
Branch Fundraising Tool Kit



2021

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“United for Deer”

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How to Use This Toolkit:

With the changes to our Grassroots Fundraising, Branches are able and encouraged to host alternative fundraising events....

Traditional Banquet

Many new groups are reluctant to host a banquet because they lack event-planning experience. Thousands of successful banquets have been held by people just like you! You are not alone. Your NDA Assistant Director of Grassroots will help make your banquet experience enjoyable and successful.

Start with Banquet Committee

A successful banquet depends on the organized efforts of your banquet committee. The Two most important roles of the Banquet Committee are to sell tickets and fill the hall & solicit prizes and underwriting.

Generally, most successful banquet committees require a minimum of 6-10 active members. Too few committee members place undue stress on the Branch President/Banquet Chairman and his/her committee members. It also makes it difficult to retain committee members and recruit new volunteers. Different committee members can provide different skills. Some may be great at selling tickets, some at soliciting donations, some at organizing banquet activities, and others at working the night of the event. Regardless of their skills and time commitment, take advantage of all contributions – they will make a difference.

The composition of your banquet committee will greatly affect the success of your event. Look for community leaders, people with influence in their community. Don't be afraid to ask people to volunteer. You will never know if you don't ask!

Banquet Sub-Committees

Banquet Chairman:

Remember that your Branch President does not have to be the Banquet Chairman. Letting the President handle the year-long, on-going matters of the Branch with another volunteer handling just the annual fundraising banquet is often the best way to avoid undue stress and burn-out.

- With committee participation, selects banquet date, venue, and ticket price
- Appoints sub-committees.

- Personally invites sponsors to the banquet. Solicits new sponsor memberships from potential sponsors.
- Convenes a wrap-up meeting to report on success of the banquet and assures all reports have been submitted.

Treasurer / Finance:

- Responsible for all financial aspects of the banquet including paying bills, having sufficient change at the event. Arranging for credit card machines, collecting and organizing membership information, and submitting the Event Financial Report (EFR), memberships and late credit card payments to the NDA National Office within 30 days.
- Payment for banquet items may be made by cash, check, money order, or credit card (VISA, MasterCard, American Express and Discover). Credit card machines will be provided by NDA National.
- All checks, cash and credit cards shall be counted jointly by this sub-committee immediately following the banquet. The day after the event, the membership information are sent to the National Office by the Assistant Director of Grassroots or a designated volunteer.
- Once the Event Financial Report (EFR) is completed, it and all corresponding proceeds should be mailed to the National Office, with an additional copy of the (EFR) sent to your Assistant Director of Grassroots. One of the requirements to be eligible for future banquet incentives, the completed report, membership information, and proceeds must be submitted within 30 days of the event.

Tickets

- Responsible for printing tickets, distributing tickets to Banquet Committee members, tracking ticket sales, developing target lists, and motivating Branch members to pre-sell tickets physically and online.
- Incentivize attendees to purchase tickets early by advertising Early Bird special or include an Early Bird raffle.
- Assists the treasurer in preparing final membership lists.
- Contact members who didn't purchase a banquet ticket and encourage these members to renew their support.

Arrangements:

- Responsible for securing the facility, making food and beverage decisions, securing physical needs (sound system, tables, chairs), coordinating set-up and decorations, background

music, and obtaining the auctioneer and security officer, if needed. Also ensures Branch compliance with NDA policy on the use of alcohol.

Auction & prizes:

- Responsible for soliciting prizes, coordinating raffle ticket sellers, conducting the live and silent auctions and the display set-up, and coordinating raffles. Works with the finance committee on a prize budget and ensures compliance with local raffle and/or gaming laws.
- It is important to find experienced raffle ticket sellers. Many large cities have companies that provide professional ticket sellers that work on commission. Consult your Assistant Director of Grassroots for suggestions.
- Includes firearm purchases- Responsible for working with a local firearm dealer, and/or the NDA National Office, through the Assistant Director of Grassroots, to obtain firearms. Also responsible for providing a copy of the local firearm dealer's FFL when the Branch is purchasing a NDA gun.

Publicity:

- Responsible for promoting the banquet, printing and distributing event fliers, and coordinating any mailing or e-blasts.
- Submits location, date, time, and contact information to your Assistant Director of Grassroots for posting on www.deerassociation.com.

Sponsor Member:

- Encourage all members to become NDA sponsor members.
- Works with the committee to host a separate sponsor event at another season of the year.
- Responsible for procuring sponsor items for a special sponsor membership upgrade table and raffle.

Planning Schedule for a NDA Banquet

Eight weeks from the banquet: Committee growth

- Develop a committee growth list.
- Each committee member identifies two individuals to help on the committee.

Seven weeks from the banquet: Get started!

- Appoint banquet chairperson and sub-committees (if not already accomplished).

- Determining date, venue, and ticket price.
- Start publicity, get tickets printed.
- Start acquisition of prizes, develop an underwriting plan.
- Order NDA merchandise through the Assistant Director of Grassroots.
- Coordinate letter and emails to solicit prizes.
- Review with your Assistant Director of Grassroots event history reports and make you banquet plan which includes a budget and goals for membership and income.
- Contact auctioneer and raffle sellers.
- Obtain a raffle license / permit from your town or state, if required.
- Identify insurance needs (if any) required by the host facility.
- Provide information to your Assistant Director of Grassroots for banquet promotion on the NDA website.

