



FCA MID-ATLANTIC RYDER CUP

2013 Play Book

"Impacting the World for Christ through athletes and coaches"

June 3rd, 2013
Chesapeake Bay Golf Club
Rising Sun, MD

NAME: _____

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FCA MID-ATLANTIC

2013 Ryder Cup Golf Tournament

Dear Ryder Cup Participant:

Thank you for your commitment to play in the Annual FCA Mid-Atlantic Ryder Cup on June 3, 2013 at Chesapeake Bay Golf Club in Rising Sun, Maryland.

You are going to have a blast participating in this event! This year we are going to be playing in a Ryder Cup Format. The sheer magnitude of playing golf all day in a Ryder Cup format will give you a major adrenaline rush! In addition, you will be competing for exciting prizes and making new friends. You'll receive plenty of food and soft drinks throughout the day! You will also receive a golf shirt and other gifts, and be eligible for incredible prizes. And while you're having all this fun, you'll be making a tremendous difference in the lives of many young people.

This year, our goal is to raise \$100,000 with 50 participating golfers! These monies will allow us to expand the ministry and touch many more lives.

The monies raised this year will support FCA's Regional Ministries and help us achieve our goals of:

- 1. Presenting the gospel to young athletes through our camp and breakfast outreach programs;***
- 2. Ministering to coaches, professionals, spouses and parents;***
- 3. Partnering with FCA staff, churches, and other ministries, equipping them to utilize FCA to impact the world for Christ.***

Please read the next few pages to get a more in-depth explanation of the FCA Ryder Cup. Thanks again for your willingness to get involved and to invest in kids.

In His Grip,



Brian Hubbard

FCA Lacrosse Executive Board Member
FCA Maryland Coach and Huddle Leader

2013 RYDER CUP

The FCA Ryder Cup at Chesapeake Bay Golf Club will be comprised of a field of over 50 golfers on June 3, 2013. Every golfer will have a golf cart. We will split the participants into two teams. If you have recruited a partner to participate in the event with you, we will place you and your partner on the same team.

Chesapeake Bay Golf Club is an incredible public course located in Rising Sun, Maryland and offers a challenging yet rewarding opportunity.

Each golfer will be asked to do three things:

- 1. Commit to put forth your best effort to reach the pledge goal of \$1,500;***
- 2. Commit to sponsor yourself for \$100 or more, and;***
- 3. Identify a partner that you can team up with and that will commit to the two requirements outlined above.***

Golfers in the Ryder Cup have a no-cost day. Your golf fees, cart fees, gift package, meals, snacks, and soft drinks are all COMPLIMENTARY! Each golfer that raises certain pledge levels also will receive incredible prizes.

COMMON QUESTIONS

What do you mean by a Ryder Cup Format?

This year we will divide the participants into two teams. Each participant will pair up with a partner and represent their team by competing in three different "match play" matches during the day. Each participant will play in a Two Man Scramble and alternate shot team match, and finish the day with a better ball match no putting.

How many holes of golf do I actually play?

Each golfer will technically play 54 holes (or three full eighteen hole rounds of golf) during the day, which totals 108 holes of golf between you and your partner. We estimate that the golf will take approximately eight hours. We plan to wrap up the day by 5:00 pm!

Do I have to be a good golfer?

No, but you need to be able to swing the club and keep up with the pace of play. This is the one golf event that combines the area's best golfers and worst hackers!

What's in it for me?

You mean besides the fun of playing on a great course all day? Or incredible giveaways and prizes? Or the thrill and challenge of doing something you've never done before? Or the free golf package that you will receive? Or all the food and soft drinks you want? Or, maybe it is knowing that you will be making a tremendous impact on the lives of young people?

What about the prizes?

THIS YEAR'S PRIZES ARE INCREDIBLE! Everyone who reaches a certain level will be eligible to receive the following prizes.

Incentive Levels:

Top Fundraiser receives a set of PING irons.

\$10,000 Level:	Set of irons, Driver and Putter of your choice (Up to \$1000 value) or \$1000 Gift Card to Dick's Sporting Goods, plus scholarship kids to camp!!
\$7,500 Level:	Set of irons, of your choice (Up to \$750 value) or \$750 Gift Card to Dick's Sporting Goods, plus scholarship kids to camp!!
\$5,000 Level:	\$500 Gift Card to Dick's Sporting Goods, plus scholarship kids to camp!!
\$4,000 Level:	\$400 Gift Card to Dick's Sporting Goods, plus scholarship kids to camp!!
\$3,000 Level:	\$300 Gift Card to Dick's Sporting Goods, plus scholarship kids to camp!!
\$2,500 Level:	\$250 Gift Card to Dick's Sporting Goods, plus scholarship kids to camp!!
\$2,000 Level:	\$150 Gift Card to Dick's Sporting Goods, plus scholarship kids to camp!!

