



## 2017 - #GIVINGTUESDAY TEAM TOOLKIT

**#GIVINGTUESDAY™**  
NOVEMBER 28 | FOR EVERY \$1 YOU GIVE, WE'LL ADD \$2!

Welcome to your Giving TWOsday Team Toolkit and congratulations on taking a big step to funding your shooting team through growing your MidwayUSA Foundation Team Endowment! Giving Tuesday is a global day of giving that comes after Black Friday and Cyber Monday, this year, falling on November 28. We hope the components of this toolkit will help your team promote the day, tell your community about your team and encourage people to give to your team endowment. The MidwayUSA Foundation has a goal to help teams raise \$100,000 on this ONE DAY! **Every dollar will benefit a shooting team endowment...so why not your team?**

### **HERE IS WHAT YOU WILL FIND IN THE TOOLKIT.**

**Logos (pg 2):** Having consistency across America will help all of us build awareness. You will find the MidwayUSA Foundation logo and other logos we have created just for Giving TWOsday. Click the link and once you see that image, right click to save. Use the logos on any pieces you create for your campaign. If you need additional file types, please email [info@midwayusafoundation.org](mailto:info@midwayusafoundation.org).

**Social Media Images (pg 2):** We have created a few images that we will share on the MidwayUSA Foundation [Facebook](#) and [Twitter](#) pages in the near future; you can too! Some of these images feature Larry and Brenda Potterfield, who fund the Foundation's 2:1 Matching Program. Other images are discipline-specific. You can use some or all of these images. We strongly encourage you to share them when we post, along with the hashtags (pg. 8)! Again, click the link and then right click to save as. Once the image is saved, use it where you wish.

**Press Release Example (pg 3):** This is a great story for your local media! Use our example to get started. Personalize it to fit your team and community, then take it to your local paper, school, radio/tv station and ask them to share it with their audience.

**Email Example (pg 4/5):** Many of us communicate through email, so we have we have created two templates you can personalize for your team in order to email your supporters, team members, volunteers, and parents.

**Printable Postcard (pg 6/7):** This postcard is a great tool to share with potential donors. You can print several (front & back) and mail them out or simply leave them around the community. We encourage you to get these postcards in the hands of your athletes too. Task them with asking for donations and educating people about the team and Giving TWOsday!

**Additional Ideas & Tips (pg 8):** This is YOUR campaign but we want to make it easier. The final page will offer some of our plans, hashtags, and other tips that we think will help your team approach family, friends, and community members.

**MIDWAYUSAFFOUNDATION.ORG/DONATE**

MidwayUSA Foundation 6001 W Van Horn Tavern Rd. STE C Columbia, MO 65203 | 877.375.4570



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### **GIVING TUESDAY LOGOS/IMAGES**

The links below will take you to downloadable images that you can save and use for your own campaigns. Click the link and then right click to save the image.

**LOGOS** [If you need additional files types, email [info@midwayusafoundation.org](mailto:info@midwayusafoundation.org)]

MidwayUSA Foundation Logo: <https://www.midwayusafoundation.org/image/MidwayUSA-Foundation-Logo.png>

Giving TWOsday Logo

<https://www.midwayusafoundation.org/image/Giving-TWOsday-Logo.png>

Giving TWOsday Logo – Call to Action

<https://www.midwayusafoundation.org/image/Giving-TWOsday-Logo-Call-to-Action-Logo.png>

### **SOCIAL MEDIA IMAGES**

Potterfield Quote 1

<https://www.midwayusafoundation.org/image/Social-Media-Image---Potterfield-Quote-1.png>

Potterfield Quote 2

<https://www.midwayusafoundation.org/image/Social-Media-Image---Potterfield-Quote-2.png>

Donate to our shooting team – Shotgun

<https://www.midwayusafoundation.org/image/Social-Media-Image---Donate-Shotgun.png>

Donate to our shooting team – Rifle

<https://www.midwayusafoundation.org/image/Social-Media-Image---Donate-Rifle.png>

Donate to our shooting team – Pistol

<https://www.midwayusafoundation.org/image/Social-Media-Image---Donate-Pistol.png>

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### PRESS RELEASE EXAMPLE

For Further Information, Contact:  
[Team Contact/Phone]

