



Online Recurring Donation Drive 2019

Incentive Guidelines

1. MidwayUSA Foundation Team Endowment Accounts that grow their online recurring donation **dollars** will be entered to win one (1) of fifteen (15) team endowment awards. Growth is determined by subtracting a team's May 2019 recurring donation dollars from its August 2019 recurring donation dollars.
 - 1.1. The top five (5) teams with the most growth in recurring donation dollars will be awarded as follows: \$5,000 for first place, \$4,000 for second place, \$3,000 for third place, \$2,000 for fourth place, and \$1,000 for fifth place.
 - 1.2. Ten (10) teams will be awarded \$1,000 each by random draw.
 - 1.3. This Online Recurring Donation Drive begins June 1, 2019 and will end August 31, 2019.
2. To qualify, a team's August recurring donation dollars must exceed their recurring donation baseline dollar amount set in May, this could be \$0.
 - 2.1. A team's baseline dollar amount is determined by the total recurring donation dollars received in the month of May (active quarterly recurring donations will be included as a monthly dollar amount).
 - a) Example 1: Team A receives \$25 in recurring donations in the month of May, Team A must exceed \$25 in recurring donations in the month of August to qualify.
 - b) Example 2: Team B receives \$0 in recurring donations in the month of May, Team B must receive recurring donation dollars in the month of August to qualify.
 - c) An existing recurring donor may increase the amount of their recurring donation or a donor may set-up a new recurring donation to grow the team's recurring donation dollars.
3. The recurring donation must be made through the MidwayUSA Foundation's website using a credit or debit card and be successfully captured in the month of August to qualify.
 - 3.1. Must be a monthly donation amount of at least \$10 or a quarterly donation of at least \$30 to be included.
 - 3.2. Donations must be Foundation match-eligible to qualify.
 - 3.3. Donations for Foundation fundraising products do not qualify for this incentive.
 - 3.4. Newly created recurring donations must be for a duration of at least 12 months.
 - 3.5. Recurring donations must be processed to qualify for this incentive.
 - a) A processed donation means that the recurring donation has been successfully charged to the donor's credit or debit card and received by the Foundation.



- b) Example: If a donor signs up after August 1st and chooses to have his/her donation processed on the 1st of the month, the donation will not process until September 1st and therefore will not count as an August donation.
- 3.6. Recurring donations received through the Foundation's website are processed every month on the date or interval selected by the donor (1st or 15th of the month).
- 3.7. If your team has an active peer-to-peer campaign, recurring donation dollars received through the peer-to-peer platform qualify for this incentive.
- 4. All Team Endowments are eligible to participate in the incentive.
 - 4.1. The top five (5) qualifying teams with the most recurring donation dollar growth will be awarded accordingly for first, second, third, fourth, and fifth place.
 - 4.2. The remaining qualifying teams will receive one entry into a pool, regardless of the recurring donation dollar growth, for the remaining ten (10) awards.
 - a) Teams with recurring donation dollars captured in the month of May AND exceed their baseline dollar amount will receive two entries.
 - 4.3. Modification or termination of a recurring donation within the incentive period may affect a team's eligibility.
 - 4.4. Once established, donors must contact the MidwayUSA Foundation to cancel their recurring donation.
 - 4.5. A list of the qualifying teams and total recurring donation dollar growth will be updated and posted mid-month on the MidwayUSA Foundation website.
- 5. The winning Team Endowment Accounts will be announced and drawn by September 6, 2019.
- 6. Qualifying online donations will be matched through the MidwayUSA Foundation 2019 Matching Program.