How is the Ryder Cup run?

Registration will begin at 6:30 am (with coffee, juice, and bagels to get you started). At 7:30 am, the golf will begin with a shotgun start. You will be paired up with your partner, but each of you will have your own private cart. Once every team is on their assigned hole for their first match, you will start playing. The goal is to safely play your matches at a brisk pace. Golfers are encouraged to bring a caddie, if desired. Suggestions for caddies are spouses and children.

How am I going to raise \$1,500 in pledges?

Although it sounds like a daunting task, you can be assured that \$1,500 is an attainable goal. That's 30 people pledging \$50 each or 60 people pledging \$25 each. Pledges can be from friends, family, your church, your work, etc. - start with your Christmas mailing list.

Use the "***Mailer Pledge Letter/Brochure***" (enclosed in Play Book) when you are asking for pledges by e-mail or in person. Additional "***Mailer Pledge Letters/Brochures***" are available through our office. Have your sponsors return the pledge card to YOU so that you can track all monies raised, because you will turn in this completed form on the day of the Marathon.

<p><i>Sponsors send the Pledge Letter/Brochure back to You and NOT to the FCA office. Transfer all information from the Mailers to the "Sponsor/Pledge Form" in the back of this manual.</i></p>

Please record all information on sponsors. You can develop your own tracking system on the computer, but make sure that all information is clearly recorded. Remember to mention what the

money is being raised for - the kids! Potential sponsors do not have to be familiar with the FCA ministry. However, they need to know that you are committed to helping kids. People are interested in helping needy youth go to an FCA Summer Sports Camp. Remember that your excitement will be contagious!

What is a Hole Sponsor?

For \$1000, \$500 or \$250 someone can become a corporate sponsor. Here is what the corporate sponsor look forward to:

- \$250 The sponsor will receive one hole sign during the day of the event and recognition in all tournament materials.
- \$500 The sponsor will receive two hole signs during the day of the event, recognition in all tournament materials.
- \$1000 The sponsor will receive two hole signs during the day of the event, recognition in all tournament materials.

Do I have to collect the money?

No, you can direct people to your own unique secure giving page that will be created by FCA allowing people to give online. You will also be able to collect credit card information on the sponsorship form or you can collect a check to turn in with your commitments. Just turn in your "Sponsor/Pledge Form" with **COMPLETE** information (name, address, phone number) and any money collected on the day of the Marathon.

What if it rains?

Rain, snow, or locusts, we will play unless there is lightning, at that point we will take a short break!

EVENT FORMAT

Here's how the event format will work this year with the Ryder Cup:

- ❖ You and your partner will be placed on one of two teams (White or Blue Team) for the day. If you do not have a partner, you will be matched up with a partner, and placed on one of the teams.
- ❖ You and your partner will play in three match play 18-hole matches during the day. You will be trying to win points for your team through your matches.
- ❖ In the first match, you and your partner will play in a two-man scramble against an opposing two-person team. Each team member will hit and then you will both hit from the best shot until you have holed the ball. You will compare your score to the other teams score and the better score receives a point for the hole. You will play the match as an 18-hole match play event.
- ❖ In the second match, you and your partner will play in an alternate shot format against an opposing two-person team. Each team will play only 1 ball, and you and your partner will take turns hitting shots until the ball is in the hole. Note that you and your partner will take turns teeing off on a hole (e.g., you will always tee off on odd numbered holes, while your partner will always tee off on even numbered holes). You will play the match as an 18-hole match play event.
- ❖ In the third match, you will each play your own ball and the best score of the two will be compared to the best score of your opponent. The fun twist is that you score will be when you reach the green. This should add fun, as it will be very possible to receive a one on par threes.

Every single hole is worth one point. Each match will be worth 18 possible points.

How Do I Get Started?

1. Contact Brian Hubbard at 410-891-3059 or bhubbard@kaig.com and let Brian know you want to play.
2. Fill out and sign the "2013 FCA Ryder Cup Commitment Card" (see attachment) and send a \$100 check to the FCA Office or go online to www.fcalax.com/golf to register. Once we receive the card and your check, your spot in the Marathon will be reserved. *Include your Fax number and e-mail address on the card* as we will be sending periodic updates and tips via e-mail.
3. Begin immediately contacting those who will be willing to support you. They could be family, friends, work associates, business contacts, fellow Rotarians or Kiwanians, people from your church, neighbors, and anybody else that comes across your mind. If you send the mailers, follow-up with a phone call. A sample conversation might sound like this:

"Tom, you're not going to believe this, but I'm going to play in a Ryder cup event on June 3rd, where I'll be playing golf all day to raise money for kids. It's actually a Ryder Cup Marathon event held by the Fellowship of Christian Athletes Ministry. This organization helps build positive values into young people through sports, camps, and huddles. They are working with many young people in the area. And I can't be a part of the Marathon without your help.

