



Hearts Rescued / Freedom Gained

True Pursuit Golf Marathon

Instruction Manual

The Golf Marathon is our primary fundraising event

The Purpose: True Pursuit exists to rescue the hearts of men and help them gain freedom.

The Mission: True Pursuit, Inc is a ministry to men and their families. We started in Southeast MI, and continue see hundreds of men impacted here around the country. We believe the best way to reach men is to provide safe environments where they can have authentic relationships and the freedom to be honest about their lives. This happens in one-on-one meetings, small gatherings, mentoring leaders, Awakening Events, providing spiritual growth resources and providing our introductory weekends we host each year in Michigan (Spring) and the Northeast (Fall).

Summary for Participants

What is It?

A one day, annual golfing event where golfers can play, caddy, or “virtual caddy” 100 holes of golf for the only fundraising event of True Pursuit.

Terminology

Player – a golfer, good or otherwise, who will be attempting to play 100 holes of golf for the day and raises funds for True Pursuit

Caddy – a person who may or may not move out of the golf cart to physically support the golfers but is there to enjoy the day and raises funds for True Pursuit

Virtual Caddy – a person who would like to be at the Golf Marathon but for whatever reason cannot attend, however, they want to raise funds for True Pursuit

When is It?

TBD

How do I Participate?

Whether you play, caddy, or “virtual caddy” you can reach the goal of raising at least \$500 by:

1. Obtaining pledges for every hole of golf you play, caddy, or virtual caddy, **OR**
2. Obtaining one-time donations for the event

Why 100 Holes?

It seemed like a good number, and it has worked for years! It’s a full-day of golf, so ibuprofen is recommended. There are a few liberal rules to keep play moving.

What Do I Do to Get Sponsors?

1. Register for the event: (Player, Caddy, or Virtual Player) Call Pete Emhoff 734.904.4476 or email him at pete@truepursuit.org.
2. Get Sponsors: The success of this event depends on how much effort you put in to getting sponsors. We ask each player to try to get a minimum of \$500 in sponsorships. The maximum is up to you. Here is a suggested process.

- a. Make a list of potential donors you want to contact.
 - b. Email a sponsor letter (Samples provided in the Addendum).
 - c. Call each person within a week to 10 days after initial contact. Ask if they received your letter and if they would like to sponsor you. **This call is crucial!** Remember, they will sense your enthusiasm.
 - d. Ask for referrals. Ask them if they would introduce you to their friends who might also want to help.
 - e. Keep brainstorming! As you go about your day, think of people you can ask to sponsor you. The more people you ask, the more support you will raise.
3. Record Donations: Please provide the contact information and pledge amounts on the Sponsor Sheet (Sample attached in the Addendum). Please bring to the Golf Marathon or email to Pete Emhoff at pete@truepursuit.org
 4. Collect the donations: It is your responsibility to follow up with the people that pledged to you and communicate the amount of holes completed and the payment options below.

Since True Pursuit, Inc. is a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code, donations of \$25 or more are recorded and are tax deductible for federal income taxes. Donations are accepted by:

- a. PayPal through <http://truepursuit.org/support/>. Ask them to note that they are sponsoring you.
- b. Check, made out to True Pursuit, Inc. Please bring to the Golf Marathon or mail to 7233 Dexter Ann Arbor Road | Dexter, MI 48130

What Do I Do on the Day of the Event?

Whether you are playing or caddying show up at **Pine View Golf Club on TBD**, and be ready to play 100 holes of golf. Bring your completed Sponsor Sheets (Addendum), band-aids, ibuprofen, and encouragement.

TENTATIVE schedule for the day is as follows:

- 7:30 A.M. Players arrive and stretch
- 8:00 A.M. Play Begins
- 12:30 P.M. Grab Lunch (on-the-go due to ensuring stiffness)
- 6:00 P.M. Grab a quick bite at Aubree's (optional)

Helpful Hints

Ask! You'll be amazed at how willing people are to sponsor you once you tell them about the event and True Pursuit's purpose and events.

Talk about True Pursuit and the Golf Marathon! You never know when you might run into someone who is looking to support a positive effort to help men and their families. This is the only annual fundraising event of True Pursuit.

Review the Sample Letters (Addendum)! These letters are created for your use! The red letters are places to put your personal response or info (and then turn them back to black text). The rest is set and ready to go. Attach the letter to your email or copy and paste (text only) right into your email.

Review your contact list! Spend some time reviewing your contact list and determine whom you email and those with whom you want to make special contact with in person. Write legibly! Writing your sponsor's information clearly will make the collection process run smoothly.

