



CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

TEAM FUNDRAISING TOOLKIT

Welcome to your MidwayUSA Foundation Fundraising Toolkit and congratulations on taking a big step in funding your youth shooting team. We hope the components of this toolkit will help you promote your shooting team, by increasing your community awareness and by encouraging people to give directly to your team endowment.

HERE IS WHAT YOU WILL FIND IN THE FUNDRAISING TOOLKIT.

Online Donation Process Pages (pg 2-3): All teams can receive donations online at MidwayUSAFoundation.org. The process of donating online is easy, safe and secure. Use this resource can educate your friends, family, and community on how to donate directly to your shooting team endowment. Team pages are found at MidwayUSAfoundation.org/donate and every team with an endowment has a page on the website!

Logos (pg 4): Consistency is key to help all of us build awareness. On this page, you will find the MidwayUSA Foundation logo and other branding items that we have created to help you spread the word. Click the link and once you see that image, right click to save. Use the logos on any pieces you create for fundraising.

Social Media Images (pg 4): We have created a few images that you can share on social media such as Facebook and Instagram pages. Some of these images feature Larry and Brenda Potterfield, who fund the Foundation's operations and the matching Program. Again, click the link and right click to save as. Once the image is saved, use it where you wish.

Email Example (pg5): Many of us communicate through email, so we have created a template you can personalize for your team. Once you copy and paste the template into an email and add personal information you can email it to your supporters, team members, volunteers, and parents.

Press Release Example (pg 6): 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.

Managing Perception (pg 7): Having a positive image can make it easier to gain the community's support. This page offers two resources that you can use to manage perception.

Additional Ideas & Tips (pg 8): This is all about giving your team the resources you need to be successful. This page will offer some of our ideas and other advice that we think will help your team approach family, friends, and community members. We want to make it easy to ask for support.

Printable Flyer (pg 9): This flyer is a great tool to share with potential donors. You can print several and mail/hand them out, or post them around the community. We encourage you to get the flyer in the hands of your athletes too. Use it to ask for donations and educate people about your team, and your MidwayUSA Foundation Team Endowment! To edit the flyer use [Free PDF Editor](#). Simply save this document and open [Free PDF editor](#). Then, upload the PDF to edit the document.

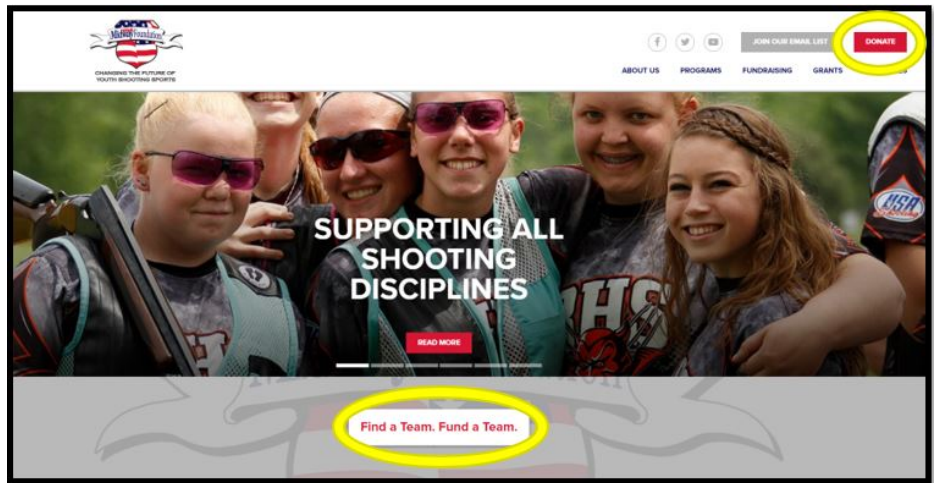


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Online Donation Process Page: All teams can be receive donations online at MidwayUSAFoundation.org. This resource page reviews the process of donating online so that you can educate your friends, family, and community on how to donate to your shooting team. This page will go over how to get to the donations page, and directions on how to search for a specific team.

