

2024 ICS Putt Putt Virtual Team Guide



Saturday, June 15th

This year, the **2024 ICS Putt Putt Tournament** is more important than ever. In order for our staff to afford to live in the community in which they serve, we increased their pay to a more livable & equitable wage. We need our entire community come together and help us rise to this moment.

If you are not able to join us on the course this year, you can still be a part of the day! Help your neighbors experiencing hunger, homelessness and addiction by raising money for ICS with a **Virtual Putt Putt Team!!**

Simply set up your team page (directions below) and then share the link with your friends, family, neighbors, colleagues and networks, inviting them to give what they can to help provide food, shelter and basic hygiene survival services to the most vulnerable in the community.

This year, there will be a special prize for the Virtual Team that raises the most money!

Here are some tips and resources to become an ambassador for ICS and raise money for your team by inviting people to know more about the great work ICS does.

Thank you for making a difference in the lives of those who are experiencing hunger, homelessness and addiction!

If you have any questions or need assistance setting up your team, email info@icsseattle.org.

SET UP YOUR TEAM -

The first step is to set up your team on the ICS Putt Putt page. By doing this, you will have a unique link that you can share where people can give.

Go to the ICS Putt Putt page: <https://bit.ly/ICSPutt24>

- *Step 1: Click on the blue button that says “**Start Fundraising.**”*
 - ~ This will direct you to a step-by-step guide for creating your team’s fundraising page.

- *Step 2: Log-into the system.*
 - ~ You can log-in via Facebook or with your account.
 - ~ If you have given to ICS before through Network for Good, or participated at a previous ICS Putt Putt Tournament, you may already have a Network for Good account.
 - Otherwise, you will create a new account.

- *Step 3: Choose a photo for your fundraising page.*
 - ~ We recommend selecting an image that will get your friends, family & network excited to support your fundraiser!
 - (It is easier to choose your image when setting-up your team, although you can go back and edit it later.)

- *Step 4: Tell your story about why ICS matters to you and your community. Set your Team Fundraising goal; suggested \$1,000.*
 - ~ Under the “Primary Call to Action”, enter your team’s name.
 - ~ Feel free to use the information already provided for you in the Secondary Call to Action and your Personal Story - or get creative and make the page unique to you!
 - ~ If you are hosting a Virtual Team, please indicate “Virtual” here.

- *Step 5: Submit your fundraising page.*
 - ~ Once you have completed your page, ICS will get a notification. When your page is accepted, you will be notified that your page is live for all to see.

- *Step 5: Start sharing the link with your networks and fundraise for ICS!*

FUNDRAISING TIPS

Fundraising for Putt Putt is easy and fun. People like to help and most just need to be asked. So you are simply providing that opportunity by inviting them to know more about ICS and the people we serve!

1) **Create a list of potential donors**

- Family & relatives
- Friends & neighbors
- Work colleagues: current or past co-workers, other associates in your field who can relate to the importance of the work ICS does.
- Others:
 - ~ People you have donated to in the past
 - ~ People on your Holiday card list
 - ~ Businesses or vendors that you have an ongoing relationship with: hair stylist, dry cleaner, local restaurant or coffee shop, doctors, lawyers, etc.
 - ~ Church, Synagogue or other Religious Community: Faith communities often have funds for members who do service work.
 - ~ Your employer: Some businesses provide matching funds for staff who are donating to nonprofit organizations.
 - ~ Former roommates
 - ~ Former schools, clubs, favorite teachers, etc.
 - ~ Friends of friends, friends of family, etc.
 - ~ Local Businesses, Corporations or Companies: Many have funds set aside for contributions.

2) **Reach out to your list**

- Share an *ICS Putt Putt* post on your Facebook, Instagram, LinkedIn, Tik Tok, Threads or other social media pages with the link to your team's unique fundraising page.
 - ~ Make sure to add an introduction with a personal note about why you are involved and support ICS, and/or why this is important to you.
 - ~ *Then, don't forget to ask them to give!*
- Send an email, letter, call or text to those who are in your community or may not be active on social media.

***Remember, people love to help and they give for one simple reason:
They give because they are asked!***

TIPS FOR A GREAT FUNDRAISING LETTER/EMAIL

- Personalize it to inspire those who might donate.
 - ~ Why you volunteer/serve with ICS? Why does ICS matter to you?
 - ~ If you have interacted with any of the ICS residents/guests/shoppers, is there a short touching story that can show the importance of our work?
- Set a goal for yourself.
 - ~ The amount donors give is sometimes relative to the total goal.
 - ~ For example, you might want to choose \$1000, \$2024 or more.
 - ~ Or, you can ask for an amount that is specific to you.
 - ~ Did you recently celebrate a birthday? Maybe invite folks to give your age, etc.
- Invite them to be a part of this important work.
- Keep the letter short - three to four short paragraphs, and no more than a page - people lose interest quickly.

Outline for Letter – *It really is this simple!*

- Greeting
- Give a quick update on what is going on in your life; 1-2 sentences.
- Let them know you are involved with a great organization: Immanuel Community Services (ICS).
 - ~ This is where you would add your personal reasons: what you like about ICS or why you were inspired to participate.
- Include information about hunger, homelessness & how critical emergency services are for people struggling to survive.
 - ~ ICS has been meeting these basic needs for decades. The need is greater than ever and we need partners in this important work.
- Ask them to donate to your fundraiser.
 - ~ ICS relies on the generosity of people like you.
 - ~ We need your help to be able to care for the most vulnerable in our community. Invite them to be part of this important work.
 - ~ If you have set a goal for yourself, share that here.
 - ~ All donations are 100% tax deductible.
- Remind them their employer may match their funds.
 - ~ Especially if they work for Boeing, Microsoft, Alaska Airlines, Starbucks, Nordstrom, Deloitte, etc.
- Give them the unique link to your Putt Putt page.
- Donors can also send checks.
 - ~ Checks should be made out to “Immanuel Community Services” or “ICS”.
 - ~ Mailing address: 1215 Thomas St., Seattle, WA 98109.
 - ~ Team name should be written in the memo field so we can credit you.
 - ~ Checks must be received by Friday, 14 June, to be included in fundraising totals.

SOCIAL MEDIA

Here are some tips to help engage your network for Putt Putt!

- Consider changing your profile picture and/or cover photo to reflect your involvement in ICS or a previous *ICS Putt Putt*.
- When you share your unique link to your team's *Putt Putt* page, make sure to add a personal tidbit about why you're involved or why it is important to you...but keep it short!
- Make sure to "tag" Immanuel Community Services (see ICS pages below).
- Use the hashtag: **#ICSPUTTPUTT2024**
 - ~ You can use other hashtags that could be used to draw people to the post who might not otherwise see it. **#GolfingForGood #PuttPutt**, etc.
- Give updates during the days leading up to the event on the fundraising progress, especially if you set a personal goal.
- Occasionally repost.

Don't forget to invite your friends to like the Immanuel Community Services on Facebook, Instagram and Threads!!

- **ICS Website:** www.icsseattle.org
- **ICS Facebook:** www.facebook.com/ICS.Seattle
- **ICS Instagram:** www.instagram.com/icsseattle
- **ICS Threads:** www.threads.net/@icsseattle

Thank you for participating in the **2024 ICS Putt Putt Tournament** and making a difference in the lives of people experiencing hunger, homelessness and addiction!

If you have any questions or need assistance setting up your team, email info@icsseattle.org.