I would like you to consider sponsoring me. I am sponsoring myself for \$100. Some people sponsor me for more than this amount and some less. But, I can't do it without your help. Would you be willing to sponsor me?"

4. A sample e-mail to request a pledge (which would accompany the pledge brochure) might sound something like this:

"Joe, I have a favor to ask..... would you consider sponsoring me this year when I play in the FCA Ryder Cup on June 3rd The event is to raise money for the Fellowship of Christian Athletes (FCA), an organization that I'm a big believer in. The money from this event goes to support various FCA Youth Camps throughout the region, which are weeklong camps for kids. These camps build positive values into young people through sports, and have changed the lives of many young people over the years.

I'm sponsoring myself for \$100 this year, and was hoping you would consider some type of donation (\$50, \$100, or any other amount you would feel comfortable with). ANY amount would be greatly appreciated. Thank you for considering this request. Let me know your thoughts when you get a chance. "

THINGS TO REMEMBER

- ❖ Complete your Sponsor Pledge Forms including a complete name, address, and phone number for all supporters prior to the day of the Marathon.
- ❖ Any checks you have - bring them with you. Turn them in at check-in.
- ❖ Collect as many pledges as possible to simplify our collection requirements.
- ❖ Things to bring: golf gloves, hat, sunglasses, sunscreen, and yourself.
- ❖ Bring WARM clothes if it's going to be cold. If RAINY - dress for the weather.
- ❖ Registration at 6:30 am. We will have a brief meeting after registration and go out and begin to play.
- ❖ If you ARE DRIVING A LONG WAY, you may want to spend the night in a hotel in the area. Call the FCA office for more information.
- ❖ It will be a great day! God will be smiling on us. Thank you for your efforts to keep the FCA Ministry growing.

Prospective Sponsors

Work	<ul style="list-style-type: none"> - People to whom I report - People who work for me - Co- Workers - Workers in other departments - Outside people I talk to - Suppliers
Neighborhood	<ul style="list-style-type: none"> - Members of the Neighborhood - Neighbors on both sides - Neighbors who have moved - Neighbors across the street
People who service me	<ul style="list-style-type: none"> - Service Station - Firemen - Gardener - Housekeeper - Exterminator - Electrician - Policeman - Milkman - Diaper service delivery - Waiter/Waitress - Dry Cleaners - Bottled Water Rep. - Auto Repair - Cable Installer - Plumber - Pool Maintenance - Meter Reader - Mail Carrier
Religious Organizations	<ul style="list-style-type: none"> - Religious Education Directors - Minister/ Priest - Youth Workers - Fellow church members
Professional Relationships	<ul style="list-style-type: none"> - Meter Reader - Dry Cleaners - Mail Carrier - Diaper Service - Cable Installer - House Keeper
Social Contacts	<ul style="list-style-type: none"> - New and old acquaintances - Members of my country club - People I met at the last party - Regular dinner Party group - Church small groups
People who sell me Products	<ul style="list-style-type: none"> - All door to door or party plan salespeople- Mary Kay, Tupperware, Jewelry
Organizations	<ul style="list-style-type: none"> - Church - Girl Scouts - Local FCA - Rotary, Kiwanis - Lodges, Moose, Elks - YMCA/ YWCA - Boy Scouts
Sports Organizations	<ul style="list-style-type: none"> - Bowling team - Teammates - Racquetball partners - Tennis Partners - Fitness Center - Golf buddies
School Contacts	<ul style="list-style-type: none"> - Teachers - Parents of children's friends - Alumni Association - Former Association - PTA
People I Have Bought these Products From	<ul style="list-style-type: none"> - Dry Cleaners - Contractor - Babysitter - Druggist - Realtors - Tax service - Banker - Carpet cleaner - Shoe Store - Health spa - Appraiser - Grocer - Gift shops - Video Club - Travel Agent - Rental stores - Vehicle Salesperson - Show Repair - Bakery - Furniture Store - TV repair man - Photographer - Upholsterer - Department stores - Insurance Agent - Laundry - Hardware store - Child Care Provider - Printer - Florist - Wallpaper store - Hair stylist - Convenience Store



Fellowship of Christian Athletes

Playing To Win...

Dear

On June 3rd, 2013, I will be playing in the Annual FCA Ryder cup. This year's Ryder Cup will utilize a team concept, and my partner and I will together play 3 rounds of golf in a Ryder Cup format. Sounds like fun, doesn't it?

The Best part though, is that all of the funds raised will allow FCA to continue its tremendous impact for youth Camps, Coaches, and Team Bible Studies.