For more information about True Pursuit check out:

www.TruePursuit.org

Suggested Amounts to Pledge

\$0.50 per hole - maximum of \$50.00

\$1.00 per hole - maximum of \$100.00

\$2.00 per hole - maximum of \$200.00

\$3.00 per hole - maximum of \$300.00

\$5.00 per hole - maximum of \$500.00

A flat pledge of any amount ___\$50 ___\$100 ___\$200 ___\$500 ___other \$_____

Addendum

Sample Sponsor Letter #1 – From A Golfer

True Pursuit is a ministry committed to creating safe environments where men can be honest about what is really going on in their lives. When a man is given a safe environment to be honest with other men, with God, and with himself; it opens all kinds of opportunities for him to receive the breakthrough, healing and restoration that he desperately needs in his life and relationships.

In an effort to raise the necessary funds to keep this mission moving forward, True Pursuit is hosting a Golf Marathon on **Date TBD** at the Pine View Golf Club in Ypsilanti, MI. The Golf Marathon is similar to a walk-a-thon, but instead of seeking pledges for every mile walked, I am seeking pledges for every hole of golf I play. My goal is to play 100 holes of golf during the one-day Marathon!!! I have committed to raise at least \$2,000 for True Pursuit through this event. Will you please help me reach my goal with a flat pledge or \$0.50 or \$1 pledge per hole? Together, we can enable True Pursuit to keep reaching out to men and their families with the message of healing and restoration.

Simply return this form to me indicating how much you would like to pledge per hole. (You may also pledge a flat amount if you prefer.) After the event, while I am icing my lower back, True Pursuit will send you a letter informing you of how many holes I finished. You can then send a check directly to them. True Pursuit is a non-profit organization, so your gift is completely tax-deductible. You will receive a receipt for your donation.

Thank you very much,

----- PLEDGING INSRUCTIONS Detach and Return by mail to -----

Golfer's address: _____

Yes, I will sponsor (Name of Golfer) _____

Name: _____ Phone _____

Address _____ City _____ State _____ Zip _____

Circle your Pledge Amount per Hole .50 1.00 2.00 other: _____ (100 holes maximum)

OR

Flat Total Pledge \$ _____

Thank you for supporting the ministry of True Pursuit and the men whose lives are being restored.

Sample Letter #2 – From a Golfer

Well, it's that time of year again... I'm writing to ask for you to support my participation in the True Pursuit Golf Marathon.

On **Date TBD** a small group of guys will be playing 100 holes of golf at Pine View Golf Club in Ypsilanti, MI, to raise funds for True Pursuit. This will be our 8th annual Golf Marathon, and many of you have pledged your support during past "marathons." Thank you!

A Golf Marathon is similar to a walk-a-thon, but instead of seeking pledges for every mile walked, I am seeking pledges for every hole of golf I play. I expect to play 100 holes, hence the "marathon" aspect.

True Pursuit, Inc. is a Christian, non-profit organization that is focused on transforming men's lives (for the better, of course). My great friend Pete Emhoff founded the ministry in 2005, and we have an active Board of Directors (myself included) that support Pete and get directly involved in the work of the ministry. We are a small organization that is supported entirely by charitable donations. The donations raised from Golf Marathons have become the main way we raise that last portion of our budget.

True Pursuit just celebrated its 12th anniversary and it is stronger than ever. I continue to be amazed at what this little ministry can accomplish, both directly through interactions with hundreds of men and indirectly through the ripple effects from those men's lives – on their families, loved ones and friends. True Pursuit offers men safe places to discuss their challenges, helps them heal and discover their God-given strengths and gifts, and encourages them to find other men to walk alongside them as they embark on a journey from brokenness towards clarity and purpose. We do this through one-on-one meetings, weekend retreats, extended transformational "expeditions", discussions around a fire pit, and many other ways. If you'd like to read about what others are saying about True Pursuit, click on this link <http://truepursuit.org/story/>. To learn more, please contact me.

Can you support me in this event by making a financial pledge? Perhaps you could consider \$1.00 or \$0.50 per hole (that should equate to \$100 or \$50 when I'm done). If you can't pledge that much, please consider pledging what you can. If you are inspired to pledge more, please

do so. As always, there's no need to reply if you can't give or think I'm crazy for asking. Pledging instructions are at the bottom of this email.

True Pursuit and I are grateful for anything you can do to help.

----- **Pledging Instructions** -----

Option 1 (Pledge by Email):

Please hit your reply button, fill in the blanks below and then send your reply to me to indicate your pledge.

If you have any problems typing information into the blanks, alternatively just type this information at the beginning of your email reply.

Yes, I will sponsor Ross Martin in the 2016 True Pursuit Golf Marathon, as follows:

Name: _____

Address:

Street: _____

City _____ State _____ Zip _____

Telephone: _____

Place an "X" in the blank next to your Pledge Amount per Hole (100 holes maximum):

_____ \$0.50

_____ \$1.00

_____ \$2.00

_____ Other amount: _____ (type in amount in this blank)

OR

Flat Total Pledge \$ _____ (type in amount in this blank)

I will contact you after the event to let you know how many holes we played and provide payment instructions for your pledge.

