



Welcome to your Giving Tuesday Toolkit and congratulations on taking a big step to funding your shooting team through growing your MidwayUSA Foundation Team Endowment! Giving Tuesday is a global day of giving that comes after Black Friday and Cyber Monday, this year, falling on **December 1st**. We hope the components of this toolkit will help your team promote the day, tell your community about your endowment and encourage people to give directly to your team or organization endowment. The MidwayUSA Foundation has a goal to raise \$175,000 on this ONE DAY and to help us do that, we have set aside **\$175,000** in matching funds for this one day! **Every dollar will benefit an endowment...so make it your team or organization.**

**HERE IS WHAT YOU WILL FIND IN THE GIVING TUESDAY TOOLKIT.**

**Images and Videos (pg 2):** We have created a few logos, images and videos that we will share on the MidwayUSA Foundation [Facebook](#) and [Twitter](#) pages; you can too! We strongly encourage you to share our posts, along with the hashtags (pg. 5). For images, click the link and once you see the image, right click to save. To share videos simply share the URL link or select the share button on the video's menu. Use the media available to make your community aware that Giving Tuesday is coming!

**Press Release Example (pg 3):** This 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.

**Email Example (pg 4):** Many of us communicate through email, so we have created two templates you can personalize for your team or organization in order to email your supporters, team members, volunteers, and parents.

**Additional Ideas & Tips (pg 5):** This is YOUR campaign but we want to make it easier. The final page will offer some of our plans, hashtags, and other tips that we think will help you approach family, friends, and community members. **ASK FOR SUPPORT!**

**Printable Postcard (pg 6&7):** This postcard is a great tool to share with potential donors. You can print several (front & back) and mail them out or simply leave them around the community. We encourage you to get these postcards in the hands of your athletes too. Task them with asking for donations and educating people about the team, their MidwayUSA Foundation Team Endowment and Giving Tuesday!

**MIDWAYUSAFoundation.ORG/DONATE**

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



## 2020 - GIVING TUESDAY TOOLKIT

### GIVING TUESDAY IMAGES AND VIDEOS

The links below will take you to downloadable images and videos that you can share and use for your own campaigns. Click the link and then right click to save images.

**LOGOS** [If you need additional file types, email [info@midwayusafoundation.org](mailto:info@midwayusafoundation.org)]

2020 Giving Tuesday Logo: <https://www.midwayusafoundation.org/wp-content/uploads/2020/11/MidwayUSA-Foundation-Giving-Tuesday-1-2.png>

MidwayUSA Foundation Logo – Web URL: <https://www.midwayusafoundation.org/wp-content/uploads/2020/11/MidwayUSA-Foundation-Giving-Tuesday-.png>

MidwayUSA Foundation Giving Tuesday Logo – Save The Date: <https://www.midwayusafoundation.org/wp-content/uploads/2020/11/MidwayUSA-Foundation-Giving-Tuesday-1-1.png>

### SOCIAL MEDIA IMAGES

Potterfield Quote 1 <https://www.midwayusafoundation.org/wp-content/uploads/2020/11/MidwayUSA-Foundation-Giving-Tuesday-1-5.png>

Potterfield Quote 2: <https://www.midwayusafoundation.org/wp-content/uploads/2020/11/MidwayUSA-Foundation-Giving-Tuesday-1-6.png>

MidwayUSA Foundation Funds My Shooting Team - Add team picture to this graphic: <https://www.midwayusafoundation.org/wp-content/uploads/2020/11/MidwayUSA-Foundation-Giving-Tuesday-1-7.png>

### SHAREABLE VIDEOS

MidwayUSA Foundation Longform Video: <https://www.midwayusafoundation.org/resources/webinars-and-videos/#foobox-1/0/cKd6oeIHTkM>

Larry Potterfield Giving Tuesday Video: [https://www.midwayusafoundation.org/givingtuesday/#foobox-1/0/\\_OpESH70nNc](https://www.midwayusafoundation.org/givingtuesday/#foobox-1/0/_OpESH70nNc)

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### PRESS RELEASE EXAMPLE: Teams

For Further Information, Contact:

[Team Contact/Phone]

Date:

### **[SHOOTING TEAM/ORG NAME] PARTICIPATING IN GIVING TUESDAY TO RAISE FUNDS FOR THEIR MIDWAYUSA FOUNDATION ENDOWMENT**

**[CITY, STATE]** – **[TEAM/ORG NAME]** has joined the Giving Tuesday movement, a global day of giving that kicks off the giving season and follows Black Friday and Cyber Monday. On this day, **December 1**, **[TEAM/ORG NAME]** asks for your support to grow their MidwayUSA Foundation endowment. **[TEAM/ORG NAME]** has their own, earmarked 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 and organizations with a MidwayUSA Foundation Team Endowment are eligible to receive a **cash** grant from that endowment to use for expenses like ammunition, travel, targets, uniforms, entry fees and more.