Six weeks from the banquet: You're on your way!

- Distribute tickets.
- Committee Reports.
- Continue with publicity- e-blasts, event posters, community network.
- Radio, local newspaper, direct mail, social media
- Contact last's years' attendees.
- Check with you Assistant Director of Grassroots regarding mailing lists and labels for local NDA members.

Five weeks for the banquet: Status check

- Committee Reports.
- Ticket sales reports.
- Prize solicitation reports.
- Continue with publicity.

- Focus on underwriting efforts for auction / raffle items.
- Be sure FFL permit is current and forwarded to NDA National Office for all NDA gun transfers.

Four weeks from the banquet: Getting closer

- Ticket sales reports.
- Prize solicitation reports.
- Continue underwriting efforts.
- Continue with publicity.
- Check-in with caterer, auctioneer, and ticket sellers.

Three weeks from the banquet: Crunch time

- Reports – ticket sales, underwriting, prizes.
- Check merchandise for damages or missing items.
- Be sure firearms have delivered to FFL dealer.

Two weeks from the banquet: It's going to happen!

- Continue underwriting efforts.
- Begin to plan banquet evening schedule, live & silent auction items, raffle(s) strategies.
- Design banquet program accordingly.
- Begin campaign to contact those invited but have not responded.

One week from the banquet: Too late to back out now!

- Final report on ticket sales.
- Final estimate on banquet reservations.
- Call caterer with final guaranteed. Plan on 10% fewer dinners than tickets sold. There are always people who cannot come at the last minute and restaurants usually can accommodate up to 10% more than guaranteed.
- Finalize prize list and list of donors and supporters.

- Publicity – LAST BLAST!
- Prepare committee schedule of assignments for evening banquet. Map room layout and designated areas.
- Confirm auctioneer, raffle sellers, and facility requirements.
- Print banquet program.

Banquet Day:

- Get to the venue early for final coordination and set-up.
- Unpack merchandise, organize product according to floor plan, number properly.
- Complete sound check.
- Review responsibilities with auctioneer.
- Set-up “bank” area. Be sure you have change, cash bags & boxes, credit card machine.
- Get the latest updated online ticket sales report for the registration table to check off names when attendees arrive for a quicker process.
- Review with raffle sellers their responsibilities and raffle structure.
- Coordinate with caterer the serving schedule.

Post banquet follow-up (within 10 days)

- Post to social media and submit news release to local media noting success of banquet, big prize winners, and where the local funds raised will be spent.
- Send successes and pictures to NDA National Office – Communication team for Branch news.
- Review success of banquet with committee- identify issues, discuss venue, size, and cost for next banquet.
- Complete audit. Treasurer prepares financial report to be forwarded to NDA National Office along with proceeds and memberships.
- Send “Thank you” notes to all donors and supporters.
- Final effort to capture memberships from last year’s members that did not attend.
- Plan for next year’s event now- set date and venue – select a chairperson!

Gun/Multi Gun Raffles

Firearms are one of the best ways to raise funds for your Branch and the National Organization. Guns are extremely popular and people love the opportunity to win guns.

In general, making the ticket price affordable along with having good prizes will help ticket sales. You can get creative, as you increase the number of prizes you generally can increase the price points and the number of tickets sold. You can consider cash options for prizes especially if you do not need to commit to buying the firearm until after the raffle. Generally, when offering cash in place of the prize, offer 75% of the value of the prize in cash. Work with your Team QDMA Territory Manager and get creative.

ONE GUN RAFFLE:

Select a popular, quality firearm. Consider regulations, example pistols based on State law.

Take the cost of your firearm, printing of the tickets and any other bills associated with the raffle.

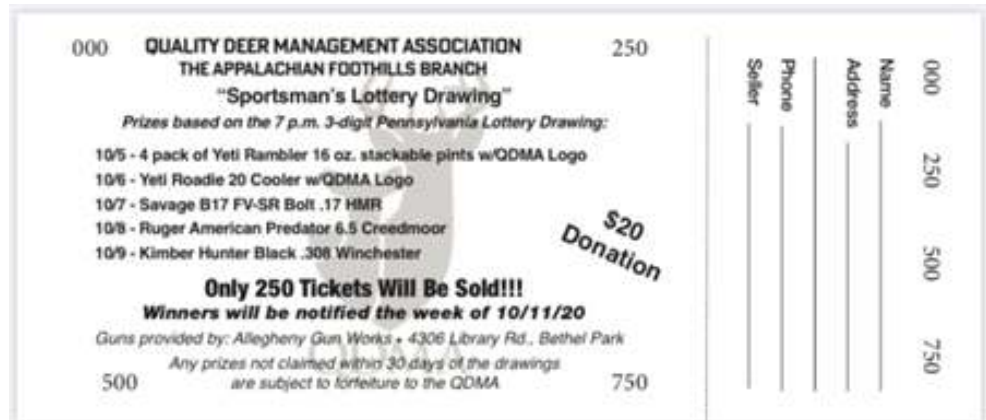
Generally, you can get raffle tickets printed in various sizes, quantities from \$45.00 to \$175.00

Determine the number of tickets to sell and price points for the tickets. The quantity of tickets, the costs of the raffle prizes, tickets, etc along with the goal of funds raised will help determine the price points.

For one-gun raffles w/ a firearm with a value of \$600 - \$1,000 I like price points of \$5.00 or 5 tickets for \$20.00

BILLS	Tickets Sold	Ticket Price	GROSS	NET	National	Branch	Net to Gross
\$1,000	250	\$10.00	\$2,500	\$1,500	\$1,050.00	\$450.00	60%
\$1,000	500	\$10.00	\$5,000	\$4,000	\$2,800.00	\$1,200.00	80%

Multi-Gun or Prize Raffle:



Ticket Example:

Notice, they offer 4 numbers. On this ticket, the draw is based off the PA State 3 digit Lottery Drawing. They are selling 250 tickets at \$20.00 and 5 prizes drawn on specific days in October. This is a very

Attractive & unique ticket.

Bills	Tickets Sold	Ticket Price	Gross	NET	National	Branch	Net to Gross
\$1,794.00	250	\$20.00	\$5,000	\$3,206.00	\$2,244.20	\$961.80	64%

Gun-A-Day Raffle:

Two Examples at different price points based on gun quality.

The NDA New York State Advisory Council did this very raffle in July 2020

They sold 1,000 \$50.00 raffle tickets Starting in April and Sold out by the beginning of June

The drawing is for the full month of July 2020. A gun is drawn every day, based off the evening pick three lotto in NY State. This eliminates work on manually drawing the winning numbers and allows for the purchaser to watch their number(s) and it adds integrity to the raffle draw as we are out of the loop on the selection of the winning numbers drawn.

1. Pick a month, generally about 3-4 months out from the start of the drawing
2. Determine a gun budget. \$16,000 allows for quality firearms (dependent on your Net to gross plan with number of tickets and ticket price, see below)

- We are using one FFL near the person who will manage the raffle, one centrally located is best.
- We will allow winners to pick the guns up at this FFL or the winner can cover the cost to ship the firearm.
- We are making a simple winner's certificate that will be mailed USPS to the winner and emailed to our FFL.

3. Determine how your raffle will be drawn. In NY we are using the evening lotto Pick 3, also known as "Numbers". The lotto numbers are posted on websites so no need to watch it daily

4. Design your raffle tickets/find a local printer. We can help with this and every step.

-We are printing 1,000 tickets numbered 000-999 on colored cardstock with black ink. \$50.00 each

-We are printing 4 tickets per one 8.5x11 inch size cardstock

- On the front: Name of Raffle, Month Year, "Drawn using the NY Lotto pick 3 known as "numbers"

-We are listing each firearm with the associated date for the month

-On bottom area perforated stub: Name, Mailing Address, email and Phone number.

- On the BACK we are listing all the common rules and sales tips such as Only 1,000 chances sold, you may win more than once, only \$1.66 per day in the month of xxxxx 2020. Etc

5. The person managing the raffle will keep a spreadsheet of all tickets sold with the winner's info and the ticket #

6. SALES: follow local laws, but we are using eblasts, social media (know the rules and be careful especially in FB), in person sales, and using the QDMA NYSAC webstore for purchases where they pay by cc and an email gets sent to the raffle manager who will then fill out the stub, keep the stub, add the sale to spreadsheet and mail the top portion of the ticket in business envelope to the purchaser. We can help with a basic webpage or a square or swipe storefront.

7. Work your numbers, you can alter the gun budget or tickets sold.



8. You could sell two chances for \$50 if you don't think you can sell 1,000 at \$50.00 Just remember it cuts your income in half.

9. HERE is the actual bills and income on the July 2020 Raffle NY did. They donated the entire Net to National to assist with the Covid-19 financial crisis.

BILLS	INCOME 1,000 TIX @ \$50	NET	NET TO GROSS RATIO
30 GUNS \$16,000	\$50,000 GROSS	\$32,500	65%
TICKET PRINTING \$175.00			
CC FEE'S ~3-4% /TICKET \$700			
POSTAGE sales & winners \$500			
~ Total costs \$17,500			

To see the store on the QDMA NY State Advisory Council Web page visit www.nyqdma.org

Here is a photo of the NY Gun A Day Ticket for November 2020, the July Ticket was similar:

