



PRESENTING PARTNERS



## **2023 Hoag Classic Volunteer Recruitment Toolkit**

Thank you for supporting the Hoag Classic Volunteer Program. If you are interested in assisting with recruiting volunteers for the tournament, please feel free to utilize the recruitment tools below. Tournament staff has created volunteer email templates, social media posts and recruitment business cards to help you encourage others to volunteer.

Contact [volunteers@hoagcharitysports.com](mailto:volunteers@hoagcharitysports.com) if you have any questions or would like to personalize any of the recruitment tools.

### **E-BLAST TEMPLATES**

*Use one of the below templates to send to organizations if they agree to send out a mass email with our volunteer information.*

#### **Example 1:**

**Subject Line:** Join Our Team

**Email Body:** Join other members of [insert organization name] for an experience of a lifetime as a volunteer for the 2023 Hoag Classic taking place March 13 – March 19 at Newport Beach Country Club. Volunteers are needed for many committees including Marshals and Standard Bearers. Come inside the ropes for an opportunity like no other and get a front row view to some of the world’s best golfers at Orange County’s only PGA TOUR Champions event. To learn more about The Hoag Classic volunteer program, please visit: [www.hoagclassic.com/volunteer/](http://www.hoagclassic.com/volunteer/) or email [volunteers@hoagcharitysports.com](mailto:volunteers@hoagcharitysports.com)

#### **Example 2:**

**Subject Line:** Volunteer for the Hoag Classic

**Email Body:** Love golf and helping the community? Volunteering for the 2023 Hoag Classic is perfect for you! Volunteers are needed for many committees ranging from Walking Scorers to Marshals. Don’t miss this exciting opportunity to be a part of Orange County’s premier PGA TOUR Champions event held at Newport Beach Country Club, March 13 – March 19. Register today at [www.hoagclassic.com/volunteer/](http://www.hoagclassic.com/volunteer/)

#### **Example 3:**

**Subject Line:** PGA TOUR Champions Tournament Volunteer Opportunity

**Email Body:** Don’t just watch the action, be part of it! Join our group of dedicated volunteers that are critical to the success of the Hoag Classic. Come inside the ropes and help give back to Hoag and the Orange County community at Newport Beach Country Club March 13 – March 19, 2023. To learn more about the variety of unique volunteer experiences, visit: [www.hoagclassic.com/volunteer/](http://www.hoagclassic.com/volunteer/)

#### **Example 4:**

**Subject Line:** PGA TOUR Champions Tournament Volunteer Opportunity

**Email Body:** Want to be close to your favorite PGA TOUR Champions golfers? Join our volunteer team and come inside the ropes at the 2023 Hoag Classic on March 13 – March 19. Be part of Orange County’s premier PGA TOUR Champions event and experience this unforgettable opportunity at Newport Beach Country Club. With many different committees, there is a position for everyone! Register today at [www.hoagclassic.com/volunteer/](http://www.hoagclassic.com/volunteer/)

***Use this template when reaching out to groups like golf courses, golf leagues and clubs etc. to seek volunteer interest.***

## **GOLF COURSES**

Hi,

I am reaching out on behalf of the Hoag Classic, a PGA TOUR Champions golf tournament hosted at Newport Beach Country Club on March 13 through March 19. We would like to invite your members to join our volunteer team for the week.

One of the major elements in hosting a PGA TOUR Champions tournament is the creation of the volunteer program. The tournament requires many volunteers to assist in the execution of the event. We are reaching out to community organizations in the area in hopes they will partner with us to spread the word on the volunteer program and generate new volunteers within their membership and social circles. We are hoping your organization would be interested in participating. Volunteering at the Hoag Classic is a great way to give back to Hoag and the community and meet new people, while having a great time! Joining the volunteer team is a fantastic opportunity for members of your golf course to work together while going inside the ropes at a PGA TOUR Champions event.

For your reference, I have attached our volunteer flyer that highlights our volunteer experience. Would you be able to send it out to your members?

You may also visit our website: [www.hoagclassic.com/volunteer/](http://www.hoagclassic.com/volunteer/) for more information.  
I look forward to hearing from you soon.

Best Regards,

[Include your name here]

## **SOCIAL MEDIA**

***Social media is critical to the success of spreading the word about the volunteer program. Share on your Facebook, Twitter or Instagram to encourage your friends and family to join our team!***

Below are suggested social media posts. These posts are to get you started, so feel free to create your own. Here are some tips to keep in mind while posting:

- There is a reason you fell in love with the volunteer program and the Hoag Classic. Share it! Your story and moments are more powerful than anything we could draft for you.
- Always include a link to the Hoag Classic volunteer registration page: [www.hoagclassic.com/volunteer/](http://www.hoagclassic.com/volunteer/)
- Like and share posts from @HoagClassic

SOCIAL MEDIA POST IDEAS FOR FACEBOOK, TWITTER, INSTAGRAM OR LINKEDIN

**Example 1:** Experience a PGA TOUR Champions tournament from "Inside the Ropes." Register today to volunteer for the Hoag Classic held March 13 – March 19 at Newport Beach Country Club: [www.hoagclassic.com/volunteer/](http://www.hoagclassic.com/volunteer/)

**Example 2:** Join the Hoag Classic volunteer team at the best PGA TOUR Champions event of the 2023 season. Register today: [www.hoagclassic.com/volunteer/](http://www.hoagclassic.com/volunteer/)

**Example 3:** Want to go behind the scenes of a PGA TOUR Champions tournament? Volunteer for the Hoag Classic March 13 – March 19 at Newport Beach Country Club: [www.hoagclassic.com/volunteer/](http://www.hoagclassic.com/volunteer/)



PRESENTING PARTNERS

A group of approximately ten people, mostly men in white caps and blue jackets, and one woman in a tan hat, are smiling and posing for a group photo. They are standing in front of a white tent structure.

# VOLUNTEER AT THE HOAG CLASSIC

**MARCH 13 - 19, 2023  
NEWPORT BEACH COUNTRY CLUB**

**TO REGISTER VISIT:  
[WWW.HOAGCLASSIC.COM/VOLUNTEER](http://WWW.HOAGCLASSIC.COM/VOLUNTEER)**

**HOAGCLASSIC.COM**