You can begin to make a substantial difference in the lives of thousands of young people by sponsoring me. And the funds raised go directly to help the FCA efforts. That's why I'm involved! This is a unique fundraiser that has low costs and larger results.

I am personally committed to raising \$1,500! (That's another reason I really need your help.) In addition, I have already sponsored myself for at least \$100. I would love for you to partner with me by choosing on of levels listed below.

Thanks in advance for helping FCA.

Please fill out the sponsorship form below and send it, fax it, hand it to me in person or fill out a sponsorship form online at www.fcalax.com/Events/June/RyderCup/Donate.lsp.

DETACH HERE

Yes! I agree to sponsor

(GOLFER'S NAME)

in the **FCA Ministry Ryder cup.**

FIRST NAME

LAST NAME

SPONSOR'S NAME (COMPANY, INDIVIDUAL, OR ORGANIZATION)

STREET ADDRESS

CITY

STATE

ZIP

AREA CODE

PHONE NUMBER

EMAIL

Please make checks payable to: FCA (All contributions are tax deductible.) Mail to: 913 Ridgebrook Rd, Suite 300 Sparks, MD 21152

- \$500: Champion Sponsor
- \$200: Ace Sponsor
- \$100: Eagle Sponsor
- \$50: Par Sponsor
- \$ _____ /Special Gift

Payment Enclosed Bill Me

VISA MasterCard Discover

SIGNATURE: _____

CARD #: _____

NAME ON CARD _____

EXPIRATION DATE: ____/____/____

My employer has a matching gift program for which my pledge is \$ _____

A Game Plan for Success.....

No athlete or athletic team has achieved their goal of victory by working alone. Every successful effort requires a game plan and teamwork. The same applies to the lives of young people. IF they are to win in life, we must all work together for them and with them.

You have the unique opportunity to invest in the lives of hundreds of high school and college students by sponsoring a hole in the FCA Ryder cup. Your sponsorship will help today's young people.

We hope you will support the FCA Ministry by....

Reaching adults and youth through FCA programs

Minister to coaches, professionals, spouses and athletes

Having young athletes attend summer camps and breakfast outreach programs



FCA 2013 Ryder cup Corporate Sponsorship

Chesapeake Bay Golf Club,
Rising Sun, MD June 3rd, 2013

Hole sponsorship packages.....

- \$1,000 Championship Sponsor:** 2 Sponsorship hole with proper signage, recognition in all FCA Golf Ryder Cup Material, 1 table to sponsored in your name (for a local high school golf team) for the TPC "Breakfast with the Pros" featuring Tom Lehman and 4 tickets to the breakfast event.
- \$500 Ace Sponsor:** 1 Sponsorship hole with proper signage, recognition in all FCA Golf Ryder Cup Material, and 2 tickets to the FCA Breakfast with the Pro's event featuring Tom Lehman.
- \$250 Eagle Sponsor:** 1 sponsorship hole with proper signage and recognition in all FCA Golf Ryder Cup Material.

All sponsorships are a tax-deductible contribution to FCA.

Yes, I would like to be a Hole Sponsor

NAME AS IT WILL APPEAR ON THE SIGN _____		Sponsorship level _____
Contact Name _____	E-mail _____	
Phone _____	Fax _____	
Address _____		
City _____	State _____	Zip _____

For More Information on becoming a hole sponsor, please contact:

Brian Hubbard
bhubbard@kaig.com or (410) 891-3059

FCA
913 Ridgebrook Rd, Suite 300, Sparks, MD 21152
<http://www.fcalax.com>

Payment Information

Please make check payable to
FCA

913 Ridgebrook Rd, Suite 300, Sparks, MD 21152

- Check Enclosed
- Master Card
- Visa
- American Express

Name on Card _____ Expiration Date ____/____/____
Card Number _____ - _____ - _____ - _____
Billing Address _____
City _____ State _____ Zip _____

2013 FCA RYDER CUP COMMITMENT CARD

CHECK THE BOXES & SIGN:

- Yes, I agree to participate in the Ryder Cup. I believe I can reach the pledge goal of \$1,500 and hereby commit to put forth the ultimate effort for FCA. My personal goal is to raise: \$_____.
- Yes, I agree to sponsor myself for \$100 (minimum) and understand that I am to have my sponsorship campaign in full swing within my first week of signing up.
- Yes, I agree to try to find a partner with whom to play that will also commit to the above two requirements.

Signature _____ Name _____
(Print) _____

Address _____ Zip Code _____

Cell #: _____

Home #: _____

E-mail: _____ Shirt Size: M L XL

Please send this commitment form back to the Brian Hubbard at
bhubbard@kaig.com or mail to:
FCA Ryder cup
Attn: Brian Hubbard
913 Ridgebrook Rd, Suite 300, Sparks, MD 21152