

# 2016 Volunteer Challenge Best Practices

## Tournament: Valspar Championship

**Best Practice Item:** Charity Involvement

**Tournament Contact:** Tracy West – twest@thecopperheads.org

**Summary** – The Valspar Championship won the 2016 PGA TOUR Volunteer Challenge sponsored by Myrbetriq® (mirabegron). This is due primarily to the involvement of the charities participating in the Volunteer Challenge. Dorothy Christman, a Valspar Championship volunteer, ended the week with 9,310 votes. This was primarily the result of her networking with Big Cat Rescue, one of the participating charities. Dorothy connected with Big Cat Rescue and the charity took social media by storm promoting her participation in the Volunteer Challenge.

## Results

The total number of Volunteer Challenge votes for the week was 14,604.

**Additional Information:** The Barclays also utilized the same tactic of involving the charities. Lead volunteer, Robert Dow, aligned with the American Cancer Society and was in constant communication with them to help promote the program. The American Cancer Society posted on social media and distributed a press release regarding the program. The Barclays finished with 6,114 votes and the winner of the Volunteer Challenge was Robert Dow. The American Cancer Society helped its organization receive the \$10,000 donation by getting involved and supporting Robert in his efforts on their behalf.

**AMERICAN CANCER SOCIETY HAWAII PACIFIC**

HOME SERVICES HOPE LODGE VOLUNTEER DONATE ABOUT THE SOCIETY CANCER.ORG LOCAL EVENTS

**PGA TOUR volunteer needs your vote to raise \$5,000!**  
Posted on July 26, 2016 by Lani Albanza

Help us raise funds for the Society by voting for Robert Dow, president of Perks and volunteer in the PGA TOUR Volunteer Challenge!

As part of the PGA TOUR's The Barclays championship, Robert, a long-time The Barclays tournament volunteer, is participating in the PGA TOUR Volunteer Challenge. From now until Saturday, August 27, you can help keep Robert in the lead by taking less than 1 minute to VOTE!

The winner of this fun, friendly race-for-one competition will have the chance to present a check for \$5,000 to the approved charity of their choice. Robert has selected the American Cancer Society as his chosen charity, and says the following in his reasoning:

"This cause is near and dear to my family. My wife is a five-year breast cancer survivor, my mother-in-law is a 32-year breast cancer survivor, my wife's grandmother died from ovarian cancer, and my sister-in-law was just diagnosed with cancer. We live with this terrible disease every single day and we are hopeful that a cure will be found."

**Hawaii Pacific**

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PGA TOUR volunteer needs your vote to raise \$5,000!

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**Help support robert dow in the PGA TOUR Volunteer Challenge at The Barclays.**

Check out the Volunteer Challenge website and register as a supporter to help improve their chances for a \$10,000 charitable donation to be made in their name. #YouVoteCharitiesWin#YouVoteCharitiesWin

TOURCHALLENGE.COM

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# 2016 Volunteer Challenge Best Practices

**Tournament:** The Honda Classic

**Best Practice Item:** Motivated Chairman – Jim Coleman

**Tournament Contact:** Russ Evans - Russ.Evans@img.com

## Summary

The Honda Classic Volunteer Chairman, Jim Coleman, attended every volunteer training session on-site. He was knowledgeable about the Volunteer Challenge and after every presentation, he jumped right in pushing volunteers to get involved and was able to reach the volunteers on a personal level. Jim also had a presence in the Volunteer HQ manning the booth all week and encouraging sign-ups. Jim was also instrumental in assisting to register the most volunteer participants in the Volunteer Challenge among the 16 participating tournaments. The take away in the HQ is that the booth needs to have an educated and outgoing person all week in order to increase participation and motivate participating volunteers to actively pursue votes.

## Results

The total number of Volunteer Challenge votes was 8,885, and the total number of participating volunteers in the Volunteer Challenge was 374, more than double the number of participants of 13 other events.

## Additional Information

Jim Coleman was part of the Volunteer Challenge video.  
Images:



Pictured Left: The table The Honda Classic has set up at every volunteer training thanks to Jim Coleman



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# 2016 Volunteer Challenge Best Practices

## **Tournament: AT&T Byron Nelson**

**Best Practice Item:** Motivational Video

**Tournament Contact:** Missy Wilson - MWilson@salesmanshipclub.org

### Summary

The AT&T Byron Nelson tournament staff and the Momentous Institute created a great motivational video in which Peggy Nelson, wife of the late Byron Nelson, gave a call to action for volunteers to get involved. The video was used very effectively during volunteer training sessions and a link to the video was also included in eblasts and emails to prospective and participating volunteers.

### Results

The total number of Volunteer Challenge votes for the week was 4,140.

## **Tournament: Shell Houston Open**

**Best Practice Item:** Voting Kiosk – iPads With Stands

**Tournament Contact:** Susan Magalee - smagalee@hga.org

Summary – During tournament week, the Shell Houston Open provided iPads on stands for spectators and volunteers to vote in the Volunteer Challenge. This was a convenient way to drive attention to the Volunteer Challenge and an easy way for spectators to get involved.

### Results

The total number of Volunteer Challenge votes for the week was 2,799.

## **Tournament: Zurich Classic**

**Best Practice Item:** Motivated Tournament Staff

**Tournament Contact:** Allison LaBonte – alabonte@forekidsfoundation.com

Summary – Throughout the Zurich Classic’s involvement with the Volunteer Challenge, the tournament team remained extremely motivated, and it showed in its results. When the Challenge was nearing an end and Zurich Classic realized it was in fifth place with an opportunity to try and get into the top three. The tournament really made a push by communicating frequently with participants and increasing its on-course presence by having iPads readily available for voting.

### Results

The total number of Volunteer Challenge votes for the week was 5,921.



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# 2016 Volunteer Challenge Best Practices

**Tournament: Constellation SENIOR PLAYERS**  
**Best Practice Item: Bi-weekly E-blasts**

**Tournament Contact:** Charma Harris – CharmaHarris@pgatourhq.com

**Summary** – The Constellation SENIOR PLAYERS kept a strong line of communication from day one. It continued to communicate with its volunteers throughout the Challenge with bi-weekly e-blasts.

## **Results**

The total number of Volunteer Challenge votes for the week was 7,143.

**Tournament: THE PLAYERS**

**Best Practice Item:** Additional Incentive Dollars

**Tournament Contact:** Jen Hendrich – JenHendrich@pgatourhq.com

**Summary** – THE PLAYERS offered a great incentive package to their volunteers:

- **1st PLACE** - \$2,000 to the charity of the winner's choice located within the five-county NE Florida area, plus a flat screen TV.
- **2nd PLACE** - \$1,000 to the charity of the winner's choice located within the five-county NE Florida area, and a tablet device.
- **3rd PLACE** - \$500 to the charity of the winner's choice located within the five-county NE Florida area, plus a signed pin flag.

Proper promotion and marketing of the Volunteer Challenge, combined with an exciting incentive package, can help to significantly boost volunteers' morale and motivation.

## **Results**

The total number of Volunteer Challenge votes for the week was 5,879.