

# Play Yellow

Family Golf Day



## Fundraising Guide



Children's  
Miracle Network  
Hospitals



# #PlayYellow?

"Please join us in support of your local children's hospital and 170 children's hospitals across the country by participating in Play Yellow Family Golf Day. By celebrating Family Golf Day you will join a growing number of courses who are engaging Play Yellow to bring awareness and funding to their Children's Miracle Network hospital. We look forward to partnering with you and your golf community."



**Jack and Barbara Nicklaus**  
Play Yellow Honorary Chairs

*Barbara Nicklaus Jack Nicklaus*

## 8 Steps to Family Golf Day Success

Host Family  
Golf Day  
Event

Choose a  
date for your  
event

Register at  
[PlayYellow.org](http://PlayYellow.org)

Order  
signage and  
other print  
elements



Connect with  
your local  
hospital

Email  
information  
about your  
event

Download  
digital assets

Receive your  
activation kit  
email





# Answers for Your Family Golf Day Event

We are excited for your Play Yellow Family Golf Day to be successful. By setting aside a day to raise money and awareness for Play Yellow you are literally changing kids' lives and changing their future. Our Honorary Chair Barbara Nicklaus said it best, "There's no higher calling than helping a child in need." Here are some answers to questions you might have:

## ***When is Play Yellow Family Golf Day?***

Our celebration will be on Sunday, June 7th during the final round of the Memorial Tournament Presented by Nationwide. We encourage you to schedule your event as close to June 7th however, you may host an event anytime from April 1st through the rest of the year.

## ***Why the focus on "Family" Golf Day?***

Helping kids and families are at the core of our mission and we know that promoting family activities are essential to build strong families. The game of golf provides a unique opportunity where all skill levels can participate. So whether it is with your immediate family, or your "golf family", we encourage to support your local children's hospital through Family Golf Day.

## ***How do I sign up to host a Family Golf Day?***

Begin by choosing an event date and registering your course at [PlayYellow.org/family-golf-day](http://PlayYellow.org/family-golf-day). Once your date and course are registered you will receive an activation kit email, access to digital assets, invitation templates and information to order additional fundraising resources. We will also connect you with our local children's hospital representative so you can work directly with the children's hospital to make your event a success.

## ***Where can I find which children's hospital is my local CMN Hospital?***

Visit [CMNHospitals.org](http://CMNHospitals.org) and click on the "select a different hospital" link (or click on "change your hospital" lower left at the bottom of the page) and enter your zip code to search for your local hospital.

## ***What else can my course do to raise money for our local children's hospital?***

Raising money for your local children's hospital should be fun and fulfilling. We encourage you to look for ways to engage with customers or members to provide opportunities for them to give back to your local children's hospitals. Here are a few suggested ideas:

- Add a simple donation of \$5 or \$10 to your daily green fees.
- Round-up: provide your customers an opportunity to round up to the nearest dollar when purchasing green fees, driving range balls, club rentals, cafe etc.
- Create a promotion around your Driving Range to help introduce the game to first timers and "drive" fundraising.
- If you are a private club your Member-Guest event could turn into the club's children's hospital fundraiser.
- Create a fundraising "team page" through our Play Yellow site and then encourage your customers or members to create fundraising groups on your page. More information on how to do this is available at [PlayYellow.org](http://PlayYellow.org).

## ***How will CMN Hospitals support our Play Yellow Family Golf Day event?***

Each local hospital in our network can help support your event through working with your course staff to ensure that you have everything needed to be successful. An activation kit will be made available to all participating courses upon registering. This kit will provide you with resources including instructions for hosting your event, templates for emails and press releases, social media digital assets. In addition, we have signage available that can be ordered for your event.

## ***Will Jack and Barbara Nicklaus be able to attend our event?***

While we wish they could attend every event and know they are appreciative of your support, Jack and Barbara will not be able to attend the Play Yellow Family Golf Day events. We are able to offer their image and likeness to be used at your event through our digital assets and signage. All uses of their image need to comply with the standards set forth within the activation guide.

## ***How much money should our event raise for our local hospital?***

Annually, CMN Hospitals raises over \$29 million through the game of golf. Most of this money is raised in small increments at a time through various events and fundraising campaigns. Each course will be unique to its bandwidth to fundraise. We encourage our courses who want to participate in a Family Golf Day event to set a minimum goal of \$1,000. While this is our recommended minimum, we hope you can set your sights high and create the greatest impact possible for your local children's hospital.





# Play Yellow

Family Golf Day

Celebrate with us on  
**June 7th, 2020**

## HAVE QUESTIONS?

cmnhelpdesk@cmnhospitals.org  
866-951-CMNH

**playyellow.org**



## Why Yellow?

In the late '60's, Jack and Barbara Nicklaus had a family friend named Craig Smith. Craig was stricken by Ewing Sarcoma as a young teenager. As he battled the disease

Jack and Barbara looked to support Craig and his family in many ways. One way in particular was for Jack to wear a shirt in Craig's favorite color, yellow, which Craig said brought Jack luck from week to week. Over the years Jack could be seen wearing yellow on tournament Sundays, and major Sundays in particular.

Who can forget Sunday of the 1986 Masters? Inspired by Jack's and Craig's relationship, Play Yellow, with the partnership of many, strives to raise \$100 million over the next 5 years, in which all funds will benefit the Children's Miracle Network Hospitals' member hospitals and their patients.