	<p>NYS QDMA Advisory Council Sweet November Gun A Day Raffle Ticket November 2020</p>		<p>NEW YORK STATE QDMA STATE ADVISORY COUNCIL www.nyqdma.org</p>
<p>\$50.00 Donation TICKET NUMBER: 000</p>		<p>NOVEMBER 2020 GUN A DAY RAFFLE TICKET RULES & DETAILS</p>	
<ol style="list-style-type: none">1) REMINGTON 12GA 870EXPRESS2) THOMPSON CENTER IMPACT 50CAL3) GLOCK 43X 9MM SAPSTLE4) SMITH WESSON SHIELD 2.0 45CAL5) RUGER LCR 357 REV6) HOWA M1500 22-250 RIFLE7) RUGER 10/22 22LR W/SCOPE8) BROWNING XBOLT STALKER 2709) SAVAGE 93 17HMR10) KIMBER MICRO 9 NIGHTFALL 9MM11) RUGER AMERICAN 5.56 BLT RIFLE12) MOSSBERG PATRIOT 7MM08 BLT RIFLE13) MARLIN 336 30-30 LVR RFILE14) HENRY 30-30 LVR RIFLE15) TIKKA T3 243 RIFLE16) WEATHERBY ELEMENT 12GA17) HENRY 22MAG RIFLE18) POINTER ARISTA20GA OVER/UN19) REMINGTON 700 270 RIFLE20) SAVAGE 110 6.5CRED21) HENRY 30-30 LVR RIFLE22) HOWA M1500 6.5CRED BLT RIFLE23) WINCHESTER 70 24324) MOSSBERG 835 12GA25) BROWNING XBOLT 30826) HENRY 45-70 LVR RIFLE27) MOSSBERG RESERVE 410 SHOTGUN28) KIMBER 84M HUNTER 6.5CRED RIFLE29) RUGER AMERICAN 350LEG RIFLE30) RUGER PRED 308 RIFLE <p>*** See back for rules & details</p>		<ul style="list-style-type: none">• 1,000 TICKETS SOLD• YOU MAY WIN MULTIPLE DAYS• NUMBER ON FRONT CORRESPONDS WITH THE DATE IN NOVEMBER 2020• YOU MUST PASS BACKGROUND CHECK• RAFFLE DRAWN VIA THE EVENING NYS LOTTERY DRAW KNOWN AS NUMBERS. IN THE EVENT THE LOTTERY WAS CANCELLED OR SUSPENDED WE WILL DRAW BY A RANDOM COMPUTER NUMBER DRAWING SOFTWARE• THE RAFFLE FFL IS LOUIE'S GUN SHOP IN BATH, NY• THE WINNER WILL BE RESPONSIBLE FOR PICKING UP THE FIREARM AT LOUIE'S OR FOR PAYING THE TRANSFER/SHIPPING FEE TO YOUR FFL OF CHOICE• WINNER (by USPS MAIL) AND THE FFL WILL BE SENT A CERTIFICATE VERIFYING THE WINNER & FIREARM WON.• WINNING NUMBERS (NO NAMES) WILL BE LISTED ON THE QDMA NYSAC WEBSITE NYQDMA.ORG• LOUIE'S GUN SHOP 367 WEST MORRIS STREET BATH, NEW YORK 14810 607-776-4228• IF A FIREARM IS NOT AVAILABLE FOR ANY REASON, WE RESERVE THE RIGHT TO SUBSTITUTE WITH A FIREARM OF EQUAL VALUE OR \$400.00 CASH PRIZE• ALL FUNDS RAISED SUPPORT QDMA	
<p>NAME: _____ ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____ PHONE: _____ EMAIL: _____</p>		<p>NOV 2020 QDMA GUN A DAY TICKET # 000</p>	

Here is another example from a Fire Department. They are still selling 1,000 tickets with a Gun-a-Day for October. They are using \$20.00 a ticket. While this might be an easier sell @ \$20.00 a ticket, look at the quality of guns and the Net to gross ratio. The Net to Gross is 42.5% under 50%. Changing the price to \$25.00 a ticket improves the net to gross ratio to nearly 68%!

Bills	Income @ \$20 x 1,000 tix	NET	Net to Gross
Guns ~ \$11,335	\$20,000	\$8,500	42.5%
Ticket Printing \$165			
Total: \$11,500 estimated			
	@ 25 a chance \$25,000	\$16,500	67.5%

Example of Ticket:



These “Gun-A-Day” Raffles can also be extended out to a “Gun-A-Week” and run the raffle for 52 Weeks. The same concepts apply but are a gun on a set day of each week of the month. Branches in Michigan have used this model and it has worked out well.

Golf Outing Event

A golf outing can be a great alternative fundraiser to help raise funds for your branch and QDMA National. Golf Outings are a fun interactive event that can reach a wide audience of both hunters and non-hunters. You don’t need to be a good golfer, or even a golfer at all to have a good time and participate in the outing.

Let’s get started:

