



CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

TEAM FUNDRAISING TOOLKIT

PRESS RELEASE EXAMPLE: Your shooting team 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, and radio/TV station and ask them to share it with their audience. Simply copy and paste the press release below and add team information to it before sharing with the community

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

Date:

LOCAL SHOOTING TEAM, [SHOOTING TEAM/ORG NAME], IS LOOKING FOR COMMUNITY SUPPORT

[CITY, STATE] – [TEAM/ORG NAME AND A DESCRIPTION OF YOUR TEAM/ORG, WHICH CAN INCLUDE BUT ISNT LIMITED TO, LOCATION, FOUNDING DATE, AND TYPE OF TEAM] , [TEAM/ORG NAME] asks for your support to grow their shooting team endowment at the MidwayUSA Foundation. [TEAM/ORG NAME] has their own personal 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. Teams use the grants to pay 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, through the MidwayUSA Foundation Matching Program. Those interested in giving to [ORG/TEAM NAME], where your donation is tax-deductible, can visit the MidwayUSA Foundation website (midwayusafoundation.org/donate) and search for [ORG/TEAM NAME]. 100% of the donation, as well as the match, benefits our shooting team. The Foundation keeps zero for operating expenses. This funding is available for the life of the team so growing our 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 or call 1-877-375-4570.

MIDWAYUSAFUNDATION.ORG/Fundraisingresources

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