

# OPERATION: *Hero Challenge*

A BENEFIT FOR PGA HOPE MICHIGAN



MICHIGAN

PGA<sup>TM</sup>  
OF AMERICA

REACH FOUNDATION

MICHIGAN



The Michigan PGA Section will conduct the second annual **Operation: Hero Challenge** aimed to benefit Michigan PGA HOPE (Helping our Patriots Everywhere).



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## ***WHO WILL BE INVOLVED IN THE EVENT?***

Two PGA HOPE Michigan Graduates will team up to compete in the second annual Operation: Hero Challenge.

## ***WHERE WILL THE EVENT BE HOSTED?***

Bedford Valley Golf Course in Battle Creek, MI

## ***WHEN IS THE EVENT?***

October 14, 2024      9:00 am - Registration & Warm Up  
9:45 am - Welcome Ceremony  
10:00 am - 18-Hole Shotgun  
2:30 pm - Lunch & Awards Ceremony

## ***WHAT DOES THE OPERATION: HERO CHALLENGE CONSIST OF?***

Participants will play a 18-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?***

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 60 two-person teams of 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:

**GRADUATE** 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 Graduate and combine that as their team score for that skill.

DRIVE SKILL				CHIP SKILL				PUTT SKILL				TOTAL
GRADUATE #1				GRADUATE #1				GRADUATE #1				GRADUATE #1 SCORE
DRIVE 1	DRIVE 2	DRIVE 3	DRIVE TOTAL	CHIP 1	CHIP 2	CHIP 3		PUTT 1	PUTT 2	PUTT 3	PUTT TOTAL	OVERALL SCORE
GRADUATE #2				GRADUATE #2				GRADUATE #2				GRADUATE #2 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
GRADUATE #1 BEST	GRADUATE #2 BEST	TOTAL TEAM SCORE		GRADUATE #1 BEST	GRADUATE #2 BEST	TOTAL TEAM SCORE		GRADUATE #1 BEST	GRADUATE #2 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 have a unique URL for donors to directly donate to their individual team and will be displayed on [www.michiganpga.com](http://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 that 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
- ★ Branding materials for PGA HOPE program locations
- ★ Graduation gifts for PGA HOPE participants

## **HOW WILL PLEDGES BE COLLECTED?**

We will be creating unique URLs that link directly to our main campaign page for donors to pick which team they are supporting. On each unique page, our team will use a few quotes from your registration questions to list the “why” in regards to your reason for participating. Our Checks may also be made out to “**PGA REACH Michigan**” and collected at the event or mailed to:

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

[View the Main Campaign](#)

[View a Team Sample](#)

For any questions, please contact Madison Maurier at  
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