



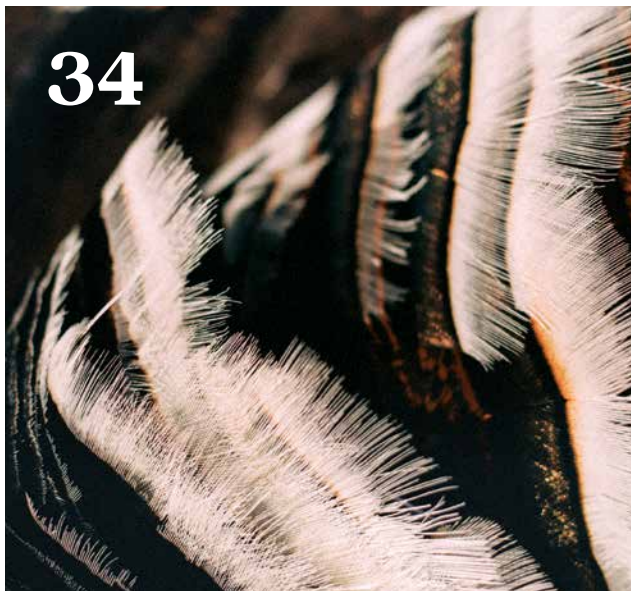
# Chapter Guide

2022 Edition



# Welcome and Congratulations!

By expressing your interest in helping start or manage a local chapter of the National Wild Turkey Federation, you have also indicated your commitment to support wildlife habitat conservation and pass hunting traditions on to future generations. We thank you for the commitment to our mission.



- Introduction and History .....8
- A Successful Hunting Heritage Banquet .....10
- Starting an NWTF Chapter .....12
- Chapter Goals, Purposes and Powers .....13
- Organizing a Chapter .....14
  - Election of Officers .....14
  - Officer Duties .....14
  - President .....14
  - Banquet Chair .....15
  - Secretary .....15
  - Treasurer .....16
  - Chapter/Banquet Subcommittee Duties .....18
- Volunteer Recruitment .....21
- Recommended Chapter Meeting Plan .....25
- Set Your Goals – Develop a Budget .....28
- NWTF Merchandise Invoices .....30
- Banquet Planning Checklist .....30
- Sample Banquet Schedule .....31
- Guidelines for a Successful Auction .....31
- NWTF Gun Transfer Procedures .....31
- Banquet Fundraising Incentives .....32
- NWTF Hunting Heritage Programs .....33
- Major Sponsor Program .....34
- NWTF Brand Guidelines .....38

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# Our Vision

**More quality habitat,  
more wild turkeys,  
more places to hunt.**

# Our Mission

**The NWTf is dedicated  
to the conservation of  
the wild turkey and the  
preservation of our  
hunting heritage.**



# Our History

## Our History - North America's Greatest Conservation Success Story

Founded in 1973, the NWTf has championed the restoration of the wild turkey in what many believe is North America's greatest conservation success story, the restoration of the wild turkey. Wild turkeys were on the brink of extinction in the early 1900s, having faced decades of habitat destruction and over harvest. As late as the Great Depression, about 200,000 wild turkeys remained in the United States. A group of dedicated hunters helped change that trend, and hundreds of thousands of NWTf volunteers and members followed suit. Today, there are more than 6 million wild turkeys across this continent. In 1973, 22 states had turkey seasons. Nearly 50 years later, turkey seasons can be found in 49 states, Canada and Mexico. Thanks to the NWTf and its partners, we all have the opportunity to enjoy pursuing wild turkeys. As an added benefit, countless other wildlife dependent upon the same critical habitat have also thrived.

The NWTf success story is a powerful one. As we celebrate a storied 50-year anniversary in 2023, this organization has conserved more than 20 million acres of critical wildlife habitat, investing over \$500 million generated through member support, chapter-run Hunting Heritage Super Fund events and partnerships.

Built upon this foundation of success, the NWTf now embarks on an even greater challenge than the restoration of the wild turkey. The NWTf's Save the Habitat. Save the Hunt. initiative has conserved or enhanced more than 4 million acres of habitat; recruited more than 1.5 million new or lapsed hunters; and opened access to more than 500,000 acres for public hunting and recreation. Now, we must continue that commitment into the next 50 years, and you can help make that possible.