1. **Pick your Golf Course** – Work with a local golf course that is willing to work with you on your event. Things to consider would be course availability, cost per golfer, food & drink options, resources available for an outing, etc...
2. **Set your Ticket Prices** – You will want to provide different levels here for options for golfers. You will want to factor in price per golfer, QDMA membership, food (if applicable), and any other fixed prices per golfer you may encounter that you will pass on to the golfer. You can charge a Single ticket, 2-some ticket, and 4-some Tickets.
3. **Sponsors, Sponsors, Sponsors** – Golf Outings are a great opportunity to sell sponsorships. Sponsorships can make or break your events financial return. Tiered sponsorship levels (Gold, Silver, Bronze or hunting/deer themed levels) can provide sponsorship levels for businesses of different sizes. Selling hole sponsors is also a great sponsorship opportunity. Make the levels attractive to the potential sponsors. Build in a 4-some ticket package within each sponsor level to help get more golfers at the event.
4. **Sell Raffle Tickets** – You can have side raffles going on throughout the event. Bucket raffles, gun raffles, etc., would all be an option to help raise more money during the event. You can pull winners for these at the end of the outing when calculating the winners of the golf outing. Having a 50/50 going on during the event can also be an option.
5. **Sell Mulligans** – At registration, you can make a little extra money by selling mulligans. For example, you can sell a mulligan for \$5-\$10 each. If each golfer in 4-some buys 4 mulligans, that is an extra \$80-\$160 per 4-some if they buy Mulligans. The benefit to the golfer? A mulligan is a second chance to take a shot at no stroke penalty. It can allow the 4-some to have a better chance at lower score.
6. **Fun Games/Competitions within the Outing** – Use the competitive spirit of people to help boost revenue by having some games that go along with the golf outing. Charge a small fee to be included in these competitions. Ideas to use:
 - a. Putting contests on practice greens

- b. Longest Drive
- c. Closest to the pin
- d. One club challenge – Complete one hole with only one club (scores get you certain number of tickets for a prize)
- e. Tee off from the lady's tees – For a set price on a specific hole
- f. Hole-In-One Challenge – There is insurance coverage you can buy to offer a cash payout for someone who hits a hole-in-one at a specified hole.
- g. And more...Have fun and be creative with it

7. **Determine Prizes** – You will want to have prizes for the games and competitions above, but also for the team with the lowest score. Cash is always a great prize for winning teams. However, you know your crowd the best and what would motivate people to join your outing. Make sure you have a plan for a tie-breaker for the different competitions and winning team.

8. **Advertise** – Advertise the event just like you would a banquet. Utilize the course that will be hosting the outing to have flyers and sign-up info available for golfers who already golf at their course. Social media, newspaper, postcards, etc. are all great avenue to use to market the event.

9. **Volunteers** – Just like you would need for a banquet, make sure you have branch volunteers to help run this event. Depending on the size of your outing, you will want at least 5-10 volunteers helping out with the event.

After the actual outing, there is a great opportunity to have quickie raffles, get-a-gun raffles, silent auctions, live auctions, food and drinks, etc. This still allows for some great social time after the event and an opportunity to increase revenue. Depending on current regulations in your state or county due to Covid-19, you may want to think about having this post outing gathering in an outdoor space.

There are some great resources out there to help you plan your golf outing. Here are a few:

1. **[Event Caddy](#)** – This looks to be a one stop shop for the logistics, registration, marketing, event planning, etc. for the outing. There is a free option as well as a paid version that allows for increased capabilities the more you spend.

- a. This is a great tutorial video on how to utilize the system to its full potential - https://www.youtube.com/watch?v=IF6d12PzL_Q

2. **[Why Not Golf](#)** – This is a similar website and service as Event Caddy.

3. **Golf Digest - An easy, step-by-step guide on organizing, hosting, managing and enjoying a golf outing**

4. **Webinar to Maximize Revenue from Charity Golf Tournaments -** <https://www.youtube.com/watch?v=dN16cA6j9g4>

Contact your Regional Director for additional questions you may have about hosting a golf outing. The golf course you are working with will also be a helpful resource as they most likely run numerous outings and tournaments each year.

Sporting Clay Tournament

Your Branch has decided to host a sporting clays tournament and you've been asked to help plan it. Below we've provided some basic guidelines for you to consider as you start organizing your sporting clays tournament. A sporting clays tournament is very similar to a golf tournament, This information should help keep your planning process on track, and make you look like a pro the day of your sporting clays tournament. Whether this is your first time planning a sporting clays tournament or you already have an established fundraising event, these tips may help.

Planning and Research: The first step in organizing a sporting clays tournament is establishing goals. Determine how much money you need to raise and estimate costs as this will influence your planning. Sporting clays tournaments are known to be one of the most lucrative fundraising events if done right. Create a written project plan that spells out goals and outlines roles and responsibilities. Before you start your planning, do some research. Contact your local sporting clays range to find out if other sporting clays tournaments are taking place in your area. Over saturation of too many sporting clays fundraisers could lead to low attendance and unattainable financial goals. This should also be carefully considered when selecting the date of your event, as you'll want to avoid competing against other tournaments or large community charity events.

Assemble a Planning Committee: Successful events hinge on the recruitment and action of a strong leadership team. Ideally your team should be comprised of individuals with diverse skills and talents that share a common interest in the organization's success. It is also highly suggested that you get knowledgeable sporting clays shooters involved on your event planning committee. They may not know about fundraising, but they've been to enough sporting clays tournaments to know what works and what doesn't. Working smart at this stage of the game requires delegation. Consider assigning a person (or team of people) to the following project areas:

- **Corporate Sponsorship and Donations:** This person or team should have experience in sales and building partnerships to create sponsorship packages that outline benefits and obligations. They will then raise money for your organization by soliciting event sponsorship from local businesses. This group will want to work closely with the

marketing team to ensure all sponsorship obligations are fulfilled (i.e. signage, logo inclusion on printed materials, thank you's, etc).

