



BIRDIES FOR CHARITY®



HOW BIRDIES FOR CHARITY WORKS

Over the past 20 years, Valero Texas Open has helped hundreds of local non-profit charities and schools raise money through Birdies for Charity®; a no-cost program that gives 100% of the funds you raise back to your organization.

Birdies for Charity is like a walk-a-thon, but instead of donating per mile, participants make a pledge for every birdie made at the Valero Texas Open. In 2017, 1,975 birdies were made, so a pledge of \$0.01 yielded a donation of \$19.75.

Donors also have the ability to make a one-time donation and flexibility to pay in advance or be billed after the tournament. Donations are accepted from anywhere around the world and are 100% tax deductible.

NOTE:

Recommended birdies pledges:

- ★ \$0.01 to \$0.04/ birdie for individuals
- ★ \$0.05 to \$1+ /birdie for corporations

Recommended straight donations:

- ★ \$20+ for individuals
- ★ \$1,000+ for corporations

Historically over 95% of funds raised are straight donations.

WHAT IS A BIRDIE?

In golf, “par” is the normal expected score on any given hole. Every one of the 18 holes on a golf course has its own “par” assigned to it. A “birdie” is one stroke under par for a hole, possibly derived from the term “it flew like a bird” to indicate a good shot.

Ex. Par 5 on Hole 18 at TPC San Antonio, AT&T Oaks Course

A Birdie would be 4, an Eagle would be 3, and a Double Eagle would be 2 strokes (hits) to get the ball in from the tee box, onto the green and into the hole.

HOW VALERO TEXAS OPEN HELPS

- ★ We manage data entry and collection of pledge forms.
- ★ We also provide the option for donors to donate or pledge online.
- ★ We provide access to view your organization’s fundraising reports online in real time.
- ★ We manage the bill collections process and mailing out tax thank-you letters to your donors.
- ★ We will mail you a check for 100% of what is collected for your organization.

SWEETEN THE POT

- ★ Incentives for Donors
- ★ Incentives for Charities & Schools

GET STARTED

- ★ Prepare your fundraising letter including: a heartfelt story about your organization, your fundraising goal, when you want to reach your goal and what will be done with the funds raised.
- ★ Go to www.ValeroTexasOpen.com/birdies to download useful tools to assist in your fundraising efforts.
- ★ Educate your Board, students, staff, etc. so they can get involved in the process and be your #1 advocates.
- ★ “Like” our Birdies for Charity Facebook page to stay informed about the program and details as they develop throughout the season at [@BirdiesforCharity](https://www.facebook.com/BirdiesforCharity) and [@ValeroTXOpen](https://www.facebook.com/ValeroTXOpen).

Valero Texas Open
April 16-22, 2018