



2009 EWGA Foundation Drive for Dreams Campaign Give the Gift of Golf

Turn unwanted clubs into cash donations!

The EWGA Foundation is working with the PGA of America and its Trade-In Network to help us turn unwanted golf clubs into cash donations based on their fair market trade-in values. The EWGA is doing its part by having club drop off receptacles at its 15 EWGA Championship semi-final sites and at the Championship Finals at which everyone is welcome to contribute.

EWGA Chapters are also encouraged to utilize their many year-round events to also collect golf club donations. You can even name one of your events "Drive for Dreams" event to help communicate the message. And, you have all of the remaining months of 2009 to plan to get involved! Donors will receive a receipt for their donation which they can use when preparing their income tax returns similar to how donations to Goodwill and other charities are handled.

How does it work?

The PGA Trade-In Network, a PGA of America program available free to any PGA-staffed facility nationwide, provides a quick and easy golf club liquidation outlet that guarantees the MID trade-in value from the PGA.com Value Guide for condition-qualified, used golf clubs.

Currently, thousands of PGA Trade-In Network authorized facilities use this guaranteed liquidation outlet to accept trade-ins risk free, and to monetize all types of golf club inventory including demos, rental fleets, overstocks and personal use equipment. Now, facilities hosting EWGA events can use the same guaranteed value and liquidation outlet to turn golf club donations into cash donations in support of EWGA Foundation's *Drive for Dreams* campaign.

Here's what you need to know to host a club donation drive in conjunction with an event

Pre-Event:

- Have a PGA-staffed host facility activate a FREE PGA Trade-In Network account at tradein.pgalinks.com, or call toll-free 888-777-3540 or email info@pgatradein.com. This should be done in advance of the event. (Over 6,000 PGA facilities are already set up)

- Include the “Golf Club Donation” component in all pre-event marketing and communications to maximize member and guest awareness

Event Day:

- Establish a golf club donation receptacle (box, barrel, table) with signage and copies of the EWGA [golf club donation receipt](#) for donors to drop-off their golf club donations

Post-Event:

- Have the PGA-staffed host facility liquidate the golf clubs through their PGA Trade-In Network account at tradein.pgalinks.com
- Indicate on each Packing Slip that the golf club liquidation is an EWGA Foundation *Drive for Dreams* donation
- Upon receiving and processing the golf club donations, the PGA Trade-In Network will cut a check for their total value to the EWGA Foundation Drive for Dreams campaign

How easy is that? We hope that many EWGA Chapters catch the spirit of *Drive for Dreams* and like Rose’s girls; we are the reason behind bright, smiling, hopeful faces in Canton, OH this year!