







# **FUND YOUR SHOOTING TEAM**

A QUICK GUIDE TO YOUR MIDWAYUSA FOUNDATION TEAM ENDOWMENT

CHANGING THE FUTURE OF YOUTH SHOOTING SPORTS

A team endowment with the MidwayUSA Foundation gives your youth shooting team the ability to provide financial stability for current and future athletes. Every team has the freedom to grow the endowment how they wish and we offer many ways to help.

Like other sports, shooting teams provide wonderful opportunities for students to make friends, develop confidence, learn discipline and gain leadership skills. However, most schools and clubs provide little or no funding for youth shooting sports...

# It's up to us to help! MIDWAYUSAFOUNDATION.ORG

# WHY AN ENDOWMENT?

They are permanent funds that are preserved forever. All of our endowment funds are pooled together for maximum benefit and invested to achieve long-term capital growth.

# WHY A MIDWAYUSA FOUNDATION ENDOWMENT?

The MidwayUSA Foundation is the only charity of its kind, with a mission to support youth shooting teams. Over 2,800 youth shooting teams have an endowment and every team has the freedom to grow that endowment how they wish. The opportunities for growth are endless!

Donations to your team endowment are matched, thanks to Larry and Brenda Potterfield. They generously fund our Matching Program through personal donations.

Every team endowment can receive donations right to their team through our website and matching dollars are added each month. The ratio does vary by month.



# MIDWAYUSAFOUNDATION.ORG/MATCHINGPROGRAM

#### DONATE WITH CONFIDENCE!

MidwayUSA Foundation exceeds industry standards in being transparent for donors. Evaluated by Charity Navigator, the nation's top charity evaluator, the Foundation earned a four-star rating, their highest score. We also earned Guidestar's top rating, the Platinum Seal of Transparency.





"This program is not just about shooting, it's about building the character of our kids. We hope to never have to turn away a child or family from our program because they cannot afford the cost." -Coppell Competitive Shooting Team [TX]

YOU HAVE THE TEAM OF FOCUSED AND ENERGETIC ATHLETES AND A SUPPORTIVE COMMUNITY.

WE HAVE THE TOOLS TO PUT THOSE TO GOOD USE!

# **PRODUCT GRANTS**

In addition to cash grants, we offer every team in our program product grants to use for their community fundraisers. These FREE items are from quality vendors and we always keep a variety of products on hand. Every item has a minimum endowment donation. Raise more than the minimum donation and keep those proceeds for instant operating cash. The funds donated to your team endowment are eligible for matching dollars.



## **INSTANT CASH**



# **ENDOWMENT GROWTH**







"The money from our endowment has enabled our club to purchase important equipment & help pay for travel expenses to national matches. It has made it possible for us to fulfill our goals in shooting sports."

-Solon High School [IA]

## **AUCTIONS & EVENTS**

Throughout the year we host special events and online auctions to fund your team. These fundraisers allow you to get your supporters involved in supporting your team in unique ways.

#### **SPECIAL EVENTS**

- Day of Clays sporting clays tournaments held throughout the country
- Pheasant Bonanza exclusive pheasant hunt
- Hometown Challenge online sweepstakes and shooting competition from your local range

#### **ONLINE AUCTIONS**

Our auctions include firearms, exclusive hunting packages, camera systems, and more. Every winning bid is a donation to the endowment of the auction winner's choice and will be matched!

# EARN TEAM PATCHES

Top fundraising teams earn patches to show off their hard work.



# **ANNUAL CASH GRANTS**

Once you've established an endowment balance, you can apply for a cash grant, annually.

5%

of your endowment balance for the life of your team

# **GRANT CYCLES:**

April 15 - June 15 October 15 - December 15

- Travel
- Ammunition
- Uniforms
- Targets
- Entry Fees

Apply each year through the MidwayUSA Foundation grant application process.

The majority of expenses most teams incur are covered by our cash grants.

Cash grant funds cannot be used to purchase firearms, fund individual athletes, or for political lobbying.

Review other items not covered by our mission: midwayusafoundation.org/about

Coach Training & Range Development Grants Available! | Learn about our newest grant programs on our website.



CHANGING THE FUTURE OF YOUTH SHOOTING SPORTS

#### SUBSCRIBE: MIDWAYUSAFOUNDATION.ORG/BLOG

Our Latest News Blog is the place for all the latest information. By subscribing, you'll receive an email every time we post something new. In addition, visit the 'Resources' tab of our website for more tools to grow your team endowment.

- FUNDRAISING EVENTS & INCENTIVES
- WEBINARS & VIDEOS

- CALENDAR
- PARTNER COMMUNITY

SCAN TO LEARN MORE





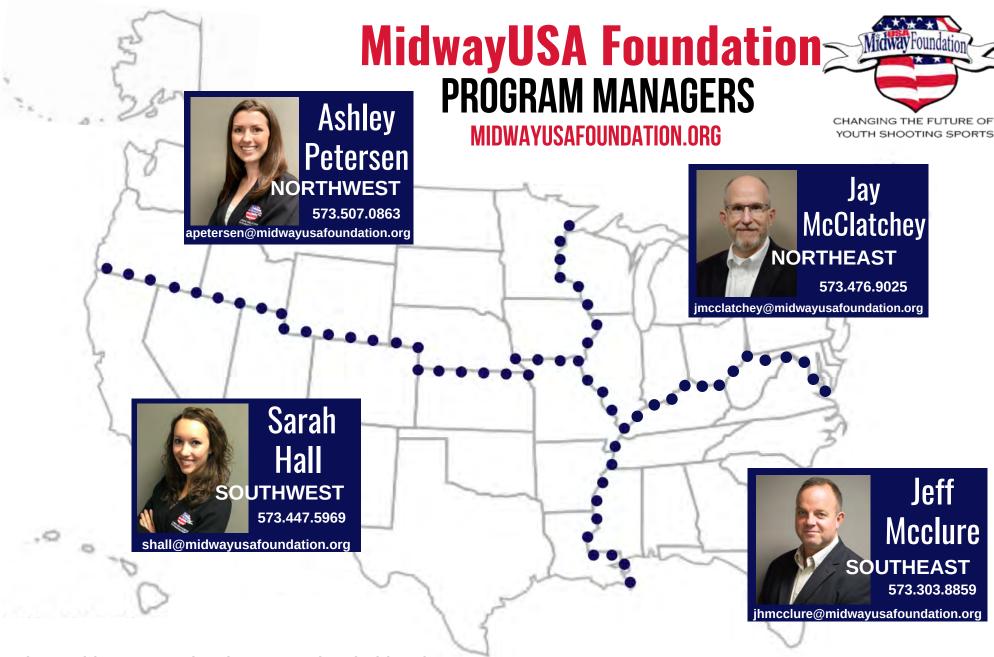






# MIDWAYUSAFOUNDATION.ORG

INFO@MIDWAYUSAFOUNDATION.ORG | 877.375.4570



#### YOUR PROGRAM MANAGER CAN HELP YOUR SHOOTING TEAM...

- Start a Team Endowment
- Sign up for FREE fundraising product(s)
- Grow your Team Endowment
- Apply for your annual cash grant

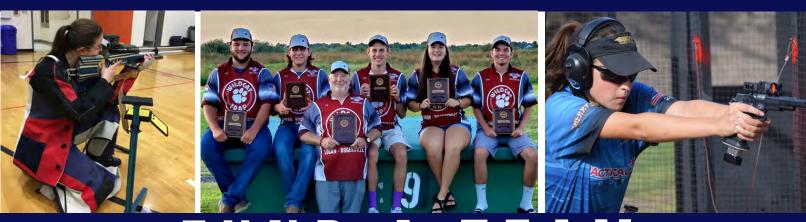
 Answer all your questions about the MidwayUSA Foundation

CONTACT JEFF, SARAH, ASHLEY OR JAY TO ATTEND YOUR NEXT COACHES' MEETING OR LARGE EVENT.



WE HELP COMMUNITIES AND ORGANIZATIONS RAISE FUNDS TO SUPPORT THEIR HIGH SCHOOL AND COLLEGIATE SHOOTING TEAMS.

