women's section).

This can be achieved either on one day over 19, 27 or 36 holes or via a league (ladder) system. Although our target audience are Christian golfers and their regular non-Christian playing partners, we recommend that a 'golf day' is simpler to organise and will generally make the event more accessible than something which takes place over a longer timeframe. It also reflects the style of the National Christian Golf Cup Final.

- ii. We recommend that you use a better-ball Stableford-points golf format.
- iii. Get to the course around two hours before the first tee time - before you do anything else pray together for the day, the weather, competition played in the right spirit, the right words for the right moment, etc...
- iv. Set up a 'registration' desk so you can welcome your guests and start the day with a warm welcome.
- v. Give each competitor a 'goody-bag' containing a sleeve of balls, some tees, a bottle of water, a snack bar, a leaflet from your sponsor and some Christian literature (e.g. Sorted magazine)
- vi. Have two on-course marshals to help (a) spot balls in difficult tee shots to keep play moving (b) generally help competitors and keep the pace of play moving.
- vii. Have someone taking photographs on a digital camera – these can be easily transferred to the laptop (see point 'In advance' point vi) and shown as a slide show on a screen before and after dinner enabling the guests to spot (and chuckle at) themselves.
- viii. Have a shared meal after the golf.
- ix. Present the winners with a trophy, which they can retain for the year and ask them to get engraved with the year and their names, adding to the names on the trophy each year.

Provide a medal, which they can keep as a permanent memento of the day.

Because people do not necessarily expect “mega” prizes at what they will typically identify as a Church golf day and the winners are being invited to the national final, we recommend you make a donation to a mainstream charity, for example Cancer Research, in the name of each of the winners

Have some 'minor' prizes for nearest the pin and longest drive, etc.

- x. We have a professional after-dinner speaker to talk about their life and, as part of that, share their testimony. Whilst that talk will undoubtedly touch on that person's faith, it is intended to be a 'sharing' process about their life and experiences rather than an altar call. We believe by having an external speaker, that person can be up-front about their faith without fear of how it will affect their relationship with people in the room. We also believe it gives your guests “permission” to ask you about how you came to Jesus.

These features require an investment of time, a little preparation before the day in identifying resources, a little funding and good co-ordination and organisation on the day. However they will be part of what makes your event stand out in people's minds and we hope that the lingering memory will prompt them to start to think about their beliefs.

## 7. Handicaps

The single biggest challenge the CGS has found is achieving a sensible arrangement for handicaps. We want the event to be accessible to golfers across the ability spectrum for both men and women. We also want to ensure the 'competition' part of the day has genuine credibility and as we are offering a prize (a 'free' golf weekend) which many would regard as valuable, suggestions of banditry would reflect on our perceived integrity as Christians, undermine the evangelistic intent of the day and devalue the National Christian Golf Cup and its qualifying events.

As golfers we all have that day in the year where we shoot 4 under our handicap. Those people who play with us regularly know this has been 'our day' and revel in seeing us play so well. However, we also know that when we play amongst strangers we quickly forget this golfing truth, raise eyebrows and question whether that's what they normally shoot. Having spoken with the English Golf Union (the governing body for the amateur game) about this, their advice is to ensure everyone has a validated handicap.

As our target audience are regular golfers, we have previously anticipated that many of these people would have either a club or society handicap. However, although research shows that golf is growing as a participation sport in the UK there is a continuing decline in club membership and therefore the number of people with official handicaps.

### National Christian Golf Cup Final

The handicap arrangements for the 2011 National Christian Golf Cup Final are as follows:

- Golfers with club or validated society handicaps play off their full recognised handicap.
- Those that play regularly, but don't have a handicap, are asked to provide a minimum of 3 recent scorecards from 2011 which reflect their typical play and we will calculate a handicap reflecting traditional club (CONGU) principles.
- People who declare a handicap based on personal assessment, but are not part of a club or society will play off their declared handicap subject to a three stroke reduction.
- Those people who play sporadically are asked to tell us what score (gross medal score) they would regard as a good round of golf; we will estimate a handicap reflecting traditional club (CONGU) principles and reduce this by 3 strokes.

### Qualifiers

Local vision partners are encouraged to adopt the handicapping approach outlined for the Final. However, each event will need to determine its own handicap arrangements. It is important both the CGS and you strike a sensible balance between trust, making the event accessible and ensuring that people respect the outcome at the end of the competition.

Finally you must check the rules of your host course. If they apply a strict handicap rule, then you will need to comply with this.



## 8. History of the National Christian Golf Cup

Mark Blythe, who now runs UK Sports Ministries, and Molesey Community Church organised the first National Christian Golf Cup in 1999, which was won by a pair playing on behalf of City Church Worcester. The original competition was a match-play pair's competition, with a similar focus on a Christian golfer bringing a non-Christian to be their playing partner. In each round teams that entered played their nearest geographic playing partner on a knock-out basis. The competition continued to be organised by Mark and his team over the next 6 years, with teams from Bournemouth, Devon and Hertfordshire winning during that time. In 2006 Mark was lucky enough to see a team from his own Church at Molesey take the prize.