### **[OPTIONAL QUOTE FROM COACH, TEAM MEMBER, BOARD MEMBER]**

One of the main ways teams grow the endowment is through online donations, which are matched. Those interested in giving to the **[ORG/TEAM NAME]**, where your donation will be matched, can visit the MidwayUSA Foundation website ([midwayusafoundation.org/donate](https://midwayusafoundation.org/donate)) and search for **[ORG/TEAM NAME]**. Donations are tax deductible and 100% of the donation, as well as the match, benefits *that* specific shooting team. This funding is available for the life of the team so growing the 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 their MidwayUSA Foundation Endowment, 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](https://midwayusafoundation.org) or call 1-877-375-4570.

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### EMAIL EXAMPLES: Teams

Dear \_\_\_\_\_

Being part of a team, like the shooting team, offers our youth the chance to make new friends, learn responsibility and discipline, as well as the chance to participate in something they enjoy. That is why our local shooting team, [ORG/TEAM NAME] is asking for your support on Giving Tuesday, December 1. Giving Tuesday is a global day of giving that occurs after Black Friday and Cyber Monday.

As you may know, shooting sports participation can be expensive. To offset some of our team costs, we have a team endowment with the MidwayUSA Foundation, a public charity that helps fund youth shooting teams. We are asking you and other community members to please donate to that endowment on Giving Tuesday. We are excited to tell you that your online donation will be **matched**! Many will be asking for your support on Giving Tuesday, but here are some great reasons to give to our shooting team endowment.

- **100% benefits OUR team; the MidwayUSA Foundation keeps nothing for its operations.**
- **MATCHED! Your contribution will be matched, thanks to the MidwayUSA Foundation's Matching Program, which is funded by Larry and Brenda Potterfield! [Learn More](#)**
- **A tax deduction. You will receive a gift receipt from the Foundation for your tax records.**
- **Safe, secure, easy to give online from anywhere to OUR team.**

Every donation ensures a future for our shooting team because our endowment will be there forever! Each year, shooting teams are eligible for a cash grants to pay for ammunition, travel, uniforms, targets, entry fees and more. This endowment helps current and future athletes of the [ORG/TEAM NAME]. We greatly appreciate any contribution you can offer. By selecting our team page link [INSERT LINK] you can donate directly to our shooting team online.

Thank you!

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### ADDITIONAL TIPS AND ADVICE

**SET A GOAL!** Big or small, it doesn't matter just set a goal. Setting a goal will help others commit and be able to work towards something tangible, not just an idea.

**PROMOTE THE MATCH:** There are very few organizations that offer a match on donations so use that to your advantage. Tell them, 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 benefits our team and will be matched. Spread the word that the MidwayUSA Foundation has set aside **\$175,000** to match donations coming in on Giving Tuesday!

**Share your Page Link:** Every shooting team or organization has their own page on our website. Once you are on your 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 page with a big 'Donate Now' button.

**Tell your story:** Donors and community members often respond well to real stories about how their impact can help. Post a video of someone talking about your team. Like a short video featuring athletes, coaches or even supporters.

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

On #GivingTuesday, December 1st, we will be very active with social media and email. Share our Facebook posts, retweet, or forward our emails. You can even designate an athlete or team volunteer just to share and post that day. Also, don't forget to use the images and logos included in this Toolkit to help increase your communities awareness by attracting their attention.

We also encourage you to join our Facebook event & share it, for a reminder of the day.

**Hashtag:** Hashtags allow users to follow certain trends and #GivingTuesday WILL BE trending so join the movement. Here are hashtags we encourage you to use.

#givingtuesday | #changethefuture | #givetodayfundtomorrow | #shootformore

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

# SUPPORT MY YOUTH SHOOTING TEAM DECEMBER 1



CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS



#GIVINGTUESDAY™

MIDWAYUSAFFOUNDATION.ORG

**WHY CHOOSE THE  
MIDWAYUSA FOUNDATION ON  
#GIVINGTUESDAY?**

- You choose your favorite youth shooting team to receive your donation
- 100% benefits that team, nothing is kept for operations

▶ **Every donation  
is matched!**

**\$175,000 MATCHING FUNDS AVAILABLE**

- All donations are tax-deductible
- A donation will benefit that shooting team FOREVER.

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**MIDWAYUSAFOUNDATION.ORG/DONATE**

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CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS