

*fund  
your*

PEER TO PEER

FUNDRAISING GUIDE

*Team*

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CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS

*Classy*

# Introduction

Congratulations! You have taken a big step in funding your youth shooting team. You realize the importance of growing your MidwayUSA Foundation Team Endowment and now you're ready to spread the word to your friends, family and community.

As a team captain you have committed to getting this fundraiser up and running, as well as, recruiting fundraisers to achieve your goals. Don't worry, we'll help every step of the way! Plus, you don't have to be a fundraising expert to raise a lot of money and be successful with peer to peer fundraising. This fundraising guide will help you set up your campaign, your team pages, ask for donations, promote your campaign and really succeed! We've also included a checklist that will keep you on track.

## WHAT IS PEER TO PEER FUNDRAISING?

You've probably heard about crowdfunding. Well, peer to peer fundraising is a specific type of crowdfunding. Individuals can create personal fundraising pages on your team's behalf. This can feed revenue back to your organization as a whole, or to a specific campaign you're running. Either way, individuals share his or her page with friends, family and community members...hence 'peer to peer.'



Shooting teams provide wonderful opportunities for students to make friends, to develop confidence, and learn discipline and leadership skills, just like other sports. However, most have little or no funding.

**It is up to us to help."**

-Larry Potterfield; Founder of the MidwayUSA Foundation



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# Glossary

## Classy

The organization that is helping the MidwayUSA Foundation help you. They created the website and software you'll use and even though most of your interaction will be with us at the Foundation, we want you to know who else is involved. [classy.org]

### CAMPAIGN

This is the overarching program for your shooting organization's endowment. \*The MidwayUSA Foundation will set up this page after you've signed the registration form and provided the required materials .

### TEAM PAGE

This page will list the group of people fundraising for a campaign, in this case, a specific MidwayUSA Foundation Endowment. You can have multiple teams under your campaign. For example: 2018 Season | 2019 Season | Alumni Drive  
\*The MidwayUSA Foundation will set this page up.

### TEAM CAPTAIN

This is the person that will take the lead on the shooting organization's fundraising behalf. This person must complete a Peer to Peer Registration Form and provide the details needed to create this campaign. The Team Captain will also invite individuals to become fundraisers. If additional teams are created (alumni, separate disciplines, etc) there can be additional team captains.

### FUNDRAISER

An individual raising funds for a team (athlete, coach, parent, booster member, board member, etc). Individual fundraisers can belong to multiple teams. \*Each fundraiser will set up their own page.



## YOUR PEER TO PEER FUNDRAISER

1. Your campaign is created to raise money for your shooting organization's MidwayUSA Foundation endowment.
2. Team pages are created under your campaign to allow fundraisers to make donations. You can have one Team Page or multiple Team Pages. Use one for each season, one for different disciplines, or maybe you have one for current members & one for alumni.
3. Invite individuals (athletes, volunteers, parents) to create fundraiser pages to generate their own donations for your cause. They raise money on their own page and that money goes to your MidwayUSA Foundation endowment.



## HERE ARE SOME IMAGE TERMS YOU'LL SEE REGARDING THE PHOTOS YOU WILL NEED.

### PIXEL (PX)

A picture element that will define the size required for your photos. Each photo requested will be measured in pixels. For example: 60px x 60px

### JPEG/PNG/GIF

These are the accepted file types of your photos. When saving your photo, you can 'save as' and choose one of these from the 'save type as' drop down.

### HIGH RES.

The best quality photos are high resolution (high res) and that is what is required in Classy. You don't need a professional, most smart phones take high res photos.

# Campaign Pages



REGISTER



RECRUIT



RAISE

LET'S GET STARTED CREATING THE PAGES THAT WILL HELP YOU CRUSH YOUR FUNDRAISING GOALS.

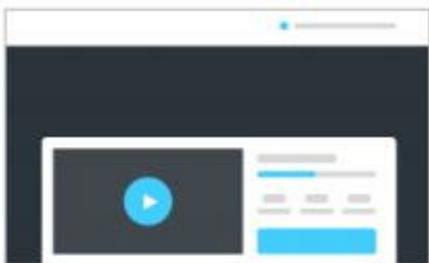
THESE ARE THE PAGES THAT YOU WILL BECOME UNIQUE TO YOUR SHOOTING TEAM ORGANIZATION. THEY WILL INCLUDE PHOTOS, LOGOS, AND INFORMATION ABOUT WHY YOU ARE RAISING MONEY.