The Christian Golf Society started life in the unassuming surroundings of the Colne Valley Golf Club bar on 1st October 2005, when its founding partners Martin Eady and James Butcher found they shared a vision for holding a county wide golf event in Essex where Christian golfers brought their friends along to play in competition. This conversation was returned to many times over the next 12 months. In December 2006, Martin and James started to contact other Christian golfing organisations to ask for feedback about their experiences of evangelism through golf and to share their vision for a national network of county competitions, building into a grand final.

The timing of those conversations was perfect. Mark and his team loved the idea of a county format and invited Martin and James to take over the running of the National Christian Golf Cup.

The Christian Golf Society was formally founded in February 2007 under the umbrella of Avanti Ministries. Later that year the Christian Golf Society held a combined Essex event and National Final, which was won by a team from Molesey Community Church. In 2008, the competition grew to three county events and a separate national final. By 2010 there were 6 county events and conversations have started about increasing that number again in 2011.

### Roll of Honour

1999	City Church, Worcester	2000	Arkley Church, Hertfordshire
2001	West Cliff Baptist Church, Bournemouth	2002	Westward Ho Baptist Church, Devon
2003	West Cliff Baptist Church, Bournemouth	2004	Pendennis Church
2005	Molesey Community Church, Surrey	2006	Molesey Community Church, Surrey
2007	Molesey Community Church, Surrey	2008	Walsall Christian Fellowship
2009	Sevenoaks Vineyard, Kent	2010	Eynesford Community Church, Kent

## Appendices – Frequently Asked Questions

### A. Sizing your event to suit the number of people attending

Our model Regional Qualifier with goody bags, Christian magazines, trophy, after dinner speaker, etc. is geared towards having around 28 + golfers.

If you are anticipating an event with 2 – 8 pairs entering then we would suggest that you keep things simple. When you gather together beforehand, act as ‘the good host’ and hand round a bottle of drink and snack bar - it will be a nice touch that will be appreciated and suit the context. Afterwards, whilst we would still recommend that you have a meal together and a trophy to present, it would probably be more appropriate to ask your minister to drop down to present the trophy and stay for a while making ‘easy conversation’ rather than having a formal speaker.

Once you start to have in excess of 20 golfers, we would suggest you need to think about adding a few more whistles and bells, such as adding tees, balls and a magazine or tract that offers them some Christian material that can be read later. In particular you should consider having some organisers who don’t play on the day to help manage the event smoothly, providing on-course marshalling, collecting nearest the pin and longest drive markers. It would probably be appropriate to start considering inviting an after-dinner speaker.

Once you have more than 16 pairs (i.e. more than 8 tee-times) there will be more than an hour between the first and last group going out. You will need to consider how you keep the interest of the first groups afterwards, when they have a long wait after getting changed. We would suggest that once you start to get more than 16 teams attending you consider a two-tee start. This will enable you to have more groups playing at once, without increasing the time between the first and last groups finishing. However on a traditional 18 hole course, this will mean the course will have to close to other golfers around 2 hours before you start, which may not be possible. In this instance you may want to consider using a club with either 27 or 36 holes, where they could potentially accommodate a two-tee start without impacting on their members or other visiting golfers.

### B. Key obstacles

With any event – golfing or otherwise, organisers will always discover that for some people it’s either on the wrong day, the wrong place or at the wrong price. However, in addition to this we have found 3 obstacles to growing the Essex Golf Cup and you may find likewise in your location:

- “I don’t play in competitions” – it appears that some people have the idea that competitions are only for low-handicap players or they conjure up the image of Tiger vs. Phil and feel that the competition must be really serious. You will need to make sure people understand the event is intended to be inclusive and good fun.
- “If it’s an evangelistic event, then it must be really in your face” – although we have gone to great lengths to explain and promote the **Pray, Play, Say** approach, using golf to make the subject open and accessible, without being threatening, people still worry about what they are coming to. You will need to make sure people know it’s “safe” to bring their friends

- “I haven’t done anything about it” – in our first couple of years we relied on our contacts in other Churches to promote the event for us, only to find that people repeatedly failed to put a notice in the weekly news sheet or tell other people at the Church. A specific mail shot aimed at getting ministers to advertise the event is much more successful at getting the event publicised.

### C. What happens if my winners can’t attend the final

The answer to this apparently simple question isn’t entirely straightforward. Ultimately, if your winning pair can’t attend we need to reach an equitable solution with which you know the people who played in your qualifier would be happy. It sounds obvious, but the last thing we would want in holding a Christian event is for people to feel what happened just wasn’t right. If, knowing the people who came along, you feel a certain answer is fair and you’d be happy telling them about who represented your area at the National Final, then we are likely to be content with your decision.

It is important to note two key things:

- If your winners can’t attend the National Final, we aren’t able to offer an alternative ‘prize’.
- Our recommendation is that if one of the pair could attend you consider whether it would be equitable for them to play with a substitute partner or the invitation passes to the second-place pair.