- **Marketing & Public Relations:** It will be beneficial to have someone with a communications background for this role. This person will write press releases and pitch story ideas to media. They will also create print and promotional materials (i.e. flyers, print ads, event posters, etc.) to help spread the word about the event throughout the community.
- **Hospitality & Day of Event Operations:** He or she organizes "day of event" logistics including table or tent rentals, raffle tickets, cash boxes, golf cart rentals, placing event signage, etc. This group also plans pre- and post-event meals and activities, and coordinates entertainment. It may be a nice gesture to have an on-site photographer to take pictures at the event. These will be great assets for the post-event recap on your website, newsletter, etc.
- **Prize Committee:** This person or group is responsible for finding items for goody bags that each shooter receives such as hats, ear plugs, safety glasses and other small promotional items. Procuring trophies for the winning teams and high individuals. Shop for and discuss trophy and tournament memorabilia with a reputable vendor as far in advance as possible. Custom trophies, t-shirts and promotional materials often require planning and ordering.. They will also work with the sponsorship coordinator to assist with obtaining donated items for raffles or silent auctions.
- **Volunteer Committee:** This group will organize staff & volunteers for day of event activities including:
 - Rules judge - Recruit a few volunteers who know the game of sporting clays well enough to help keep order on the course, answer questions and judge on-course contests, etc.
 - Welcome Committee - Friendly, outgoing individuals to welcome guests, set up registration tables, prize tables, distribute goody bags, snacks, drink tickets, sell raffle tickets, etc.

Selecting & Negotiating with the Gun Club: A critical step in the planning process is the selection of the actual gun club. You'll want to iron out the details with the course staff. Putting everything into writing and signing an agreement can alleviate confusion on tournament day. Here are some things you'll want to include in your contract: .

- Date and time: Be flexible here! Courses may offer discounts for off-season or mid-week dates.
- Description of tournament services: Are golf carts, scorecards, gratuities and service fees, etc. included?
- Total costs: Costs per shooter, costs for food, beverage, services, etc. and due dates for deposit and final payment. Consider asking a local business to pick up this tab by being "title" sponsor of your charity sporting clays outing.
- Cancellation terms and weather policy

In summary, make sure you are prepared with a list of questions before you start negotiations with the course. You may want to compare costs and services between a few different courses to ensure you are getting a fair deal, and put everything in writing to protect your organization. But most important, make sure you feel comfortable with the terms and the staff at the course as you want to make sure the course will treat your guests to a great day of hospitality!

Tip 1. Staffing your Tournament

Do not attempt a tournament alone. You will get frustrated and burnt out. Tournaments are fun and exciting to be a part of. There are many people that want to volunteer on your team. They just need to be asked. Committees are essential for producing a successful event. When working with a committee, here are a few key things to remember:

1. Finding Volunteers - Committee members are found within your industry. Call on vendors and businesses in your industry.
2. Recruiting Volunteers - Give them what they want. They want to network, serve, make friends, pay dues, see action and get recognition.
3. Give Volunteers Direction - Set goals and give instructions in writing. You will be more productive if you give direction.
4. Reward your Volunteers - Your committee will be loyal and return year after if you give reward them with gifts, incentives, exposure and recognition.

Tip 2. How to Sell Sponsors

Sponsors are the profit. The more sponsors you have the more money you will make. Sponsors are companies that want to give to your cause, build relations with your members and most important have a relation with you. Call on all of the vendors within your industry, give them value and the opportunity to invest. Sponsors want a return on investment.

Tip 3. How to Recruit Shooters

Without shooters you have no tournament. Shooters will play in your event if you show them a good time, you give them value and they have a relationship with you. Shooters expect to pay for their round of sporting clays, their meal and a reasonable donation to the charity.

Tip 4. Promoting Your Tournament

Spending money on promotion is not necessary if you have a good committee and you produce a good event. Networking is the key. The best promotion is relationships. Shooters and sponsors will return year after year. Be ready to preregister for next year's tournament. Your gun club can only handle a given number of shooters. If shooters have a good experience during your tournament, they will not want to miss it next year. Create a database of team leaders and their email addresses, so you can contact them with next year's date, when it becomes

available. Team leaders will try to fill their teams. As your tournament becomes popular there are chances you can run a morning and an afternoon tournament.

Tip 5. Games & Contests

Games and contests build memories. Give them games and contests and they will remember your event. It also gives you an opportunity to announce more winners. The more winners you have the better. Many gun clubs will be able to include a 5-stand setup, a wobble trap or a flurry.

Tip 6. Quality Prizes

The quality of prizes determine the quality of your event. Give them quality merchandise. Try to trade with sponsors. Prizes include: goody bags given to the shooters when they arrive, contest prizes, winner prizes, raffle items, and auction items.

Tip 7. Tournament Operations

Sweat the details. Watch everything from the spelling of everyone's name to starting on time. Inform all of the committee of all of the details so that they can be helpful. Your gun club should have a good idea of how long it will take for shooters to complete the course. Have your food ready when shooters start coming off the course. Have your scoring committee ready to tally scores as soon as score cards are turned in. Nothing disappoints a shooter more than having to leave without knowing if he won an award or prize. If you run two flytes, have prizes and awards for each flyte.

