

The purpose of this letter is to introduce an innovative fundraising plan, to help raise money and raise awareness for [the chosen charity or non profit organization]. This unique opportunity called “golf fundraising made simple”, takes advantage of the power of golf, combined with the convenience of online shopping, plus it leverages many benefits offered by today’s computer technology. Golf fundraising made simple has the potential to raise many thousands of dollars (or more) throughout the year, in addition to the money already raised at golf outings.

Because this is a serious fundraising plan and NOT a sales pitch I’d like to keep this introduction short and to the point. I’m the author of the book *Thumbs Down*, Golf Instruction Made Simple and inventor of the revolutionary *Thumbs Down* method. *Thumbs Down* is the secret missing ingredient for better ball striking, that cured my slice. In 2007, the *Thumbs Down* method was selected by the Golf Channel as a finalist to compete as the next BIG thing in Golf on “Fore Inventors Only”.

My intent for this fundraising plan is to create a simple and affordable win-win-win partnership between [the chosen charity or non profit organization], one or more corporate sponsors and myself. We all know that times are tough. We also know that the majority of golf events are held for the purposes of raising money and raising awareness, and mainly funded by corporate sponsors. Golf fundraising made simple compliments the efforts performed throughout the year to run an event. What’s different is that it was designed to work year-round, seamlessly at no cost for [the chosen charity or non profit organization]. For corporate sponsors, the program serves multiple functions by supplementing their current fundraising and community activities, with a promotional campaign using golf, at a nominal cost.

Thumbs Down, Golf Instruction Made Simple is initially positioned as a value-pack gift idea for the holiday gift giving season, that won’t break the bank for the buyer. It’s a gift that keeps on giving throughout the year for many occasions. In addition, the following benefits (and more) are available for all parties:

For [the chosen charity or non profit organization]:

- ◆ A program to raise funds and raise awareness throughout the year
- ◆ The opportunity for additional fundraising at the golf event(s)
- ◆ Ongoing follow-up with participants and members of your database prior to next year’s event

For corporate sponsors:

- ◆ Subsidizes your contribution requirements
- ◆ Provides a corporate gift for customer loyalty and appreciation
- ◆ A marketing and promotional campaign using golf
- ◆ Additional community service and good will

For the buyer:

- ◆ The gift of better golf for friends, family, business associates (or to keep for themselves)
- ◆ Instant gratification, receiving products within minutes of placing an order
- ◆ A lot of value for an affordable price
- ◆ A donation already included

Here’s how the program works. For \$25 (+ sales tax), men and women purchase the gift of better golf online. In turn, \$10 is donated to [the chosen charity or non profit organization]. Buyers immediately receive by email the eBook edition customized for [the chosen charity or non profit organization] and two video links. In a few days the published paperback edition of *Thumbs Down*, Golf Instruction Made Simple arrives by regular mail. For golfers who want to improve with a passion, this value pack offer is priceless. Lower scores are NOT a guarantee ...they are the natural results. As an added bonus through the holiday season, they also receive a 30-minute virtual lesson from me.

The only requirements for [the chosen charity or non profit organization] and sponsor(s) are to leverage your infrastructure and database of contacts, by sending an email and follow-ups with this offer and paying the cost of postage.

I look forward to hearing back from you, with your thoughts on moving forward. For more information about the *Thumbs Down* method and Golf Instruction Made Simple, see press release and endorsements: <http://www.golfinstructionmadesimple.com/PDFs/ThumbsDownPressRelease.pdf>.

Press releases and my complete media center can be found on my website. If you require any more information, I’ll be happy to provide it.