# A Successful Hunting Heritage Banquet

## How Your Banquet Can Make an Impact

A successful NWTF Hunting Heritage Banquet starts with a well-built volunteer committee. The future of conservation and our hunting heritage depends on our circles of influence. The more circles we add to our committee the brighter that future looks!

NWTF banquet schedules should avoid holidays, sporting events and other major local activities. Tuesdays and Thursdays are good weekdays to avoid conflicts. Successful events can be led throughout the year; don't limit yourself to spring.

For best results in planning and executing your banquet, delegate responsibilities throughout the committee to share in the load and keep everyone engaged. The larger your community, the better your banquet will be.



# Starting an NWTF Chapter

## In the Beginning ...

Forming a chapter is important to the success of the mission of the NWTF. Recruiting and developing the chapter committee are keys to successful banquets and hunting heritage events. The more volunteers on the committee, the more successful the chapter will be.

### NWTF Staff is Here to Help

The NWTF has a professional field staff and headquarters support staff to support and ensure successful events, activities and mission delivery.

Regional Directors (RDs) are your primary staff contact with the NWTF. RDs are tasked with supporting all local chapter activity within a given region. As designated by the NWTF National Board of Directors through the chief executive officers, RDs serve as local agents for the NWTF in your area. All event plans, activities and operational follow through must be coordinated and approved by them. Their role is to ensure your event is properly planned, supported and executed.

District biologists (DBs) are responsible for the coordination of conservation mission delivery within a given region. In addition to assisting with the state's allocation of Super Fund dollars, DBs also generate additional revenue for the organization through various partnership agreements and conservation project delivery. Like the regional director, DBs are members of the NWTF volunteer/staff team at the state level.

Headquarters support staff are available to ensure the NWTF continues to operate effectively and efficiently on the national level.

## Chapter Goals, Purposes and Powers

### Goals

The goals of NWTF chapters are to:

- Promote public awareness of, and support for, the conservation of wildlife habitat and the wise management of the wild turkey and other wildlife.
- Assist with programs to protect and improve habitat and increase numbers and distribution of the wild turkey.
- Promote the preservation and growth of hunting traditions.
- Foster cooperation among individuals, organizations and companies on national, state and local levels to accomplish the NWTF's goals.

### Purposes

The purposes of the chapter according to Section 501(c)(3) of the Internal Revenue Code are to:

- Establish, maintain and promote public interest in the management, protection and restoration of the wild turkey through NWTF fundraising and Education and Outreach events and member recruitment.
- Develop, preserve, restore and maintain wild turkey populations and their habitats.
- Support, encourage and assist wild turkey research.
- Acquire, store and disseminate biological information on the wild turkey.
- Give and promote entertainment, lectures and exhibitions for the general public and members of the NWTF.
- Promote the preservation and growth of hunting traditions.
- Do all things necessary and proper to further stated goals consistent with the exclusively educational and nonprofit nature of the NWTF.



## Powers

An NWTF chapter operates exclusively for charitable, scientific and educational purposes as defined in the United States Internal Revenue Code and may engage in all lawful activities, incidental to the goals and purposes, except as restricted herein. The chapter shall neither have nor exercise any power or take any action that will create a financial liability on the NWTF without prior approval.

## Organizing a Chapter

Anyone wishing to further the mission of the NWTF and form an NWTF chartered and affiliated chapter must accomplish the following:

- Hold an organizational meeting and elect officers.
- Sign and submit an Application for Affiliation and Letter of Acceptance to the regional director for review and submission for approval by the NWTF National Board of Directors (see support document section).
- Prepare and submit a bank electronic funds transfer form (EFT ) to your RD enabling the NWTF to directly deposit funds, rebates, etc, into your chapter account.
- Conduct and finalize annual NWTF Hunting Heritage Fundraising Event that contributes to the state Super Fund.

Upon completion of the above requirements, the NWTF Board of Directors may issue the chapter a provisional charter. As specified by the application of affiliation, each chartered chapter must conduct a Hunting Heritage fundraising event between Sept. 1 and Aug. 31 each year to retain their affiliation as a chartered chapter of the NWTF. Should the chapter fail to conduct an annual event or at some point the chapter decides to discontinue operation, all financial and

physical assets of the chapter must be turned over immediately to the NWTF.

