

GTDL Players,

It's that time of year again. The calendar has flipped to 2017, we're about halfway through our GTDL season and Darts for Dreams 12 is just a few months away.

Some of you may not be aware of this event, so I'll shed some light. Darts for Dreams is our annual charity event that benefits Make-A-Wish New Jersey (MAWNJ). This will be our 12th year hosting the event. In total now, the GTDL, our sponsors and players have raised almost \$250,000 for MAWNJ and sponsored over 35 wishes, almost all of which are right here in Mercer County. Last year, we were the 2nd largest event to benefit MAWNJ in the entire state!

The event isn't designed as a tournament. There's no set start time, and unlike a traditional tournament, half of the people don't lose in the first hour. We'll shoot darts from 1 PM to 6 PM and you can arrive and play at any time. There will be cash prizes each hour for men, women and GTDL player, plus a daily prize for the same plus team and youth winners. The game is real basic - 51 dart count-up. You shoot 17 rounds of darts, add up your score and bring it to the scorer's table. It couldn't be simpler.

Now, how do we raise the money? Here's how, in a few easy steps. If any of these apply to you, or you want to participate, just let me know.

- **Attend the event.** It's a \$10 donation at the door and you'll get a gift bag of things we've collected. Throwing 51 darts will cost an additional \$5. You can enter as many times as you'd like, each hour or for the day. At the event, there's also a pile of prizes to win. There are raffles of all kinds (we had over 100 raffles last year), baskets (usually about 15 of these with higher value items) plus a silent auction with sports items, dart products and bundles with hotel and restaurants. On our event webpage (<http://www.dartsfordreams.com>) you'll find an updated list of prizes every week or so leading up to the event. For the 50/50, last year's winner won over \$400!
- **Share information about the event.** If you're a Facebook user, please like/share the event. Maybe someone you know will attend, or maybe they'll help in some way. The more people aware of the event, the better the chance of raising more money for the charity. Make sure the event flyer is up at your bar. If it's not, print a copy and pin it up for us.
- **Help with sponsors.** If you own/manage/represent a business, consider buying an ad in the ad-book. The event webpage has the sponsor link on it. If you work at a company, consider printing the sponsor paperwork and giving it to your manager or HR department. Many companies have budgets for charity events. The worst thing they can do is say 'No thanks'. Businesses that have products to sell often donate products to events like this.
- **Help with collecting donations.** Similar to above, consider printing a copy of the paperwork and bringing it to your favorite restaurants or where you shop. Gift cards are great as raffles, and some local businesses may choose to buy an ad. If you want to help drop off letters in an area or neighborhood, contact me to coordinate.
- **Make a donation.** Consider making a donation to MAWNJ directly. Also, check with your employer. Many companies match donations. Last year, over \$18,000 came from a variety of matching gift programs.
- **Sell raffle tickets.** We have 2000 raffles to sell at \$5 each. The prizes are a 55" Samsung 4K TV, an Apple iPad Air2 and an Xbox gaming console. Consider helping out by selling 10 or 20 to friends, family or co-workers

The event succeeds because the players of the GTDL have supported this event in all kinds of ways. We hope that continues for our previous supporters and we get a few new ones this year. Some important links:

Darts for Dreams webpage: <http://www.dartsfordreams.com>

Facebook event page: <https://www.facebook.com/events/1833527380192072/>

Online donation page: <http://site.wish.org/goto/dartsfordreams12>

Thanks. If you have questions or want to help in any way, please reach out and ask.

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