# FIND A TEAM.



# FUND A TEAM.

# MIDWAYUSAFOUNDATION.ORG/DONATE

SUPPORTING NEARLY 3,000 YOUTH SHOOTING TEAMS THROUGH OUR TEAM ENDOWMENT PROGRAM.

- DONATE ONLINE
- Choose the team of your choice
- 100% of your donation benefits your team
- ALL TEAM DONATIONS MATCHED\*
- Zero removed for operations
- Tax deductible
- ALL SHOOTING DISCIPLINES SUPPORTED
- Benefits the team forever

\*See Matching Program Details at MidwayUSAFoundation.org/Matchingprogram



# FUND YOUR SHOOTING TEAM

#### MIDWAYUSAFOUNDATION.ORG/FUNDRAISE



Tippmann Arms M4-22 ELITE Rifle



CROSMAN® VALIANT™ Air Rifle



Savage Axis 270 WIN and Reeds Gift Card Combo







SSP Eyewear Methow Kit



Big Frig Badlands Cooler



**Vortex Ranger** 



Vortex Binos



**Big Frig Drybox** 



Mavic Mini Drone



Ranger Caliber Shooting Gloves



**Fixed Blade Knives** 



Garmin Xero® S1 Trapshooting Trainer



Mantis 10X Elite



Federal Jerseys

# F R E

# USE THESE PRODUCT GRANTS TO SUPPORT YOUR TEAM.

Our FREE products assist your fundraising efforts to grow your MidwayUSA Foundation endowment.

Each item has a registration packet on our website with information about how to receive the item and fundraising goals. Learn more at

MidwayUSAFoundation.org
/fundraising





# MIDWAYUSAFOUNDATION.ORG

MidwayUSA Foundation
fundraising products allow your
shooting team to conduct
fundraisers in your community.
Proceeds donated to your Team
Endowment are matched.\* Raise
more than the minimum donation
and have cash on hand for team
expenses.

\*Review current matching details on our website.



#### **GET NEW GEAR AND GROW YOUR ENDOWMENT**

MidwayUSA Foundation has teamed up with Battle Gear and SSP Eyewear to provide resources for teams to order custom team products AND grow their team endowment.









#### **Grow Your Endowment**

10% of all purchases is donated to your youth shooting team's endowment and matched!

#### **Capture Your Vision**

These brands will communicate closely with your team to turn any idea into a something the whole team will like.

#### **Online Team Store**

Unique online store for your team and fans to purchase customized gear that's shipped directly to each customer.

# **GET STARTED TODAY!**

Head to our website with the link below to complete the Team Uniform Contact Form or request a custom link from SSP Eyewear.

# MIDWAYUSAFOUNDATION.ORG/TEAMGEAR













# FUNDRAISING EVENTS

# 2022 INCENTIVES TO HELP TEAMS GROW THEIR ENDOWMENT

midwayusafoundation.org/calendar



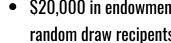
**April Online Donation Drive** 



- \$35,000 in endowment award money for participating teams and \$200,000 in monthly matching.
- Day of Clavs Nebraska April 10 Sporting clavs tournament and sweepstakes. midwayusafoundation.org/docn
- Hometown Challenge September Sweepstakes Drawing with prizes like firearms, ammo, optics, and more!
- \$35.000 in endowment award money for participating teams and \$200,000 in monthly matching.



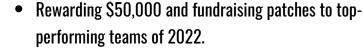
**Giving Tuesday:** [November 29th]







**Annual Rockstar** 





**Monthly Online Auctions** 

- Bid on firearms, gear, and more! Funds generated go to the youth shooting sports program of the donor's choice. musaf.fundyouthshootingsports.org
- Attend qualifying coaches meetings and/or webinars for a chance to win \$1.000.



