



Ideas to Help You Maximize Your ARVEST BANK TICKETS Fore CHARITY Earning Potential

- Every staff and board member can include Arvest Bank TICKETS Fore CHARITY information in the tagline of their emails with the direct link for your custom ticket sales web page.
- Run information about the program in every printed newsletter your organization has between now and tournament week. Include information about how ticket sales directly benefit the work your organization does. (We have logos, clip art, and design ideas to help you.)
- Put information in online newsletters and e-blasts about your Arvest Bank TICKETS Fore CHARITY program.
- Send a mailing or email with order forms directly to your supporters.
- Host a fundraiser golf tournament or gala for supporters of your organization and place an order form in every goodie bag. Some organizations provide an actual ticket to the Midwest Classic in the goodie bag and then attach an order form and information on how additional tickets sales can benefit the organization.
- Send a thank you letter including a Midwest Classic ticket to donors or attendees of a fundraiser golf tournament, gala, or event you've already hosted. Attach an order form and information about your Arvest Bank TICKETS Fore CHARITY program.
- Enlist the help of your staff and board members to spread the word among family, friends, colleagues, and customers.

- Put out a press release or run a public service announcement about your mission and fundraising through ticket sales.
- Put an eye-catching banner on your webpage with information on the benefit of ticket sales and link the banner to your custom ticket sales web page.
- Solicit the businesses of board members and supporters to buy blocks of tickets for their clients. Tickets to the tournament are a great thank you to clients of area businesses, realtors, lawyers, etc... Include order forms with these tickets so that any additional tickets bought by recipients will benefit your organization as well.
- Businesses can also buy tickets for their staff. Many companies have had great luck providing tickets as an incentive reward or a holiday gift. Businesses could even add a twist to the Summer company picnic idea and host it at the Midwest Classic. This provides a great time for all, while benefiting your organization. If a hospitality tent is needed, contact the Midwest Classic office for pricing.
- Use your social media outlets. Post on Twitter, Facebook, Instagram, etc... about your Arvest Bank TICKETS Fore CHARITY program and invite your followers to share. Remember to include your custom ticket sales link.
- Hold a contest in your organization for the seller of the most tickets. Our ticket ordering process includes a line for the purchaser to write in the name of the representative who was their contact in the ticket sale process.
- Enlist the help of your business partners. Many schools and teams have area banks, grocery stores, and other local businesses as partners. Roll out your Arvest Bank TICKETS Fore CHARITY program to these businesses and ask them to help you sell tickets or add something in their newsletters.
- Set up a table or booth at a trade show or fair to sell tickets.
- The old fashioned door-to-door method still works wonders.
- Midwest Classic will provide you with a regular "Scorecard," or sales figures. Share these with your organization to motivate them.



Together, anything's possible.