



Lets get our **funding** together!

Whether you represent a club, a team or an individual, you know the sacrifices made to pursue a dream. Finances don't need to be a setback. Learn about USA Archery's new partnership with RallyMe, and start adding to your fundraising toolkit today.



Visit usaarchery.rallyme.com to start your Rally today.

Why is USA Archery doing this?

Our budget allows for only some U.S. archers and teams to receive funding for travel and training. So we went in search of a way to help you help yourself, and develop the funds you need to continue your training. We're excited about the RallyMe platform because it's easy to use, requires no initial fee, offers significant exposure and charges the least in processing after donations. Plus, other sports have seen great results using crowdfunding. **Your Rally is yours.** You create it, you promote it. USA Archery receives nothing from your Rally. We simply give you a platform we trust to increase your credibility and exposure.

What is Crowd Funding?

Crowdfunding is a fancy term for asking many people for a small amount of financial help to achieve a clearly stated goal. Online Crowdfunding enables your supporters to share your goals with their network.

Why Rally?

Asking for help can be hard. With so many campaigns happening online and offline, it can be difficult to come up with a compelling reason for donors to help. What you don't realize is that your donors already know you. You will be distributing your Rally to YOUR network. Your donors care about you and they want to invest in your dream. **You just have to ask.**

Who should Rally?

Clubs, Teams and Individuals. It's easier to reach modest, specific goals with crowdfunding. If your team needs a significant amount of financial assistance, it may be advisable to have each team member create an individual Rally so goals can be met. **Remember, your donors want you to succeed,** so make the goal achievable.

Can I Rally for someone else?

Absolutely! Often a coach, parent or friend sees the struggles an athlete is experiencing and wants to help. You can create a Rally for someone you care about. Sometimes, making the ask on behalf of someone whose greatness you see, can go a long way.



How to create a compelling message

Your Rally needs a good story and a great pitch. People will boost your Rally because it's fun, rewarding and they want to be a part of your journey. Connect with them. Create a story they want to share with their network.

Prepare for your Rally

Be Specific

Your story should be detailed and heartfelt. Let your audience know why you are raising funds and how reaching your goal will affect you. **The more details you offer, the stronger your message will be.**

Realistic Ask

Your donors want you to succeed. **Set your goal modestly.** You can always run one Rally for Outdoor Nationals and another, later, for another event. The more achievable your goal is, the more your donors will contribute.

Images Matter

You are creating a Rally because you love something. Share that love and excitement with your audience. Images help to introduce a real person (**you!**) with a real goal.

Videos

Videos are a great way to state your message in a way that your audience will share. **Nothing gets shared more than videos.** Nothing says more than YOU saying it yourself. Take your time. Practice. Be sure to show your audience who you are and why this Rally is important to your future.

Network

The success of your Rally will be determined by how many people see it. **Use your social media accounts to share your message!** Ask your friends and family to help by sharing and emailing, too. And keep sharing; RallyMe recommends weekly shares.

Monitor

Keep an eye on your Rally. Boosters – donors – may offer feedback as they donate. Make small changes to wording or update your images. **Remember you can always add your video or swag** (incentives to donate) at a later date. When you do, remember to re-post about your Rally.

Getting Started on Rally Me

Have your PayPal Account information handy

You will need a PayPal account to collect funds. If you don't already have one, establish an account and have the username ready.

Start a Rally

Visit usaarchery.rallyme.com and click on Start a Rally. You will need to Sign Up and enter basic information. Select "TEAM" if you are a club or organization. Name your Rally something personal and memorable and set your Goal.

Write your Story

Once your Rally has been created, you will see an EDIT option. Visit this area and begin to build a compelling Rally. Add images that enable your viewers to get to know you and your dream.

Upload a Video

You know a video goes a long way in establishing your Rally, so be sure to add it. You don't have to go live with a video but be sure to add one soon after.

Define your Swag

Want to offer lessons, autographs, friendship bracelets? A little something for a donation can go a long way. Need a little help in this area? Visit <http://usaarchery.rallyme.com> and check out other Rallies' swag for inspiration.

Go Live

Turn your Rally ON and take your message to the world. Remember to send a few emails and make a few calls to make sure your message is heard. Visit local businesses, and share flyers with a link to your Rally, too! You can always revisit your Rally to add more information.