



CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

TEAM FUNDRAISING TOOLKIT

Additional Tips And Advice

SET A GOAL! Big or small, it doesn't matter just set a goal. The goal can be total dollars into your endowment or to tell so many new people about your endowment...maybe both. Setting a goal will help others commit and be able to work towards something tangible, not just an idea.

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.

Educate: Assume most do not know about your shooting team, so educate them on who you are and what you do. Remember to inform donors on what you intend to do with their donation. Continue to educate yourself too, by staying updated with everything we are offering here at MidwayUSA Foundation. One of the best ways to stay informed is by referring to our [Calendar](#) on our resource page. Another way to stay informed is to check out our [Latest News](#) on our website.

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

Sharing and retweeting posts on social media is free advertising for your shooting team. So, encourage team members to post and share each others fundraising posts. Also, don't forget to use the images and logos included in this Toolkit to help increase your communities awareness by attracting their attention.

Videos: Use your phone to record and post a video(s) of someone talking about your team. Keep them short, between 30 seconds to 2 minutes long. Most people prefer to watch a quick video as opposed to reading. Share these videos through emails and social media.

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. If your team has a Facebook page include your MidwayUSA Foundation team page in the description or in the section labeled for a website. Try making a **QR code** with [QR Code Monkey](#), and place it on postcards, flyers, and even t-shirts to help your donors find your team page.

PROMOTE THE MATCH: There are very few organizations that match donations so use that to your advantage. Tell them, and tell them again. For example,

"Our community shooting team has a MidwayUSA Foundation Team Endowment and every donation we receive for that endowment is matched. You can donate right to our team through their website and 100% of your donation AND THE MATCH, benefits our team." [INSERT MATCHING GRAPHIC FROM PAGE 4]

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