*This is your campaign,  
make it yours!*

CAMPAIGN LANDING PAGE

EXAMPLE: [HTTPS://DONATE.MIDWAYUSAFFOUNDATION.ORG/MIDCAROLINA4H](https://donate.midwayusafoundation.org/midcarolina4h)

CREATED BY: MIDWAYUSA FOUNDATION



*The first step is to set up some basic information about your overall campaign (shooting team/organization). We will set this up for your shooting organization.*

#### Provide to us:

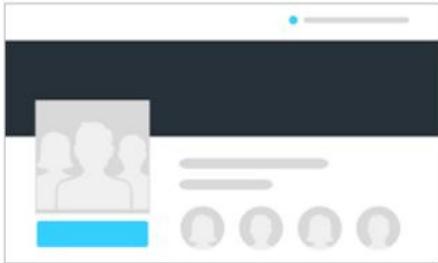
- Main Photo:** 1280px x 720px - jpg, png, or gif - this will also be used on your team page. Please submit 3-5 options.
- Description:** The text you'd like to include about your campaign/shooting team - 500 - 1000 characters
- Team Logo or Additional Photo:** 320px x 320px
- Goal for your campaign**
- Number of teams** that will be fundraising for your campaign

# Campaign Pages

## TEAM PAGE

EXAMPLE: [HTTPS://DONATE.MIDWAYUSAFFOUNDATION.ORG/TEAM/188898](https://donate.midwayusafoundation.org/team/188898)

CREATED BY: MIDWAYUSA FOUNDATION



*This is the page that will be seen by the majority of your supporters, make it strong visually and with your content. Tell the story about why funding is so important for your shooting organization.*

**Log in at any time during your campaign to make updates (manage) to your fundraiser page.**

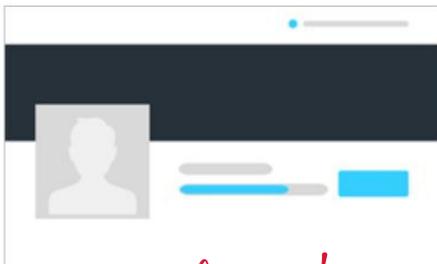
**Provide to us:**

- Fundraising Goal:** The dollars you'd like to raise
- Fundraising Timeline:** How long will fundraiser run?  
Once created, the team captain can edit and manage this page.
- Additional Content** to tell your story

## FUNDRAISER PAGE

EXAMPLE: [HTTPS://DONATE.MIDWAYUSAFFOUNDATION.ORG/FUNDRAISER/1692815](https://donate.midwayusafoundation.org/fundraiser/1692815)

CREATED BY: INDIVIDUAL FUNDRAISER JOINING YOUR TEAM - START YOURS FIRST!



*Created by you!  
Additional pages  
created by other team  
members.*

*Individuals can customize many of these fields but start them off on the right foot with your team/organization's message. \*Tip: Use the same information from your Team Page. Individual fundraisers can edit the headlines and story on their own fundraiser page if they wish.*

**Log in at any time during your campaign to make updates (manage) to your fundraiser page.**

**You will need:**

- Individual Goal:** How much money do you plan to raise?
- Individual Photo:** 320px x 320px - jpg, png, or gif
- Fundraiser Timeline:** How long will you raise money for your campaign?