**Coaches Meetings** & Webinars













# Win Great Prizes and Support Youth Shooting Sports Through MidwayUSA Foundation's Day of Clays Sweepstakes!



· · · MidwayUSAFoundation.org/DOCNE · · ·



# SHOOTING SPECIFIC FUNDRAISERS

#### Host a Shoot

Work with your local gun club or range to host a shoot. Invite the community to participate by paying entry fees. This can be a great way to introduce your community to your team and mention your team endowment. See if local businesses will donate prizes. Additionally, if your local gun club hosts a shoot, ask them to donate a "penny a clay" from their shoot.

### Host a Hometown Challenge Event

MidwayUSA Foundation's Hometown Challenge allows the shooting community to win prizes and compete on a national level right from their local range. Entries benefit Team Endowments, and all ages are welcome to participate. Organize a time to invite your community to your local range, charge entry fees and maybe even provide other food and games. Learn more about Hometown Challenge at MidwayUSAFoundation.org/htc.

### BBQ and Range Games

Host a bbq at your local gun club. During the bbq, have multiple events that donors can participate in to win prizes. The fundraising comes from selling food and tickets for the games. Learn how to play some popular range games on our website at MidwayUSAFoundation.org/rangegames.

# **UNIQUE FUNDRAISING IDEAS**

## Game Night

Your shooting team's game night can feature multiple games or just one. Have a set buy-in at each table. Winners get their money back, but the rest of the earnings go to your team. Popular games for this are Farkle, Yahtzee, and Poker.

## Drive-Thru Auction and BBQ

If your shooting team's current situation doesn't allow traditional fundraising methods, try creating a drive-thru. Your team could sell raffle tickets, run silent auction stations or simply sell food in a safe, clean, and convenient way.

#### Coupon Book or Rewards Card

Work with local businesses to create coupons that you can bundle together for a coupon book. You can then sell the books and contribute your proceeds to your endowment. Your team could also go through a company to create a rewards card.

## Trivia Night (Shooting Categories)

To host a trivia night, your team needs a venue, questions, and participants. Your guests can buy a ticket to the event, which could include a meal. Try including a raffle during the event!



# **FUNDRAISERS INVOLVING CHANCE**

50/50 Raffle

To do a 50/50 raffle, all your team needs is tickets. Set a price on the tickets and then sell as many as you can. The owner of the winning ticket receives half of the proceeds.

#### Prize Raffle

Essentially the same thing as a 50/50 raffle, except your team keeps all the proceeds, and the owner of the winning ticket receives a prize. Get free firearms, coolers, or electronics from the Foundation at MidwayUSAFoundation.org/. Ask your local gun club to sell tickets for you; I bet they'd love to support you!

#### Silent Auction

There are two popular ways to conduct a silent auction. 1. Donors fill out note cards with their bid and contact info. Then they place the card in a bin with the rest of the bids. The highest bid wins the prize. 2. Have a bid sheet in front of each prize where people place their bid and phone number. People can see the other bid amount, but they won't know who the bidder is.

#### Bingo Night

To host a bingo night, your team only needs a venue, bingo cards, bingo markers, and prizes. Your guests will buy cards from your team, hoping to win a prize.









# HAPPY NEW YEAR! Super Bowl Party!

# **SEASONAL FUNDRAISERS**

#### Have a Float in Local Parades

Every community, large and small, usually has a few parades each year. Signing up your shooting team for a float will give your shooting team more exposure. Along with candy, give out cards with a URL to your team endowment page on the Foundation's website. Supporters can conveniently contribute to your team there through a safe and secure online donation.

### Host a Holiday Themed Event

Create excitement around a holiday or major event. Sell tickets to the event to raise money or include additional fundraisers at the event for donors to participate in. New Years', Halloween, Super Bowl, and 4th of July are all some great choices!