Option 2 (Pay a Flat Total via PayPal):

If you'd rather just pledge a flat amount (don't care how many holes we play), you can send in your contribution via PayPal, by clicking on this link (<http://truepursuit.org/support/>) and following the instructions (please add a notation saying something like "Golf Marathon – Ross Martin").

True Pursuit, Inc. is a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code, and your donation is tax deductible for federal income taxes.

Sample Letter #2 – Caddy (Flat Pledge)

I am asking for your support for my participation in a Charity Golf Event for True Pursuit, Inc., (www.TruePursuit.org) a non-profit ministry I have been involved with for years.

While some of the golfers are seeking pledges per hole, I am asking you to consider pledging to sponsor me with a donation of \$100, \$200, or whatever you are inspired to pledge. The sponsor form is attached or you can donate on-line and note that you are sponsoring me. The deadline is **DATE**.

True Pursuit is based on the belief that men need safe environments where they can be honest about what is really happening in their lives. We find that this environment leads to authentic conversations about life and spirituality.

I have a vested interest in True Pursuit. While in many ways this ministry is small for a non-profit, it has a significant impact. The organization is funded primarily by donors who make monthly or yearly commitments. Each year the **Golf Marathon** plays an important part of the budget by filling in the gaps and opening new doors for the future. We have some exciting programs we are launching.

Thanks in advance for considering my request.

True Pursuit is a non-profit organization; your gift is completely tax-deductible.

Please respond by **DATE**

Options to donate:

1. Online: PayPal at www.TruePursuit.org | follow the link "Support" Mention that you are sponsoring Mark.
2. Scan the form and email it back to me at mark@nexecutegroup.com Send the check prior to or after the Golf Marathon.
3. Scan the form and send it back with a check via slow mail.

You will receive a receipt for your donation.

----- Detach and Return by **DATE** to -----



Yes, I will sponsor NAME

No, I won't sponsor NAME but will give a tax-deductible donation to True Pursuit 😊

Name _____
Address _____
City _____ State _____ Zip _____
Phone _____ Email _____

My pledge for the 2013 True Pursuit Golf Marathon is:

___\$50 ___\$100 ___\$200 ___\$500 ___other \$_____

Sample Letter #3 – From a Virtual Caddy

I am writing to ask for your financial support for True Pursuit, by sponsoring me for the 8th annual True Pursuit Golf Marathon. This event will be held **Date TBD** at Pine View Golf Course in Ypsilanti, Michigan.

I am unable to participate in the Golf Marathon this year but I love the True Pursuit ministry and want to be a part of raising funds. So, I am taking on the role of a “virtual caddy. As a virtual caddy, my job is to help those playing by carrying some of the load of raising financial support for the event.

True Pursuit, led by Pete Emhoff (founder) and a very active Board, is a little Christian organization that has been dynamic, ground breaking and impactful to many hundreds of men, including me. True Pursuit continues to expand its reach and offerings, and it seems as each year passes my desire to be involved with the organization grows deeper. That’s because it is very authentic and honest, is guided by sound values, and it bears great fruit: *creating tangible, lasting transformation in the lives of men, that spills over to their family, friends and communities.*

I encourage you to look at the True Pursuit website (www.truepursuit.org) to learn more. Or call me – I’d be happy to tell you more about this organization.

A Golf Marathon is like a walk-a-thon, but instead of seeking pledges for every mile walked, I am seeking pledges for every hole of golf played. Those playing expect to play 100 holes, hence the “marathon” aspect. As a ‘virtual caddy”, I must trust in my players to complete the 100 holes. And my support will be for the “least among them” – that is, the least holes played by any of the players. But they’re all tough, so I expect they’ll reach the goal of 100 holes!

Can you support me in this event by making a financial pledge? Perhaps you could consider \$1.00 or \$0.50 per hole (that should equate to \$100 or \$50 if we reach 100 holes). If you can’t pledge that much, please consider pledging what you can. If you are inspired to pledge more, please do so. As always, there’s no need to reply if you can’t give or think I’m crazy for asking.

Pledging instructions are at the bottom of this email. True Pursuit and I are grateful for anything you can do to help.

Add the Pledge Instructions

Golf Marathon Sponsor Sheet

Player, Caddy, Virtual Caddy Name: _____ **Goal is at least \$500**

Sponsor Information <i>(please print legibly)</i>	Pledge per Hole	Flat Pledge	Total Pledge
Name _____ Phone _____ Address _____ City _____ State _____ Zip _____			
Name _____ Phone _____ Address _____ City _____ State _____ Zip _____			
Name _____ Phone _____ Address _____ City _____ State _____ Zip _____			
Name _____ Phone _____ Address _____ City _____ State _____ Zip _____			
Name _____ Phone _____			

Address _____ City _____ State _____ Zip _____			
Name _____ Phone _____ Address _____ City _____ State _____ Zip _____			
Name _____ Phone _____ Address _____ City _____ State _____ Zip _____			

Please Make Any Checks Payable to True Pursuit