

# Iowa SCTP / SASP Coach Conference

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## Fundraising methods panel

January 31, 2026



# Fundraising methods

## Panelists



**Mitch Baum  
Gilbert**



**Mark Henning  
Wilton**



**Brandon Shaw  
Gilbert**



**Tiffani  
Williamson  
Warren Co.**



# Fundraising methods

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Introduction

Add content



# Fundraising methods

## Capital Campaign

- Hill Farm Range, Ellsworth IA
- Founding Team Sponsors
  - Gilbert, Ballard, South Hardin, Roland-Story, Ankeny Jags
- Grassroots team inclusive effort
  - Passionate individuals
  - Trust and transparency
- 501c3 Non-profit structure



Consider the longevity of your team and not just today



# Fundraising methods

## How did it Happen

- Set a Goal, Budget, Timeline
- Sense of Urgency/Need
- Silent Phase - Initial \$25k matching donor (kickstart!)
- Personal Financial Donors
- Grants/Other Non Profits
- Midway USA Foundation - Range Grant
- In-kind Donors



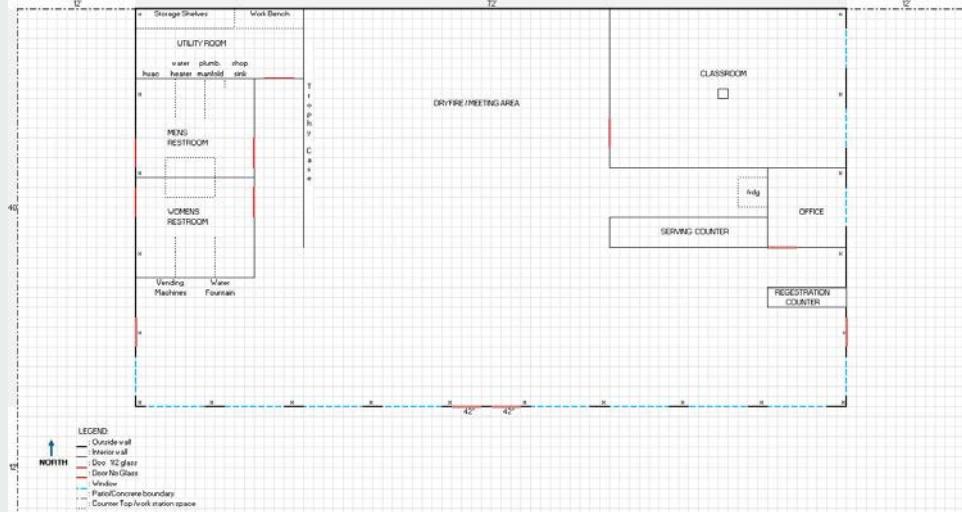
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# Fundraising methods

## Donation Summary

- **Phase 1: (Infrastructure, Field 1&2)**
  - 91 donations: \$289k
- **Phase 2: (Fields 2&3)**
  - 29 donations: \$332k
- **Phase 3: (Actively Fundraising)**
  - Educational Training Center - classroom/restroom facility
  - Construction Spring 2026



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# Fundraising methods

## Raffle

-\$50 each

-1,000 tickets



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# Fundraising methods

## Sponsorships



### Platinum Member

\$1000 +

Signed team photo  
and  
Sponsor plaque  
*Opt out of*  
signed photo  
sponsor plaque

and Gold Benefits

### Gold Member

\$500-\$999

Your Name         
or  
Your Logo       

advertised with  
team raffle.

and Silver Benefits

### Silver Member

\$250-\$499

Your name on the  
back of our  
uniform shirts.

and Bronze  
Benefits

### Bronze Member

\$100-\$249

Your Name         
or  
Your Logo         
on our banner.

and Club Benefits

### Club Member

\$1-\$99

Invitation to  
team sponsor  
appreciation  
event.



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## example 3

Screen shot(s)



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# Fundraising methods

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## example 3

Screen shot(s)



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# Seasonal Raffles

- **One raffle per season (Fall & Spring)**
- **Tickets:** \$10 each
- **Number of tickets sold:** 2000 average
- **Prizes:** Donated by sponsors or offered at a significant discount. Every raffle has different prizes.

## FALL 2025 RAFFLE



**\$10**

- Henry Golden Boy Silver
- Old Glory Charter Arms
- Smith & Wesson FPC 9mm
- \$300 Scheels Gift Card
- 515 Armory Range Pack & \$100 Gift Card
- Blackstone

**515 ARMORY GUN SHOP** **VETTER EQUIPMENT** **SCHEELS**



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# Sponsorship Drive

- **How it works:** Kids help deliver sponsor letters to local businesses, bringing our message directly to the community.
- **Impact:** Sponsors love seeing the kids and the excitement they bring, it makes the support personal and meaningful.
- **Levels:** Various sponsorship levels available
- **Additional opportunities:** Trailer sponsor, jersey sponsor, raffle donations



## Gold Sponsor — \$500+

- Logo on team poster
- Listed on sponsor banner
- Team App advertisement
- Social media spotlight feature
- Logo on sign at home events
- 4 tickets to Sponsor Appreciation Dinner
- Thank-you card & team poster

## Silver Sponsor — \$250+

- Name listed on team poster
- Listed on sponsor banner
- Team App advertisement
- Social media spotlight feature
- 2 tickets to Sponsor Appreciation Dinner
- Thank-you card & team poster

## Bronze Sponsor — \$100+

- Listed on sponsor banner
- Social media spotlight feature
- 1 ticket to Sponsor Appreciation Dinner
- Thank-you card & team poster



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# Multiply Your Impact



- Your donations can be **matched** by your employer
- Volunteer hours can turn into dollars donated for you
- **Board members & coaches** may qualify for higher matches

An easy way to add more support with little effort.

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## Panelist Lessons Learned

What has worked vs. what may not have worked in the past. Or what has not worked in the past that now works?



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## Question and Answers



Communication helps a team to focus on what is important



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## In Closing:

Panel recap - do what is best for  
**YOUR** community, with resources  
from families on your team and  
advocates for your organization!

**Do what is right for your community.**



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**THANK YOU!**