## Community Cleanup

Shoveling snow or raking leaves are a pain for many homeowners. Get your shooting team together and offer to do these tasks for your community, asking for a donation to your team endowment in return! There's strength in numbers; a whole shooting team could clear a snowy driveway in minutes!

| 2022                            | JANUARY  | FEBRUARY  | MARCH   | APRIL  | MAY  | JUNE  | JULY  | AUGUST  | SEPTEMBER                                       | OCTOBER   | NOVEMBER  | DECEMBER  |
|---------------------------------|--|---|---|--|--|---|---|---|---|---|---|---|
|                                 |  |   |   |  |  |   |   |   |   |   |   |   |
| ENGAGEMENT DRIVERS / INCENTIVES | Award AG/DD<br>Matching Pool<br>[\$200,000 Pool - 5:1<br>cap]  |   |   | Spring Online<br>Donation Drive<br>[Donate Thru Team<br>Pages] | Award Spring Online<br>Donation Drive<br>[\$35K - Top 5 at \$8K, |   |   |   | Hometown<br>Challenge/Fall<br>Online Donation   | Award Hometown<br>Challenge/Fall<br>Online Donation<br>Drive [\$35K - Top 5<br>at \$8K, \$6K, \$4K, | Giving Tuesday<br>[Donate Thru Team<br>Pages]   | Award Giving Tuesday Matching Pool/Incentive [\$200,000 Pool]                           |
|                                 | Award AG/DD<br>Engagement Pool<br>[60%] [\$200,000<br>Pool - 5:1 cap]                                    |   |   |  | \$6K, \$4K, \$3K, \$2K,<br>plus 12 random<br>draws at \$1K]      |   |   |   | Drive [Donate Thru<br>Team Pages]               | \$3K, \$2K, plus 12<br>random draws at<br>\$1K, plus<br>sweepstakes prizes]                         |   | [\$20K - Top 5 at \$5K,<br>\$4K, \$3K, \$2K, \$1K,<br>plus 10 random<br>draws at \$500] |
|                                 | Award DAF<br>Matching Pool<br>[\$100,000 Pool - 1:1<br>cap]  |   |   |  |  |   |   |   |   |   |   |   |
|                                 | Award Annual<br>Rockstar [\$50K - Top<br>5 at \$15K, \$12,500,<br>\$10K, \$7,500, \$5K,<br>plus Patches] |   |   |  |  |   |   |   |   |   |   |   |
|                                 | Referral<br>Incentive [\$500 -<br>max of 3]  | Referral<br>Incentive [\$500 -<br>max of 3]     | Referral<br>Incentive [\$500 -<br>max of 3]     | Referral<br>Incentive [\$500 -<br>max of 3]                    | Referral<br>Incentive [\$500 -<br>max of 3]                      | Referral<br>Incentive [\$500 -<br>max of 3]     | Referral<br>Incentive [\$500 -<br>max of 3]     | Referral<br>Incentive [\$500 -<br>max of 3]     | Referral<br>Incentive [\$500 -<br>max of 3]     | Referral<br>Incentive [\$500 -<br>max of 3]   | Referral<br>Incentive [\$500 -<br>max of 3]     | Referral<br>Incentive [\$500 -<br>max of 3]   |
|                                 | Team<br>Matching<br>[\$160,000 Pool]   | Team<br>Matching<br>[\$160,000 Pool]            | Team<br>Matching<br>[\$160,000 Pool]            | Team<br>Matching<br>[\$200,000 Pool]                           | Team<br>Matching<br>[\$160,000 Pool]                             | Team<br>Matching<br>[\$160,000 Pool]            | Team<br>Matching<br>[\$160,000 Pool]            | Team<br>Matching<br>[\$160,000 Pool]            | Team<br>Matching<br>[\$200,000 Pool]            | Team<br>Matching<br>[\$160,000 Pool]  | Team<br>Matching<br>[\$160,000 Pool]            | Team<br>Matching<br>[\$160,000 Pool]  |
|                                 | Coaches Meeting<br>Online Donation<br>Incentive  | Coaches Meeting<br>Online Donation<br>Incentive | Coaches Meeting<br>Online Donation<br>Incentive | Coaches Meeting<br>Online Donation<br>Incentive                | Coaches Meeting<br>Online Donation<br>Incentive                  | Coaches Meeting<br>Online Donation<br>Incentive | Coaches Meeting<br>Online Donation<br>Incentive | Coaches Meeting<br>Online Donation<br>Incentive | Coaches Meeting<br>Online Donation<br>Incentive | Coaches Meeting<br>Online Donation<br>Incentive   | Coaches Meeting<br>Online Donation<br>Incentive | Coaches Meeting<br>Online Donation<br>Incentive   |
|                                 |  |   |   |  |  |   |   |   |   |   |   |   |
| SPECIAL EVENTS                  | Pheasant<br>Bonanza/Day of<br>Clays Nebraska<br>Registration Opens                                       |   |   | Pheasant Bonanza/Day of Clays Nebraska [Unique Donation Form]  | Downton Day<br>Registration Opens                                |   |   | Downton Day<br>[Donate Thru Team<br>Pages]      |   |   |   |   |
|                                 | Online Auction<br>[Donate Thru<br>Eventgroove]   | Online Auction<br>[Donate Thru<br>Eventgroove]  | Online Auction<br>[Donate Thru<br>Eventgroove]  | Online Auction<br>[Donate Thru<br>Eventgroove]                 | Online Auction<br>[Donate Thru<br>Eventgroove]                   | Online Auction<br>[Donate Thru<br>Eventgroove]  | Online Auction<br>[Donate Thru<br>Eventgroove]  | Online Auction<br>[Donate Thru<br>Eventgroove]  | Online Auction<br>[Donate Thru<br>Eventgroove]  | Online Auction<br>[Donate Thru<br>Eventgroove]  | Online Auction<br>[Donate Thru<br>Eventgroove]  | Online Auction<br>[Donate Thru<br>Eventgroove]  |
|                                 |  |   |   |  |  |   |   |   |   |   |   |   |