Home Page: The process of donating online begins with going to MidwayUSAFoundation.org. Once on the home page there are two easy ways to get straight to donating. You can either select the "Find a Team. Fund a Team" button or "Donate" button on our homepage. The graphic to the right has both options circled in **Yellow**.



Donation Page: When you arrive on the donation page, search for your specific team. Begin your search by filling the fields circled in **Blue**, with team information. If you are donating directly to a team enter their team name or team ID. If you don't know all the information, it's okay. With every field you fill, the search will update at the bottom of the web page in the **Green** circled area. For example, if you are looking for a shooting team in a certain city enter that city's name in the "City" field. Then choose from the list of teams found in that city at the bottom of the web page.

YOUR ONLINE DONATION BENEFITS YOUR TEAM.

Each shooting team in our Team Endowment Program has their own endowment that will be there for the life of the team. We remove nothing for Foundation operations and your donation is often matched thanks to the generosity of Larry and Brenda Potterfield. Once you find the shooting team you're looking for, our donation form is safe and secure but if you still prefer to donate by check, you can do so using our [check donation form](#). Review the details of our latest [Matching Program](#).

Team Name:

Team ID:

City:

State:

Zip Code:

Distance from Zip Code:

Discipline:

Viewing 1-11 of 11 results

Team Name	Team ID	City	State
Branson High School Trap Team	R50646	Branson	MO
Camdenton High School Trap Team	R50669	Camdenton	MO

When your team appears select it.
Pro-Tip:

Send your supporters your direct team page URL, circled in **Red**, so they can skip the first few steps of the process.





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Online Donation Process: Donation Form: Here's an example of a team page. Team pages are found on MidwayUSAFoundation.org/findateamfundateam and every team with an endowment has a page on our website! Use your team page to your advantage by sharing the link with your community.

Team Page: The graphic to the right is an example of a team page. The next step would be selecting that DONATE NOW button on the page which is circled in Purple. Remember to share your team's page because it allows your supporters to conveniently donate with little confusion. You can use this page in many ways. You can refer to this page often to see information on your endowment, see who has invested in your team by viewing the donor list, and if you have a website you can contact info@midwayusafoundation.org and we can get that website or social media link added to your page.

Donation Form: After selecting the DONATE NOW button you'll reach the last step in the online donation process. First, select an amount to donate or enter in a specific amount. If you would like to setup a recurring gift, so that you donate monthly or quarterly, then check the box in the "Recurring Gift" section. Next, provide a display name. This name will be shown on the team's page under "Donor List". Lastly, enter in payment information and submit.

Now you have completed the online donation process!

The Name Of The Shooting Team Will be Here
Team ID: R123456

Endowment Summary

\$100,000	20%	\$500,000	\$0	\$5,000
Endowment Balance	of Goal	Goal	Cash Grants Received	Potential Cash Grant

DONATE NOW TO SUPPORT THIS TEAM

Division: [High School/College]

Disciplines Offered: Air Rifle, Air Pistol, Pistol, Smallbore Rifle

Team Contact(s)
James - Team Contact
Jill - Club Leader
Jamie - Club Leader

Find This Team On The Web: [IF TEAM HAS WEBSITE THE LINK WOULD BE DISPLAYED]

DONOR LIST

Up to \$1250
USAS Development Program Inc.
Larry & Brenda Potterfield Matching Program

For a current year account statement or other financial questions, email: finance@midwayusafoundation.org. Please include your Team Endowment Name and Team ID in your request. We will only release statements to team contacts listed on the team record.

For general questions contact info@midwayusafoundation.org

To make account or contact updates, visit our Forms page.

DONATION

\$200 \$150 \$100 \$50 \$25 Other

RECURRING GIFT

Make this a recurring gift

RECEIVING ORGANIZATION

Shooting Organization: [Brown High School Trap Team]

Leave a comment (optional): [optional]

DONATION PREFERENCES

Donor Display Name: [optional]

BILLING ADDRESS

Make this gift on behalf of an organization

Name: [title] [first name] [last name]

Email: [email]

Phone: [phone]

Country: [United States]

Address: [address]

City: [city]



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Logos & Social Media Images: Consistency is key to help all of us build awareness. You will find MidwayUSA Foundation logos and other branding items that we have created to help you spread the word. Click the link and once you see that image, right click to save. Use the logos on any pieces you create to fundraise for your team. Feel free to share any of the images below!