Date:

### [SHOOTING TEAM/ORG NAME] PARTICIPATING IN GIVING TUESDAY TO RAISE FUNDS FOR THEIR SHOOTING TEAM ENDOWMENT

[CITY, STATE] – [TEAM/ORG NAME] has joined the Giving Tuesday movement, a global day of giving that kicks off the giving season and follows Black Friday and Cyber Monday. On this day, **November 28**, [TEAM/ORG NAME] asks for your support to grow their shooting team endowment at the MidwayUSA Foundation. [TEAM/ORG NAME] has their own, earmarked team endowment at the MidwayUSA Foundation, a public charity that helps communities and organizations raise funds for their high school, college and other youth shooting teams and activities. Each year, teams with a MidwayUSA Foundation Team Endowment are eligible to receive a **cash** grant from that endowment to use for expenses like ammunition, travel, targets, uniforms, entry fees and more.

### [OPTIONAL QUOTE FROM COACH OR TEAM MEMBER]

One of the main ways teams grow their team endowment is through online donations, which are matched 2:1 right now. Those interested in giving to the [ORG/TEAM NAME], where your donation will be matched 2:1, can visit the MidwayUSA Foundation website ([midwayusafoundation.org/donate](http://midwayusafoundation.org/donate)) and search for [ORG/TEAM NAME]. Donations are tax deductible and 100% of the donation, as well as the match, benefits *that* specific shooting team. The Foundation keeps zero for operating expenses. This funding is available for the life of the team so growing the endowment is crucial to the future of our local shooting team.

To learn more about the [TEAM/ORG NAME] or to get more information about the team endowment at the MidwayUSA Foundation, please contact [contact name & info].

The MidwayUSA Foundation is a 501(c)(3) public charity working to sustain the shooting sports industry by providing long-term funding to youth shooting teams. Every donation made is 100% tax deductible and supports the mission to help communities and organizations raise funds to support their youth shooting team. The Foundation supports all shooting disciplines. For more information about how the MidwayUSA Foundation is changing the future of youth shooting sports, please visit [midwayusafoundation.org](http://midwayusafoundation.org) or call 1-877-375-4570.

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### EMAIL EXAMPLES

Dear \_\_\_\_\_

Being part of a team, like the shooting team, offers our youth the chance to make new friends, learn responsibility and discipline, as well as the chance to participate in something they enjoy. That is why our local shooting team, [ORG/TEAM NAME] is asking for your support on Giving Tuesday, November 28. Giving Tuesday is a global day of giving that occurs after Black Friday and Cyber Monday.

As you may know, shooting sports participation can be expensive. To offset some of our team costs, we have a team endowment with the MidwayUSA Foundation, a public charity that helps fund youth shooting teams. We are asking you and other community members to please donate to that endowment on Giving Tuesday. We are excited to tell you that your online donation will be **matched 2:1!** Many will be asking for your support on Giving Tuesday, but here are some great reasons to give to our shooting team endowment.

- **Your tax-deductible donation benefits OUR youth shooting team.**
- **100% benefits OUR team; the MidwayUSA Foundation keeps nothing for its operations.**
- **2:1 Match! Your contribution will be tripled, thanks to the MidwayUSA Foundation's matching program, which is funded by Larry and Brenda Potterfield!**
- **A tax deduction. You will receive a gift receipt from the Foundation for your tax records.**
- **Safe, secure, easy to give online from anywhere to OUR team.**

Finally, every donation ensures a future for our shooting team because our endowment will be there forever! Each year, our team is eligible for a cash grant to pay for ammunition, travel, uniforms, targets, entry fees and more. This endowment helps current and future athletes of the [ORG/TEAM NAME]. We greatly appreciate any contribution you can make. Donate through the [MidwayUSA Foundation website](#). Search for our team on the '[Donate](#)' page or here is a direct link to our team page. [\[INSERT LINK\]](#)

Thank you!

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### EMAIL EXAMPLES

Hello-

As you may or may not know our local shooting team, [TEAM/ORG NAME] has a team endowment with the MidwayUSA Foundation, a public charity that helps fund youth shooting teams. This endowment helps offset many costs that are associated with a shooting team.

