

Torch Award Submission: **TA11- 64**

- Full Title of Entry (Combined Temples Charity Golf Tournament):
- Entry Category (You can select up to 2, although you will only win in one):
 - Men's Club Shabbat Yom HaShoah / Yellow Candle Israel / Masorti Hebrew Literacy / Ritual Literacy
 - Hearing Men's Voices Men's Health Youth Programming Programs for Young Men (21-40)
 - World Wide Wrap Shomrei Ha'aretz Club Administration Non-FJMC Program
 - Best Overall Programming* [*Best Overall Programming is not on the basis of a single program, but your club's entire year. A single program submitted in this category will be re-categorized.]
 - I'm not sure, so please select for our club's submission.
- Contact Person: Irv Kempner
- Email address for Contact Person: ikempner@aol.com
- Club number & Club name: #738 Brotherhood of Temple Israel
- Number of club members: 132
- Synagogue name, city and state: Temple Israel Sharon, Massachusetts
- Club President name (at time of entry): Brian Brenner
- Club President name (at time of convention): Brian Brenner
- Person preparing entry: Paul Davidson
- Email address of person preparing: rachexdad@aol.com

Part II. Summary Information (2 – 3 sentences):

The Brotherhood of Temple Israel, Sharon, MA developed the Combined Temples Golf Tournament a year ago as way to combine the energies and talents of five area Temples to provide a great day of golf and camaraderie. A unique, turnkey model was created to produce the tournament such that more synagogues can become involved with little effort required on their part. All proceeds are then shared among the participating groups to benefit the charitable activities of each club.

Part III. By submitting this document, I certify, on behalf of the club, that this submission has not been submitted by our club for a Torch Award in a previous year.

This is a new program for our club and is our first submission.

Part IV. Entry Documentation

[Include your entry information in one document or provide one referenced document. If there is substantial documentation which you're providing so other clubs can do the program, but is NOT essential to understanding what the program was or how it was accomplished, please identify such information as 'Appendix' so that Judge does not have to review the material. If you're going to provide electronic copies of pictures, please use a graphic program to reduce the size of the individual photos, and realize that the judges don't know who the people are in the photos, so use such photos sparingly. As the submission documents are distributed to the judges electronically, please convert any written portion into an electronic file. If you need assistance in this, ask prior to submitting.]

Many Brotherhood members enjoy golf and our club has hosted a tournament for ourselves over the past seven years. A year ago, we decided to put effort into bringing this to a new level by creating the "Combined Temples Charity Golf Tournament" involving other area clubs. The idea was to develop a

system to produce a very high quality event at reasonable cost which would provide benefits to all who participate. Given the difficult economic times, there was sensitivity to helping out individuals within our community who needed work, as well. After much thought among the committee members, a turnkey model was created to achieve a win-win situation for all involved, and a boon for local tikkun olam projects. The model can be easily replicated by other clubs and this could work well in any part of the country.

Once the committee was established, the basic guidelines were established for the tournament. Our club took ownership of event development, publicity, food, prizes, and event organization. A local golf course would be identified to use, kosher catering would be provided for the food, raffle prizes would be solicited, donations were sought for “goody bags”, sponsorship opportunities were made for the event, and publicity was designed. A special tournament logo was commissioned from a recent art school graduate, both to stay within budget and to provide work for a pre-employed individual. We brought on a local golf event planner to help explore the logistics and to help him build his reputation. We hired a new kosher caterer to again stay within budget and help expand his business. Next, several technologically inclined members were tasked with creating a website and brochure. Our club then created solicitation letters and information regarding sponsorship opportunities. Leaders of the event then met with men's club leaders from local congregations to pitch the idea.

The particularly unique and highly successful element of the tournament involves a profit-sharing model. All revenues received after expenses were shared in direct proportion with the sponsors and players obtained by each synagogue partner. In order to incentivize participating clubs, the majority of monies brought in by their sponsors went directly to their club. Thus, without having to do any of the work associated with putting on a tournament, their temple could receive significant revenues if they garnered sponsors and players. On the other hand, for doing all the dedicated work of organizing and running the tournament, our club received a smaller percentage of all sponsorship and player fees brought in. The end result was the ability to bring in more players and sponsors than any club could have done alone. Each club benefited from the model, especially smaller clubs which lacked the ability to put on such an event. Last year's event was such a hit, that this year's plan is even larger, now involving five different clubs. Through the planning meetings and actual time spent together at the event, closer bonds were forged between the clubs. During the planning process, one of the leaders from a participating club passed away. To ensure that his contributions were perpetuated, the trophy for the winning team was named in his memory.

All told, the tournament has proven to be a hit, with economic benefits to all clubs involved, the promotion of numerous tikkun olam projects, enjoyment of a healthy activity, marketing opportunities for many Jewish-related businesses, and work provided to talented, but underemployed individuals in our community. Now in its second year, we see that the planning is much easier and as more partners join in, both the fun and the fundraising increases for everyone. This model can be adapted readily and our club is happy to offer whatever materials we have to any interested club to help establish their own tournament.

Appendix

The link to our tournament website contains all crucial information regarding the event.

<http://combinedtemplesgolf.org/>