[If you need additional resources please contact Info@MidwayUSAFoundation.org]

MIDWAYUSA FOUNDATION LOGOS

MidwayUSA Foundation Logo - General: <https://www.midwayusafoundation.org/wp-content/uploads/2018/06/midwayUSA-foundation-logo2x-2.png>

MidwayUSA Foundation Logo - White Tag line: <https://www.midwayusafoundation.org/wp-content/uploads/2020/02/MidwayUSA-Foundation-Logos-1-1.png>

SOCIAL MEDIA IMAGES

Ask for a Recurring Gift - Recurring gift info Image: <https://www.midwayusafoundation.org/wp-content/uploads/2020/02/MidwayUSA-Foundation-ToolKit-.png>

Donating is Easy as - Notepad Image: <https://www.midwayusafoundation.org/wp-content/uploads/2019/05/MidwayUSA-Foundation-Other-1-1.png>

Potterfield Quote 1: <https://www.midwayusafoundation.org/wp-content/uploads/2019/05/MidwayUSA-Foundation-Other-1-3.png>

Potterfield Quote 2: <https://www.midwayusafoundation.org/wp-content/uploads/2019/05/MidwayUSA-Foundation-Other-.jpg>



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Email Example: Many of us communicate through email, so we have created a template that you can personalize for your team. You can use this by emailing your supporters, team members, volunteers, and parents. Simply copy and paste the example below into an email and then add appropriate information about your shooting team. Lastly, send the email to friends, family and community members.

Dear _____,

Hi my name is [YOUR NAME], and I'm [A/THE] [TEAM POSITION OR AFFILIATION] of the [ORG/TEAM NAME], a local shooting team. Our shooting team, offers our youth the chance to make new friends, learn responsibility and discipline, as well as the chance to compete in something they really enjoy. The [ORG/TEAM NAME] generates numerous opportunities for young adults in our community, however, there are many expenses that make it difficult to provide these opportunities. So, we are reaching out to you and other community members for support!

There are many ways to assist our team. Such as [SMALL LIST OF WHAT YOU NEED HELP WITH]. However, the easiest way to support our team, is by donating online to our MidwayUSA Foundation Endowment Account. We are excited to tell you that your online donation will be matched, through the MidwayUSA Foundation Matching Program! Your contribution, plus the match, will have a large impact on our team. There are many other benefits to contributing to our shooting team's endowment too, such as:

- **100% of the donation 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.**
- **Your name will appear on our team page as a supporter! Unless you would like to give anonymously.**
- **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!

MIDWAYUSAFOUNDATION.ORG/TeamResources

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



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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 youth shooting sports by providing long-term funding to youth shooting teams. Every donation made is tax-deductible and allows the Foundation to assist in expanding and enhancing the leadership skills, confidence, and discipline of today's youth through shooting sports activities. 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](tel:1-877-375-4570).

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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 your 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:

MidwayUSA Foundation In-Person Events: Events like Day of Clays are fundraisers for your youth shooting team. Find one near you and encourage your supporters to register. Every registration is a donation to your youth shooting team.

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](#).

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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 and follow our [Facebook](#) and [Instagram](#)!

Sharing 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. Canva.com also allows you to create QR codes in your designs.

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.

Team Name:

The MidwayUSA Foundation is helping us fund our shooting team.



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EVERY DONATION

Benefits our team & is tax-deductible

MIDWAYUSAFOUNDATION.ORG

Find a Team. Fund a Team.



SEARCH | CLICK | GIVE

for our shooting
team on the
website.

on the team name
in the search
results.

through the
'Donate Now'
button.

THANK YOU FOR THE SUPPORT AND REMEMBER EVERY DOLLAR COUNTS!