# Campaign Tips & FAQs

## HERE ARE SOME IDEAS TO HELP MAKE YOUR CAMPAIGN SUCCESSFUL!

- SET A GOAL! This gives everyone involved something to work towards.
- Schedule a meeting with people involved with your shooting organization to explain your campaign and help them set up fundraising pages.
- Prepare your fundraisers with information to help them explain why your MidwayUSA Foundation endowment is so important.
- Create a competition between athletes and other fundraisers.
- Create a 'Thank You' event at the end of your campaign. It's another great place to tell your community about your shooting team.
- Helpful Links: <https://support.classy.org/s/>  
Example Campaign: <https://donate.midwayusafoundation.org/MidCarolina4H>

## FREQUENTLY ASKED QUESTIONS

- **Will donations from this campaign be matched?** Yes! Donations flow right to the MidwayUSA Foundation & will be matched like any other general donation.
- **Will my donors receive a receipt?** Yes! Donation receipts are automatically emailed to your donors.
- **What if we don't reach our fundraising goals?** We think this tool is so easy to use that you'll have no problem reaching your goals, but if your campaign stalls and you are concerned please reach out to the MidwayUSA Foundation for tips and ideas to keep going!
- **Can peer to peer donations count towards our MidwayUSA Foundation fundraising product goals?** No, if you use our free products to conduct a fundraiser, we ask that you submit a separate donation to the Foundation.
- **How long will this peer to peer campaign last?** This is your shooting team's choice. We do encourage an end date on campaigns to assist in reaching your goals & increase urgency in your fundraisers/donors.



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# Email & Social Media



**THE KEY TO YOUR TEAM'S FUNDRAISING SUCCESS IS SHARING YOUR STORY!**

EMAIL TEMPLATES: COPY, PASTE TO YOUR EMAIL OR TEXT & SEND!



**RECRUIT TEAM MEMBERS TO RAISE FUNDS!**

You should join our team, [team name]!

I'm fundraising for [team name] You should join me and work together to support our shooting team and its MidwayUSA Foundation endowment...an endowment that will fund our youth shooting sports team forever! It's a truly awesome cause.

Let's make it happen!

Family and Friends,

Please help support [team name] through our MidwayUSA Foundation fundraising page. Your donation will help build the [team name] endowment account that will provide sustainable funding to our organization FOREVER! The process is fast, easy, and secure. MidwayUSA Foundation will even match your donation!\* Thanks so much for your generous support!

--link to donation page

\*See Matching Program Details at [midwayusafoundation.org](http://midwayusafoundation.org)

**ASK FOR DONATIONS!**

**THANK YOUR DONORS!**

Thank you for donating to the [team name] endowment at MidwayUSA Foundation! Feel free to check back on our fundraising progress as we work towards our goal!

## Get Social!



No matter the social media platform your team members use, it's important to use this medium to share your fundraiser!

- Share the direct link to your fundraising page
- Give updates on your goal progress
- Give testimonials about why your shooting team is important to the athletes & community
- Use photos & videos
- Ask your friends to share on their pages

## More Ideas!

- Need more help telling your story or explaining your MidwayUSA Foundation endowment? Ask us! Our staff wants to help you succeed
- Tell your donors why these funds are important to your team & what you might use the funds to do
- Encourage a dollar goal for every team member
- Create friendly competitions between team members
- Just ask! Many people are willing to help out a good cause, but they want to be asked.

# Checklist

Good luck on your peer to peer campaign! This tool is so easy.  
We are excited to see how much money your campaign generates.

- COMPLETE FUNDRAISING CAMPAIGN REQUEST FORM & SUBMIT TO MIDWAYUSA FOUNDATION TO PEERTOPEER@MIDWAYUSAF FOUNDATION.ORG
- DETAILS FOR YOUR CAMPAIGN AND TEAM PAGES HAVE BEEN SUBMITTED USING OUR CAMPAIGN REGISTRATION FORM TO PEERTOPEER@MIDWAYUSAF FOUNDATION.ORG
- SCHEDULED A TEAM MEETING TO EXPLAIN AND EXCITE THE MEMBERS AND VOLUNTEERS OF YOUR SHOOTING ORGANIZATION
- MADE YOUR FIRST DONATION, AS A TEAM CAPTAIN, TO SET AN EXAMPLE FOR YOUR TEAM AND SHOW HOW EASY IT IS!
- GET SOCIAL! SHARE YOUR CAMPAIGN LINK ON FACEBOOK AND OTHER SOCIAL MEDIA PLATFORMS. WE ALSO ENCOURAGE EMAILING OR TEXTING YOUR TEAM SUPPORTERS.

 Fund your shooting team!

Always find more information about your  
MidwayUSA Foundation Team Endowment on our website!

**MIDWAYUSAF FOUNDATION.ORG**

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