

## 4-H Shooting Sports Fund-raiser

Opportunity for \$100,000 for 4-H



*In partnership with the Missouri Friends of the NRA State Committee.*

**What is it?** It's a raffle, a giant raffle for 104 guns. Two guns per week will be given away in this fund-raising raffle. That's right 2 drawings per week.

One raffle ticket is good for all 104 drawings and comes in a beautiful calendar depicting Missouri 4-H Shooting Sports members and leaders. Sell the raffle ticket and give away the calendar.

**How much?** Each raffle/calendar sells for \$50. Yes, that's a lot of money, but...if you figure it out on a per chance to win...it's only 48 cents per chance. And each calendar purchaser will have 104 chances. REMEMBER they aren't buying a calendar – they are buying 104 raffles.

**How many?** The goal is to sell a total of 5000 calendars. 4-H has committed to selling 4300 of them. That is less than 1 calendar per 4-H shooting sports member.

**How much do we get?** There is an estimated initial cost of about \$50,000 to print the calendars and purchase the firearms. After costs are recovered – the proceeds are split 50/50 between 4-H and the Missouri Friends of the NRA. Of the 4-H half – 75% is returned to your program and 25% is for the state 4-H shooting sports program. If everyone does a good job of selling the raffle – it would will mean at least \$15 per calendar sold to be returned to the local program. Previous year's earnings have ranged from \$16.92 to \$18.74 per calendar/raffle sold.

**How does it work?** The Friends of NRA Committee is doing the bulk of the pre-sale work. They will assemble the calendar, get it printed, purchase the guns, distribute the guns to the winners and they will sell "some" of the calendars. 4-H sells calendars. The Missouri 4-H Foundation will serve as the fiscal agent for 4-H. It will accept the sales proceeds and distribute funds back to 4-H clubs/programs.

**How can the funds be spent?** No restrictions on how funds are spent. The funds you raise can be used however you wish. You will receive a check. It's your money. But this is primarily planned as a Shooting Sports fund-raiser.

**Grants?** What makes this a true win-win is that the \$100,000 that the Friends of NRA will raise for themselves, will be used for additional grants for shooting programs. So...4-H shooting programs are not only earning money for local use – they are making the pot of grant funds larger - for which they may apply. Win-Win!

**When?** The goal is to have calendars ready by March 1. We want to complete sales within 45 days. April 1– May 1 is the window for sales. The calendar is for months of July 1, 2016 – June 30, 2017.

Do we pay for the calendars upfront?

No. No money required up front. You order what you believe your group will sell. You will get the calendars, collect the money, and send 1 check and the raffle stubs to Gerry at the conclusion. (periodically if you prefer). PLEASE don't order an unreasonable number and then return over half. That's a killer. Try to be accurate and order once. But if you are a little conservative and sell out; you can probably get additional calendars. No guarantee, but we usually have a few additional calendars available.

What do we do?

County 4-H programs should decide how the fund-raiser will operate in their county. Will it be through the county wide shooting sports group? Is it by clubs? Maybe it will be used as a county 4-H fund-raising opportunity. How you accomplish it in your county is a county decision. The 4-H staff person must be included in the decision-making process.

First option to participate should be given to the county-wide 4-H Shooting Sports group. If that group chooses not to participate, then individual shooting clubs may want to do it. Or county 4-H Councils might want to try it as a county-wide 4-H fund-raiser...or even Extension Councils. The 4-H groups selling the calendars may spend the funds any way they wish. No strings attached by the NRA.

Shooting Sports coordinators or instructors interested in participating in this great fund-raising opportunity, need to talk to their 4-H staff person. Work out the details together. Meet with your 4-H shooting sports instructors and families. Figure out how many calendars you think you can sell. Set a goal. Make it a reasonable goal. Every family will not sell 10 calendars. But perhaps you can ask each SS family to sell 2? Or 3? They can buy 1 and sell 1 or sell both. You can offer incentives for those that sell the most...or for those that sell more than 10. Whatever – be creative. BUT discuss it as a group and come up with a reasonable number. There has to be buy-in from other instructors and shooting sports families (most anyway). You should expect every SS family to participate in some way.

These raffle calendars are not tough to sell...IF you ask the right people. But you have to ask.