### D. Can people play in more than one event

Yes.

### E. Do I really need to book a speaker and if so, how do I do that?

An after dinner speaker, sharing a little bit of their story, their golf and their testimony will effectively give your Christian golfers permission to share their story with their friends if they feel the timing is right. It also gives those attending who are not-yet-believers permission to ask questions of the person who invited them. It creates an opportunity to discuss your faith.

An external speaker will be able to speak openly about how they became a Christian and the impact it’s had on their life without worrying what people think of them or if they will still play golf with them next week. We would also like to think they will be skilled in delivering witty anecdotes, etc and basically pitching it right for your audience.

Aside from booking the tee times, a speaker is likely to be the single biggest cost associated with an event. Speaker fees vary, but our experience is this could cost between £100 - £400. Once you are getting 16 plus golfers, then it is definitely worth considering having a professional speaker. If booked early enough they prove to be an additional lure, to convince people they want to come along.

The CGS has access to two Christian speaker lists and can give advice on how to contact potential speakers. If you need any help in drawing up a letter to use to approach a potential speaker, please contact [martin@christiangolfsociety.org.uk](mailto:martin@christiangolfsociety.org.uk).



## F. Do you allow under 18's?

Our advice would be that under 18's are only permitted if their playing partner or caddy is a parent, guardian, adult sibling or close family member (e.g. grandparents, aunts and uncles). If you would like more detailed information about the law in this area, please contact the CGS team.

## G. Fundraising

For 2011 we are once again asking organisers to use their best endeavours, to contribute up to £200 to cover the cost of their finalists attending the National Final, enabling us to hold it as a 'free' event. There are some relatively simple things you could do to help raise funds to cover the cost of your event and contribute towards the National Final.

- Sponsor a hole – You could ask members of the congregations represented by your organising committee if anyone would like to sponsor a hole for £10. The names of the sponsors could go in your programme.
- Fundraising meal – Many restaurants will offer a fundraising fixed price package where they will charge you a set price per head (often on a buffet basis) and you can charge an amount over the top.
- Golfing get together – Arrange a golfing get together for committed and casual golfers alike and ask for a small donation towards the National final from each person coming.

## H. Insurance and Risk Assessments

We strongly advise that you conduct and document a formal risk assessment ahead of the day, identify a first-aider (this may well be a person who works for the golf course at which you are holding your event) and put in place public liability insurance. It may be that your Church will be happy to cover the event under their insurance and will tell you what you need to do documentation-wise. If you need any support with this then please contact [martin@christiangolfsociety.org.uk](mailto:martin@christiangolfsociety.org.uk). Please note the CGS cannot provide insurance cover. The CGS can provide you with a Risk Assessment template.

## I. Resources

### i. CGS Website and Email Addresses

The Christian Golf Society website is the top-rated Google search return for "Christian Golf" (at the time of writing). It has proved one of our most powerful tools for sharing the news of what we are up to and we regularly get enquiries from around the UK and abroad about when events are being held and where. We have added a page specifically to promote regional qualifying events. We ask you to provide us with the details of your event so we can add this to the website.

We will also create a CGS email account for you (i.e. [Kent@christiangolfsociety.org.uk](mailto:Kent@christiangolfsociety.org.uk)). The email will automatically be forwarded through to an email account of your choice. This means people will be able to email you directly, without you having to share your personal contact details to the world. You can also use it in your golf correspondence.



## ii. CGS Mailing Lists

The CGS operates a central email mailing list. It is very helpful for fundraising, membership and sponsorship purposes if you can share with us email addresses for the people attending your events. We are also very happy to send out news emails to everyone in our mailing list promoting your event to the widest possible audience.

## iii. Christian Golf Society (CGS) Logo

Please use our logo on your letters, posters and other promotional literature. This helps create a sense of a brand and reinforces the association with the National Christian Golf Cup. To maintain consistency, all promotional use of the logo and accompanying materials should carry the same font, colours and layout. If you would like to use the CGS logo please contact [david@christiangolfsociety.org.uk](mailto:david@christiangolfsociety.org.uk)

Before printing and using any materials, we would be grateful if you could send an electronic file (PDF if possible) of your proof to [david@christiangolfsociety.org.uk](mailto:david@christiangolfsociety.org.uk).

Unfortunately you will not be able to use the Avanti Ministries or Christian Golfers Association logos.

## iv. CGS Membership Pack

We are currently developing a formal membership offer and hope to launch this in 2011 to coincide with the formal launch of the 2011 National Christian Golf Cup in March.

## v. List of template resources – letters, posters, etc.

- Invitation letter to known individual
- Promotional letter to Church
- Entry Form
- Itinerary
- Programme and Order of Play
- Poster
- Flyer
- Invitation – cold contacts
- Invitation – warm contacts
- Follow up email – confirming guest speaker / chase
- Model press release
- Model match report
- Introductory letter to speaker
- Handicap Ready-Reckoner