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| 2022          | JANUARY  | FEBRUARY                               | MARCH                                     | APRIL  | MAY                                  | JUNE                                   | JULY   | AUGUST                               | SEPTEMBER                              | OCTOBER                                      | NOVEMBER                             | DECEMBER                               |
|---------------|--|--|---|--|--------------------------------------|--|--|--------------------------------------|--|--|--------------------------------------|--|
|               |  |  |   |  |                                      |  |  |                                      |  |  |                                      |  |
| CASH GRANTS   | Q1 Organizational<br>Grant Deadline                | Coach Training<br>Grant Cycle Opens    | Q2 Organizational<br>Grant Cycle Opens    | June Grant Cycle<br>Opens                    | Award Q2<br>Organizational<br>Grants | Q3 Organizational<br>Grant Cycle Opens | Q3 Organizational<br>Grant Cycle<br>Deadline | Award Q3<br>Organizational<br>Grants | Q4 Organizational<br>Grant Cycle Opens | Q4 Organizational<br>Grant Cycle<br>Deadline | Award Q4<br>Organizational<br>Grants | Q1 Organizational<br>Grant Cycle Opens |
|               |  | Range Development<br>Grant Cycle Opens | Coach Training<br>Grant Cycle<br>Deadline | Q2 Organizational<br>Grant Cycle<br>Deadline | Award Coach<br>Training Grants       | June Grant Cycle<br>Deadline           | Award June Cycle<br>Grants                   |                                      |  | December Grant<br>Cycle Opens                |                                      | December Grant<br>Cycle Deadline       |
|               |  | Award Q1<br>Organizational<br>Grants   |   | Range Development<br>Grant Cycle<br>Deadline |                                      | Award Range<br>Development<br>Grants   |  | -                                    |  |  |                                      |  |
|               |  | Award December<br>Cycle Grants         |   |  |                                      |  |  |                                      |  |  |                                      |  |
|               |  |  | -   |  |                                      |  |  |                                      | 7                                      |  |                                      |  |
| MISCELLANEOUS | Communicate 2021<br>Engagement Results<br>to AG/DD | MUSAF BOD<br>Meeting (Columbia,<br>MO) |   |  |                                      |  | MUSAF BOD<br>Meeting (Columbus,<br>OH)       | National Shooting<br>Sports Month    |  |  |                                      | EOY Giving                             |

<sup>\*\*</sup> The information provided here is to be used as a general guide for 2022. Everything listed can change at any time for any reason. Please refer to the MidwayUSA Foundation website for the most current information.

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