Tip 8. Time Line

Start 6 months in advance, reserve the course 5 months out, contact sponsors as soon as possible, contact shooters 60 days in advance.

Tip 9. Additional Revenue

Mulligan's, gambling hole, contests, raffles and auctions can take you event to a new level.

Tip 10. Food & Beverage

Give them good food. Be sure to have a drink cart if it is hot weather. Many shooters will be walking the course and will not be able to carry more than their gun and shells.

Wrap Up & Follow Up

Pay your bills, clean up and write thank you letters. Build a reputation of thoughtfulness. Producing a tournament can be fun and rewarding. Make sure to turn in Event Financial Report, NDA memberships, copies of receipts, and any funds owed to the National organization within 30 days of the event.

Large Package/Sponsor Package Raffles

Put together a package of hunting or non-hunting related items that would appeal to NDA members and the local community. Set a budget and goals for your fundraiser. Depending on the cost of the package you put together, decide on the number of tickets and price point to offer those tickets to meet the goals for your fundraiser. A few examples to use for a package raffle would be as follows:

- **Rifle Hunter Package** – High end box blind, quality rifle, shooting stick, swivel chair, etc...
- **Bow Hunter Package** – Bow or Crossbow, tree stand, range finder, decoy, etc...
- **Field to Fork Package** – Crossbow or Rifle, Double Ladder Stand or Box Blind, Grill, processing equipment, etc...
- **Food Plotter Package** – UTV/ATV, food plot seed, sprayer for UTV/ATV, cultipacker, etc...
- **Turkey Hunter Package** – High end shotgun, decoy package, ground blind, etc...

These are just a few examples and we encourage your branch to be creative and unique with your packages.

Here is an example with hypothetical expenses and income for a “Rifle Hunter Package”:

Rifle Hunter Package	
Expenses	
Item	Cost (examples)
Redneck Blind	\$ 2,500.00
Rifle	\$ 750.00
Shooting Stick	\$ 100.00

Swivel Chair	\$	100.00
Total Expenses	\$	3,450.00

Income						
Ticket Price	Ticket Quantity	Total Income	Net Income	Net/Gross Ratios	National Proceeds	Branch Proceeds
\$ 20.00	500	\$ 10,000.00	\$ 6,550.00	66%	\$ 4,585.00	\$ 1,965.00
\$ 50.00	250	\$ 12,500.00	\$ 9,050.00	72%	\$ 6,335.00	\$ 2,715.00

Working with NDA National sponsors as well as your local businesses can help get you the best gear and prices to make your raffle successful. Donations from local businesses can also increase the revenue of your fundraiser by limiting your expenses for your raffle. If set-up properly, these raffles can be very profitable and beneficial to both the branch and NDA National.

Gun Banner Raffles

You likely have seen the Gun Banner raffles we did in the first part of July 2020. We can also do these at the Branch level! Banners create excitement for the winner's choice. Many of us have a number of firearms, so if a ticket lists guns or calibers we already have we might not be as inclined to purchase a ticket. The winner's choice will set the mindset of I will win something new that I don't have. Also, it can be other things rather than just guns!

NDA Banner Example

Play NDA Winners Choice for \$20 an entry! Only 100 tickets will be sold in each round. There will only be 5 rounds and each round will have a winner. The sooner you get in and win the better your odds of getting the item you want. The gun market is hot right now and we have some of the hottest guns available on the Winners Choice. There are 38 items to choose from and only 5 winners.

The first-round winner will have first choice of a gun or optics from the Quick Draw board. The 2nd round winner will get the next choice of a gun or optics and so on. If an item is unavailable after each round you will have to pick from the remaining guns on the Winners Choice banner. So, the quicker you enter into a drawing and win the better your odds are for getting the gun or optics of your choice. Be the fastest drawn and pick your winning item!

- \$20 per ticket
- 100 tickets sold per round
- Only 5 rounds available!
- Be the fastest drawn and WIN!
- *Must sell 50 ticket minimum for a quick draw round to be eligible.



QDMA Winner's Choice

Model Name	Brand	Available in:
CRUSADER FIELD	AMERICAN TACTICAL	12 Ga Over/Under, 20 Ga Over/Under
ABOLT III HUNTER WALNUT	Remington	.243 WIN, .308 WIN, .308 WIN, .30 06 SPFLD, 7mm RM Mag
ELEMENT SYNTHETIC	CZ USA	12 Ga Auto, 20 Ga Auto
1012 WALNUT/BLACK	CZ USA	12 Ga Auto
93R17 XP MOSSY OAK	SAVAGE	Scoped .17 HMR
783 SYNTHETIC BLACK	Remington	.30 06 SPFLD, .308 WIN, 7mm RM Mag
P3800 PUMP MAX5	Stoeger	12 Ga Pump
VANGUARD SYNTHETIC	Remington	.25 06 REM, .270 WIN, .30 06 SPFLD, 6.5 Creedmoor
AXIS RIFLE	SAVAGE	.243 WIN, .270 WIN, .308 WIN, 6.5 Creedmoor
CONDOR FIELD WALNUT	Stoeger	12 Ga Over/Under, 20 Ga Over/Under, 28 Ga Over/Under, 410 Ga Over/Under
BPS FIELD WALNUT	Stoeger	12 Ga Pump, 20 Ga Pump
GOLDEN BOY LEVER	Stoeger	.17 HMR
B17 FDE SYNTH RIFLE	SAVAGE	.17 HMR
AMERICAN RIFLE PREDATOR	RUGER	.22 250 REM, .308 WIN, 6.5 Creedmoor
IMPACT SB MUZZLELOADER	Stoeger	.50 LM
SXP FIELD WALNUT	Remington	12 Ga Pump, 20 Ga Pump

