



CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

TEAM FUNDRAISING TOOLKIT

Managing Perception: This page offers tips on how you can communicate your shooting team or organization's positive impact on the community. Managing your perception is important for any group or organization. Additionally, having a positive image makes it easier to gain support from the community. Use the two tools below to better manage your organization's perception.

Great Nonprofits: GreatNonprofits.org is a 501(c)3 non-profit organization that helps people to find, review, and share information about nonprofits. This website allows donors, volunteers, and clients to share a personal experience or review a charity, essentially providing crowd-sourced information about the reputability of nonprofit organizations.

Every single nonprofit with an EIN has a page on Great Nonprofits. Team leaders or coaches can run these pages and promote them to receive reviews from their community. It's good to receive positive and constructive reviews on your page. You can use positive reviews to build your image and you can learn from constructive reviews by taking in consideration the person's experience with your organization.

It's easy to claim your page. 1st, go to GreatNonprofits.org and enter you EIN in the search field at the top of the screen. 2nd, select the "Claim This Nonprofit" and make a free account with Great NonProfits. Lastly, follow the directions received through email to claim your nonprofit! Once claimed you can fill in all the information and share the page through your social media, website, or however you prefer.

Attending/Hosting An Event:

Adopt A Team Program: Your shooting team can work with local conservation chapters to raise money for its Team Endowment. For example, a local conservation chapter can invite your shooting team to work at their banquet or, sell raffle tickets to receive a portion of the proceeds to be donated endowment. This helps you create great relationships in your community, plus, you have the opportunity to grow your endowment. [Click Here](#) to find a chapter near you!

NSSF's Plus One Movement: One of the great resources on NSSF's LetsGoShooting.org is the Plus One Movement. The purpose of this movement is to get more people out enjoying shooting sports. Starting something new can be discouraging, but having someone help and show you the ropes always makes things easier. Inviting your community out to the range is a great way to promote your team and you might even recruit some new athletes. This movement is powered by social media so make sure to take plenty of pictures and share it with the hash-tag #PlusOneMovement. Get started [HERE](#).