



FOLDS OF HONOR



MILITARY TRIBUTE PROGRAM

BEST PRACTICES

PARTICIPATE IN THE FOLDS OF HONOR MILITARY TRIBUTE PROGRAM (FHMTTP):

Once golf program decides it wants to participate in FHMTTP, the member coach fills out the participation form and submits to the GCAA **OR** contacts the GCAA national office program director Gregg Grost to confirm next steps (405-329-4222/gregg@collegiategolf.com).
(Participation Form-Document 2)

HONORED SOLDIER:

The golf program can identify a fallen or severely wounded soldier or request the assistance of the GCAA to provide them with the name of a soldier. It is strongly suggested that only one individual be honored per year in order to maximize public awareness of that individual.

There are two recommended ways to identify the individual to be honored:

- a.) Participating program identifies an alumnus from the school, an individual from the town or immediate area where school is located, or state where school is located.
- b.) Participating program asks the GCAA to assist in identifying an individual to honor that is affiliated with the Folds of Honor and is from the state that your school is located.

Once a program has identified an individual to honor, it is strongly suggested that the coach reach out to the family or if wounded, to that individual to explain what the program is and to make sure they are comfortable being involved in this program. It is suggested that a simple written explanation on athletic department letterhead be sent as a follow up. **NOTE: Any individual or family from the Folds of Honor lists must first be contacted by a Folds of Honor representative.**

GOLF BAGS:

Each golf program that decides to participate in the FHMTTP is responsible for ordering a team bag with the name of the individual to be honored embroidered on the bag at their own expense. The GCAA national office will provide examples with suggested wording, font, size, color, etc. The bag should be a standard team bag with normal school identification. (Golf Bag Example-Document 4)

A program may want to consider ordering two bag such that one may be kept by the program for future display.

The coach and team should decide in advance of the season how many regular season and post-season events the bag will be carried in. It is suggested that the bag be carried in all events, including post season. The coach and/or team is encouraged to develop a selection process to determine which team member will carry the bag for each event.



MEDIA:

A plan on announcing the name of the person to be honored should be coordinated through the athletic sports information department. Prior to the announcement, the GCAA should be notified of your participation in the program. It is suggested that the golf program plan to highlight the individual to be honored on its Men's Golf page on the athletic department website with a brief biography identifying who this person is/was and if possible including a picture.

Your sports information director should plan on identifying the player who will carry the bag in all pre-tournament press releases.

Promoting on social media is highly recommended. When mentioning anything about this program on twitter please use #FHMTTP.

STORY CARD:

A story card containing a brief biography of the soldier will need to be created. The GCAA national office will provide samples and if need be, assist the golf program in preparing the story card. The story card should include where the hero is from, their age, if fallen their date of passing, how they were killed or wounded, and any other supporting information of the soldier that helps tell his/her story. All story cards should be submitted to the GCAA for review and approval. Once approved, story cards must be attached to the golf bag. They should be approximately ¼ of a page and laminated. Size may vary based on the length of the story card. A template example is attached. It is suggested that you make additional copies. These can be handed out to potential donors and the media during events.

(Story Card Template-Document 3)

PHOTOS:

If possible, pictures should be taken at each tournament the bag is carried in, in order to create a pictorial history. At the end of the school season an album highlighting the bag and those players who carried it could potentially be made and sent to the individual honored or his/her family. It is requested that you take a team picture with your Folds of Honor Military Tribute Program bag and submit that to the GCAA as well. Photos can be emailed to Gregg Grost (gregg@collegiategolf.com)

AUCTIONING/FUNDRAISING:

At the end of the season, the coach is responsible for finding a donor(s) for the bag. The NCAA has approved the auctioning/gifting of the bag with funds generated to be sent to the Folds of Honor. A NCAA interpretation has been developed for this program and is attached.

(NCAA Interpretation & Decision-Documents 6 & 7)

There is no set way to auction the bag. Programs are encouraged to be as creative as possible. There is no minimum amount required when it comes to fundraising/auctioning off the golf bag. Whatever you feel is adequate would be more than appreciated by the Folds of Honor. Please devise a strategy as to how you are going to raise money for the bag and set a goal as to when you will plan to have fundraising complete.



Here are some possible fundraising ideas and where the bag could go:

- Donations could be collected throughout the whole season/at each event. At the conclusion of the season the donations would be sent to the FOH and the golf bag could be presented to the family of the fallen soldier or the wounded soldier on the bag. For bags presented to soldiers or their families, you may considering doing this during football or basketball games.
- The bag could be auctioned off at your annual golf program fundraiser
- The golf program, program alumni, donors, and/or friends might make a donation directly to FOH on behalf of the program for the bag so that it could be displayed at the school or
- Use athletic department website or social media for an online auction
- The home course of your golf program could collect donations for the bag to be displayed in the clubhouse.

DONATIONS:

A donation form will be provided to you and must be submitted to the GCAA along with any donation, which will then be forward to the Folds of Honor. By doing so the GCAA and FOH will be able to record that your bag has indeed had money donated in its behalf. Checks should be made payable to the Folds of Honor Foundation and sent to GCAA, 1225 W. Main St., Ste. 110, Norman, OK 73069.

(Donation Form-Document 5)

ANNUAL TIMELINE:

A timeline has been provided that outlines the suggested times in which steps of the FHMTF should be completed by. It is understood that some of these dates will vary based on different situations.

(Annual Timeline-Document 1)

STEP-BY-STEP PROCESS:

1. Contact GCAA program director Gregg Grost to confirm your participation in this program or submit the participation form ***(Participation Form-Document 2)***
2. Provide the name of the fallen or severely wounded soldier you will be honoring or request that one be provided to you by the GCAA
3. Reach out to the family of the fallen or to the wounded soldier explaining the program and asking if they are comfortable with this. Those affiliated with the Folds of Honor must first be contacted directly by a representative of the Folds of Honor, then coach
4. Order your Folds of Honor Military Tribute Program bag(s) with the name, rank and branch embroidered on it ***(Golf Bag Example-Document 4)***
5. Coordinate a plan with your sports information department on announcing your program's involvement in this program and the soldier that you will be honoring during the season
6. Prepare a short biography/story card of the soldier being honored, submit to GCAA for approval and then attach to bag ***(Story Card Template-Document 3)***
7. Develop a process as to how you will select the player that carries the bag in each tournament
8. Take a photograph of the player with the bag in each event
9. Submit a team photo with the bag to the GCAA
10. At the end of the season raise funds for the bag that will be donated to the Folds of Honor.

(Donation Form-Document 5, NCAA Interpretation & Decision-Documents 6 & 7)