## Election of Officers and Terms of Office

The chapter will elect four officers: president, banquet chair, secretary and treasurer.

Chapter officers serve at the pleasure of the committee. All chapter meetings and activities are governed by Robert's Rules of Order and include election of officers and approval of motions. The president, banquet chair (vice president), secretary and treasurer shall be elected at the organizational meeting or at the annual meeting by simple majority vote of the committee. All chapter officers should request and become familiar with the NWTF state and national constitutions (your RD can provide a copy of these documents).

An officer's term will begin at the close of the meeting at which he or she is elected and will continue until the term is over or for a term of two years. The committee will conduct an election every two years. Current officers do not have mandatory term limits; they may be reelected to serve indefinitely. However it is advisable that the chapter rotates officers every two to four years with the banquet chair stepping up to be president, electing a new banquet chair, etc, which will help eliminate burnout and ensure continuation of the chapter in the event of the loss of leadership.

## Duties of the President

The chapter president should preside at all meetings of the chapter, as well as keep the officers, committee members, the RD and national staff fully informed concerning the affairs of the chapter and freely consult with them. He or she should appoint committee members and chairs of subcommittees. The president together with any other officer, will have the power to sign, unless

otherwise prohibited, in the name of the chapter, all contracts, agreements and other documents to conduct activities as a normal course of business as authorized generally or specifically by the RD or NWTF management.

## Banquet Chair Duties

The banquet chair works closely with the chapter president and/or RD on the following:

- Supervise banquet teams.
- Appoint subcommittees and chairs and distribute committee duties sections to the appropriate chairs.
- Coordinate activities between committees.
- Obtain the service of an experienced and qualified professional auctioneer or auctioneer team.
- Coordinate with the RD to obtain the services of effective raffle ticket sales people (one for every 100 adult guests) to sell raffle tickets during the social hour and to assist with the displaying and delivery of raffle prizes and auction items later in the program.
- Check legal status of raffles.
- Confirm that signed copies of FFLs are sent to the RD. A signed copy must be sent prior to any gun shipping to the FFL dealer.
- Obtain liquor license (if applicable).
- Obtain raffle license (if applicable).
- Invite area VIPs, dignitaries and state game and fish department heads.
- Monitor and set goals of the ticket sales, sponsorship and acquisition of donations.
- Select program format, keeping introductions at a minimum.
- Work with auction and prize chair to write the text for the program. The program should

include committee names, donor names, sponsor names, auction list and a thank you message.

- Arrange for the printing of the program.
- Encourage area businesses to purchase tickets for an entire table. Friends and clients can sit together, producing competitive bidding with other tables.
- Act as or appoint an emcee at the dinner and thank everyone for his or her cooperation and contributions.
- Keep dinner on the proper timetable and close according to schedule.
- Call a follow up meeting of the team within two weeks after the banquet. Make sure all bills are paid and proceeds are sent to the NWTF for disbursement.
- Communicate with your NWTF RD and district director.

## Secretary Duties

The secretary should act as such at all meetings of the chapter, while keeping the minutes of all meetings in the books proper for that purpose. He or she will have charge of all lists, records, books, documents and papers for the chapter as appropriate. These records should include minutes of all chapter meetings, up-to-date copies of state bylaws, 501(c)(3), chapter affiliation documents, chapter charter, EFT forms and finalized banquet reports. The secretary will maintain a record containing the names of all committee members and verify their NWTF membership annually. Such records should include the members place of residence, telephone number, electronic mail address and NWTF membership number and expiration. This list should be shared annually with the NWTF RD. He or she should perform all the duties customarily incident to the office of the



secretary and perform such other duties assigned to him or her by the committee.

### Treasurer Duties

**Note:** The president may not concurrently serve as the president and treasurer, nor should any immediate family member or significant other of the president serve as treasurer.

