

OPERATION: *Hero Challenge*

A BENEFIT FOR PGA HOPE MICHIGAN



MICHIGAN



PGA
Michigan Section



The PGA of America will conduct its annual National Day of HOPE Campaign aimed to benefit PGA HOPE (Helping our Patriots Everywhere) programs across the country. PGA National Day of HOPE will run from October 11 to November 30, 2023. This annual campaign celebrates our nation's heroes who protect our freedom, while raising awareness and support for local PGA HOPE programs.

For 2023, PGA of America has agreed to match dollar-for-dollar raised in each PGA Section up to \$10k!

The Michigan PGA Section is excited to announce that we will be hosting the inaugural **Operation: Hero Challenge** in support of our 2023 National Day of HOPE Campaign.

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WHO WILL BE INVOLVED IN THE EVENT?

A PGA of America Golf Professional and a PGA HOPE graduate will team up to compete in the inaugural Operation: Hero Challenge.

WHERE WILL THE EVENT BE HOSTED?

Country Club of Lansing

WHEN IS THE EVENT?

October 18, 2023	9:00 am - Registration & Warm Up
	9:45 am- Welcome & National Anthem
	10:00 am- 9-Hole Shotgun
	12:30 pm- Lunch & Awards Ceremony

WHAT DOES THE OPERATION: HERO CHALLENGE CONSIST OF?

Participants will play a 9-hole round with their partner and another team. During the round, there will be three different stations where teams compete to accumulate the most points in a skills competition on challenges featuring the three fundamental skills utilized in golf: driving, chipping, and putting.

WHY IS THE MICHIGAN PGA SECTION HOSTING THIS EVENT?

In support of the National Day of HOPE campaign, the goal of this event is to support our PGA HOPE programs in Michigan and foster new locations as we continue expanding our effort of growing the game of golf and serving our Veteran population.

HOW CAN I GET INVOLVED?

We are looking for 20 PGA of America Golf Professionals and 20 PGA HOPE graduates to field the Operation: Hero Challenge. Each participant will be tasked to recruit pledges for their team, gaining a flat donation to support the campaign.

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SKILLS COMPETITION FORMAT:

DRIVE Participants will hit three drives on a 40-yard wide grid and will score a number of points based on the length of each drive. The ball must come to rest within the grid to receive points.

CHIP Participants will hit three chips at a scoring hole. All chips will be measured from the center of the hole with scoring rings marked in 2-foot increments. The closer a ball is to the hole, the more points are received.

PUTT Participants will attempt one putt from each distance (6', 15', and 30'). All putts will be measured from the center of the hole with scoring rings marked in 1-foot increments. The closer a ball is to the hole, the more points are received.

SCORING FORMAT:

PROFESSIONAL PGA of America Golf Professionals will hit 3 shots at each skill (DCP) and accumulate a total number of points.

VETERAN PGA HOPE graduates will hit 3 shots at each skill (DCP) and accumulate a total number of points.

TEAM We will take the highest score on one attempt for each Professional and Veteran and combine that as their team score for that skill.

DRIVE SKILL				CHIP SKILL				PUTT SKILL				TOTAL
PROFESSIONAL'S SCORE				PROFESSIONAL'S SCORE				PROFESSIONAL'S SCORE				PROFESSIONAL'S SCORE
DRIVE 1	DRIVE 2	DRIVE 3	DRIVE TOTAL	CHIP 1	CHIP 2	CHIP 3	CHIP TOTAL	PUTT 1	PUTT 2	PUTT 3	PUTT TOTAL	OVERALL SCORE
VETERAN'S SCORE				VETERAN'S SCORE				VETERAN'S SCORE				VETERAN'S SCORE
DRIVE 1	DRIVE 2	DRIVE 3	DRIVE TOTAL	CHIP 1	CHIP 2	CHIP 3	CHIP TOTAL	PUTT 1	PUTT 2	PUTT 3	PUTT TOTAL	OVERALL SCORE
PROFESSIONAL BEST	VETERAN BEST	TOTAL TEAM SCORE		PROFESSIONAL BEST	VETERAN BEST	TOTAL TEAM SCORE		PROFESSIONAL BEST	VETERAN BEST	TOTAL TEAM SCORE		TOTAL OVERALL

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HOW CAN I PROMOTE THIS EVENT TO ACQUIRE PLEDGES?

Once your team is finalized, the Michigan PGA Section will work to provide content for you to post on your social media channels and send via email. Teams will also be displayed on www.michiganpga.com.

We will heavily utilize storytelling in our campaign and social outreach, specifically capturing your “why” in regards to why you are choosing to participate in Operation: Hero Challenge.

PGA HOPE is a life-changing program, and we hope to captivate an audience by telling a story through a graduate’s perspective.

WHAT WILL THE FUNDS RAISED SUPPORT?

- ★ Training equipment for PGA HOPE sessions
- ★ Post-programming activities for graduates
- ★ Michigan PGA HOPE Cup
- ★ Graduation gifts for PGA HOPE participants
- ★ Branding materials for PGA HOPE program locations

HOW WILL PLEDGES BE COLLECTED?

PGA of America is creating a custom fundraising website for each Section, so we will have a unique URL to distribute to you to collect donations online. Checks may also be made out to “PGA REACH Michigan” and collected at the event or mailed to our P.O. Box.

Mailing Address: P.O. Box 4399, East Lansing, MI 48826

For any questions, please contact Madison Maurier at mmaurier@michiganpga.com or via phone (517) 624-8487.