Then request that number of calendars from Gerry Snapp, State Coordinator of the 4-H Shooting Sports program. Please have a realistic goal. IF you sell all the calendars quickly, you may request additional...IF available.

**The state-wide goal is 1 calendar per 4-H shooting sports member.** (that would be 4900). But we all know that some will sell zero and many counties do not participate at all. So, those that do – need to help carry those that do not. Try to encourage every SS member to sell at least one. Others will sell a few. As with nearly anything, you will find that 20% of the 4-Hers sell 80% of the calendars. Reward those that do!

Significant funds can be raised. If a county would sell 100 calendars – that would amount to \$1500-\$1900. It's all about asking the right people, in the right way.

What else?

Keep in mind – that the "Friends of the NRA" works through the NRA Foundation, a 501c3 organization. None of the calendar proceeds can be used for political or legislative purposes. Proceeds will be distributed through the state grant program –

which includes education, safety, promotion of recreational and competitive shooting.

Rachel Augustine, Interim Executive Director of the Missouri 4-H Foundation and Dr. Ina Linville, Missouri 4-H Program Director have approved this fund-raising opportunity. They encourage shooting sports groups or county 4-H programs to participate.

Appoint a Fund-raiser Chairperson. That person will be main contact between the local program and Gerry Snapp. This person will keep track of the calendars and funds. The chair person does not have to be a certified SS volunteer. Also appoint a committee that will work with the chair to accomplish their goal.

**Please Consider this fund-raiser in lieu of other local fund-raiser for 4-HSS.**

**It's How you ask...and Who.**

Be positive not apologetic.

People like to support a good cause.

Shooting and hunting people like to support youth shooting and hunting.

Remember, to ask them if they want to buy a ticket for 104 gun raffles for just \$50. Don't ask them to buy a \$50 calendar. It makes a difference!

**This absolutely does not conflict with local NRA banquets, or fund-raisers.** Whether a 4-H member sells the raffle/calendar or the NRA member – Both groups get the same...every time. Proceeds from every calendar – no matter who sells it, is split evenly between 4-H and Friends of the NRA. You are NOT competing with local NRA fund-raisers! Both groups selling the raffle, just makes it better – more people will be asked...more raffles sold.

**Important to Missouri 4-H**

The portion of funds that is kept at the state 4-H office is used to support the Missouri 4-H Shooting Sports programs. A major part of that funding provides important dollars to support the state specialist position for Natural Resources, Environmental Stewardship, and Outdoor Education (State SS Coordinator). You will not only be earning dollars to support local programs, but contribute to the state 4-H program.

**Requests for Calendars are now being accepted.**

You can mail or email your request to [4hyouth@missouri.edu](mailto:4hyouth@missouri.edu)

- Use form provided
- I need to know – How many calendars - preferably by March 15- but whenever.
- Contact/chairperson Name, Address, Phone numbers, email
- And need to know that your 4-H staff person has been “in the loop” and is OK with how things are being handled locally. (email is okay)

Questions? Email [4hyouth@missouri.edu](mailto:4hyouth@missouri.edu)

**NRA/4-H Calendar  
Fund-raiser**

Dear State 4-H Office,

My club or county will be participating in the calendar fund-raiser for 4-H shooting sports. I have contacted the county extension 4-H staff person and received approval. I will be responsible for our groups calendars and funds.

County(or club) name \_\_\_\_\_ would like to order  
\_\_\_\_\_ calendars.

I understand that my program (club or county) is responsible for each calendar received. Each calendar must be accounted for – either returned or \$50 received.

Name of Calendar Contact (print) \_\_\_\_\_

\_\_\_\_\_  
Signature of contact person \_\_\_\_\_ Date

Address \_\_\_\_\_  
\_\_\_\_\_

Phone Number (h) \_\_\_\_\_  
(cell) \_\_\_\_\_

Email Address \_\_\_\_\_

Make our proceeds check payable to:  
\_\_\_\_\_

Return this form to the 4-H Center (address below).

You can email this information to [4hyouth@missouri.edu](mailto:4hyouth@missouri.edu)  
Or mail to 4-H Center for Youth Development  
1110 S. College Avenue  
Columbia, MO 65211