We are asking you and other community members to donate to that endowment on Giving Tuesday, which will be **matched 2:1!** Every donation helps ensure the future of our shooting team because our endowment will be there forever! Each year, our team is eligible for a cash grant from the endowment to pay for ammunition, travel, uniforms, targets, entry fees and more. Here are a few more reasons we think it's a great and local cause to support on Giving Tuesday.

- **Your tax-deductible donation benefits OUR youth shooting team.**
- **100% benefits OUR team; the MidwayUSA Foundation keeps nothing for its operations.**
- **2:1 Match! Your contribution will be tripled, thanks to the MidwayUSA Foundation's matching program, which is funded by Larry and Brenda Potterfield!**
- **A tax deduction. You will receive a gift receipt from the Foundation for your tax records.**
- **Safe, secure, easy to give online from anywhere to OUR team.**

We appreciate any contribution you can make and you can do so online, through the [MidwayUSA Foundation website](#) or this link [INSERT LINK] will take you right to our team page where you can click 'Donate Now.' Thank you for supporting our team!

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CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS

#GivingTuesday: A global day of giving that comes after Black Friday & Cyber Monday.

**#GIVINGTWO**SDAY™  
FOR EVERY \$1 YOU GIVE, WE'LL ADD \$2

JOIN THE MOVEMENT

**November 28**

MIDWAYUSAFFOUNDATION.ORG

THE MIDWAYUSA FOUNDATION WANTS TO RAISE \$100,000 &  
EVERY DOLLAR WILL BENEFIT A SHOOTING TEAM.

**WHY NOT OUR TEAM?**

MAKE AN ONLINE DONATION TO OUR SHOOTING  
TEAM ON GIVING TUESDAY & IT IS MATCHED 2:1.



CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS

**A LOT OF PEOPLE WILL ASK FOR SUPPORT ON  
#GIVINGTUESDAY, WHY CHOOSE OUR SHOOTING TEAM  
ENDOWMENT AT THE MIDWAYUSA FOUNDATION?**

- YOU choose to give to our team through their website.
- 100% benefits our team, nothing is kept for operations.
- **2:1 Match! Every gift is matched 2:1, tripling your contribution to OUR team.**
- A tax deduction. You will receive a gift receipt for your donation.
- Our MidwayUSA Foundation Team Endowment will benefit our shooting team FOREVER.

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### ADDITIONAL TIPS AND ADVICE

**Tell your story:** Donors and community members often respond well to real stories about how their impact can help. Have your athletes talk about why they enjoy being on the team, what it has taught them, or what a donation could do for the team.

**SHARE! SHARE! SHARE!:** First things first, go like our [Facebook page](#) and follow us on [Twitter!](#)

On #GivingTuesday, November 28, we will be very active with social media and email. Share our Facebook posts, retweet, or forward our emails. You can even designate an athlete or team volunteer just to share and post that day.

We also encourage you to join our Facebook event & share it, for a reminder of the day.

**Hashtag:** Hashtags allow users to follow certain trends and #GivingTuesday WILL BE trending so join the movement. Here are hashtags we encourage you to use.

#givingtuesday | #givingTWOsday | #turnyourtuesday | #changethefuture | #givetodayfundtomorrow

**Videos:** Post a video(s) of someone talking about your team. Keep them short, between 30 seconds and 2 minutes. Most people prefer to watch a quick video as opposed to reading.

**Share your Page Link:** Every shooting team has their own team page on our website. Once you are on your team page, you can copy that URL and send that out in email, texts, social media posts and more. One click and folks are on your team page with a big 'Donate Now' button.

**Educate:** Assume most do not know about #GivingTuesday or your shooting team and educate them on both.

**Say 'Thank You':** It is important to thank those that support your team on #GivingTuesday. You can always refer to your team page on the MidwayUSA Foundation website to see a donor list.

**PROMOTE THE 2:1 MATCH:** There are very few organizations that offer a 2:1 match on donations so use that to your advantage. Tell them, tell them, and tell them again. Online donations to your team endowment are tripled! For example, if a team member asks their aunt to donate \$50 that becomes \$150, after the Foundation match, for YOUR shooting team!

**The MidwayUSA Foundation is here to benefit your youth shooting team!**

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