Winner's Choice - Pick Your Favorite!
See website for availability after each round of raffles. Must use \$5000 minimum for a cash draw round to be eligible.

REEDS
 Family Outdoors Outdoors

We can set up the guns, prices and even the flier with a ticket portion on the bottom. We have our National Vendor, Reeds Family Outdoors that can help. You can also use your local gun dealers for guns and other products as well. Work with your main contact, Mike or Josh, to help you. The nice thing about banners, you can set them up to pull for every XXX number of tickets sold. So it protects your bottom line; you cannot lose money.

Online Auctions

Online auctions can be a great way for Branches to host a virtual fundraiser. We have had success with these at a National level with online auctions the past several years. We typically run these alongside a National event such as Conventions or Whitetail Weekends. We have also started to host stand alone online auctions that have done very well. Your Branch can also host these auctions for very little overhead.

Here are the basics:

1. Choose an auction hosting site.
 - a. We recommend using the online auction hosting services through our custom [NDA EventGroove](#) platform. Mike and Josh can help you on getting this set-up.
 - i. NDA also has a credit card payment system (Stripe) set-up with EventGroove to handle all payments.
 - b. Gather hunting trips, fishing charters, experiences, custom artwork/home decor, hunting products, firearms, and any other unique items that would do well on an auction. Think of what type of products you would typically use in your Live and Silent auctions at your banquets.
 - i. Make sure to gather as much information on trips as possible to make sure we are clear about what is and what is not included.
 1. There is a **Hunt Donation** form available in the Branch Portal.
 2. NDA may also have hunts available to use. Please check with Mike, Josh, or Genice for hunts/trips that might be available.
 - ii. Gather product descriptions and images for products on the online auction.
 - c. The number of items on your auction will vary depending on what type of items you have on your auction. Work with Mike or Josh to determine the best number of items in your auction.
 - d. Consider contacting local businesses to sponsor or underwrite specific items. This would be just like cash/underwriting donations at your banquet.
 - i. This should actually be more attractive for businesses to sponsor as we can upload an image of the logo and link directly to their website.
 - e. Upload auction items into the website.
 - f. Set minimum bid amounts to make sure you are not losing money on any products you have purchased for the auction.
 - g. Determine as a Branch if the Branch will cover shipping costs, or if the buyer will need to cover shipping if they are unable to pick up the item (if it is in the Branches possession).
 - h. Determine Start and End times for your auction. We would suggest running your auction for 7-14 days.
 - i. You typically see the most activity the first day and the last day. It can often be slow in between those times.

- i. Work with Mike or Josh on sending out e-blasts to NDA contacts in the area you would like to reach
- j. After the auction is finished, make sure that all winning bidders have submitted payment for their items before they are shipped or picked up.
- k. Send “Thank You” letters to your sponsors and anyone who donated trips or items for your auction.
- l. Send sponsors and any donors donation receipt to make sure they have proof of the donation for their records.
 - i. Mike or Josh can help you with this form.

Again, an online auction offers a great alternative to hosting in-person fundraising events. Online auctions can also be a great secondary event if your Branch wishes to host multiple fundraisers in the year. For more information or help with planning and hosting your online auction, please contact Mike or Josh.

Sweepstakes vs. Raffle:

Sweepstakes and raffles are similar but are also viewed differently by state and federal gaming agencies. One key difference is that raffles require a payment for a chance to win something and are considered a game of chance. On the other hand, Sweepstakes must offer a free method of entry in addition to the donation-based entries.

There are several states that do not allow online raffles. If your branch is in one of the restricted states, you would still be able to run a sweepstakes instead.

For a more in depth breakdown on the differences, Eventgroove has some great resources:

- [Raffles and Sweepstakes: What's the Difference?](#)
- [Online Charity Raffle Regulations](#)

Nearly all of the raffle ideas listed in this tool kit could be modified and be done as a sweepstakes as well.

Eventgroove

NDA has created a custom label online fundraising site with Eventgroove. This is the site we have used for all of our National sweepstakes. This platform is available for any of our Branches to use for online fundraising. Eventgroove will soon be hosting training sessions that will be recorded and made available for Branch Leaders to review on the Branch Portal.

The platform allows for online raffles, sweepstakes, online auctions, a-thons, crowdfunding, and sales capabilities.

To view the NDA fundraising page, check out the following website:
<https://go.ndafundraising.com/>