- The treasurer should open a not-for-profit Dual Signature account with the assigned chapter tax identification number. Your chapter's tax ID number will be supplied by a headquarters finance assistant who will assist with opening the bank account. **At no time may a chapter have more than one bank account.** The bank account is used to record ALL mission related activities (revenues and expenses) including, but not limited to, banquet, outreach or any revenue generating activity of the chapter. If you already have an account open under the NWTF's tax identification numbers, have it changed to your chapter tax identification number. Your chapter number and your 501(c) (3) letter should be kept on file. If you do not have this number on record, please contact your RD or call (803) 637-3106 and ask for banquet receivables in the accounting department.
- The treasurer should receive money for dinner tickets sold and cash donations made prior to the events. The treasurer is responsible for maintaining an accurate, up-to-date record of ticket sales and donations prior to the dinner.
- Record membership stubs as received from ticket chair.
- Night of event: receive monies from raffles, verbal and silent auction, sales team, etc.
- Payment for verbal and silent auctions can be made by cash, check, VISA, MasterCard,

Discover and American Express. Your RD will have or provide an electronic credit card machine or card swiper for the EMS system. To ensure compliance and security; a credit card machine other than an NWTF provided machine should never be used to process credit card transactions. Credit cards must be processed on site using the NWTF credit card machine. The RD will prepare and submit a banquet charge card report to headquarters, along with the settlement and totals report from the credit card machine. This amount will be credited to your banquet. When accepting personal checks and credit cards, additional information, such as phone number, address, driver's license number, is necessary when buyers are not well known to the committee. Always collect money before the merchandise is taken. Bid tickets are used to identify bidders and ensure proper payment.

- Pay all bills by check and get a receipt for meals and rent. The meal and rent receipt should be included with the financial report when sent to HQ. Make a copy of all expense receipts with the signature of person making and receiving payment.
- At the conclusion of the event, have a minimum of two people count all cash, checks and credit card receipts, record this information on the **cash count sheet**, verifying the account with the RD and chapter president signatures. Provide detailed revenue numbers and ticket membership numbers to the RD. The banquet financial report should be prepared as soon after the banquet as possible to avoid mistakes. We recommend the report be prepared within five to seven days. The banquet financial report must be postmarked for delivery to headquarters within 30 days







However, extra sales and higher bids are available if “business tables” are offered for groups. If your banquet is held at a motel or hotel, remember to negotiate a sleeping room or two with your contract at no cost)

- Select the menu. Insist on quality. A turkey meal is not always well accepted. And be cautious of wild game dinners. Few caterers know how to properly prepare wild game. It also is illegal to sell wild game. Make sure to negotiate the price. Try to recruit a committee member with catering or event planning experience to help.
- Arrange for a guarantee or charge “by the plate” with the caterer whenever possible. **Be cautious. There WILL be “no shows.” Plan for 10% FEWER dinners than tickets sold. Restaurants can usually accommodate a few more than guaranteed. Never order a large number of extra meals, no matter how much you think people will show up at the door.**
- Insist on written confirmation from venue management for all dinner and bar arrangements
- Plan to have the entire dinner served and tables cleared in 45 minutes
- Plan in advance for a silent auction. NWTF bid sheets are provided
- Provide security (Many firms have security people available, and often the service will be donated. Otherwise, off-duty policemen, wildlife officers, and sheriff’s deputies are good to have present)
- Get plenty of help and be in the banquet room as early as possible to set up for the event

### Arrangement Chair’s Checklist

(May be assigned to the Banquet Chair or Co-Chair)

- Have a public address system adequate for a large, noisy crowd
- Coordinate menu selections and deadline

- Have a firm price for the place, including tips and taxes (if any). Pay tax on meals only—not on tips!
- Determine number of reserved group tables
- Keep track of total number served
- Talk with caterer about minimum guarantee (2 days before dinner, suggest 10% LESS than tickets sold)
- Ensure that price-per-plate guarantee includes gratuities and any applicable taxes
- Negotiate bar agreement, including location of bar, number of bartenders, pricing, liquor license (if applicable), etc.
- Place cards for reserved group tables
- Create table signs with appropriate advertisement for group tables
- Ensure the room can be served easily without disturbance (Check the location of the kitchen, entrance, and other doors in relation to the head table and other tables)
- Provide a diagram of room set up
- Establish firm times for refreshments, meal service, registration, etc., and stick to those timelines
- **Important!** Make sure you have a written contract signed by management covering pertinent points detailed above
- Request a copy of insurance for facility, if required (Call Jennifer Booker at the NWTF at 803-637-3106)

### Media Chair’s Duties

- Recruit businesspeople who do a large volume of advertising, trained public relations people, or sales and promotion professionals for the committee. An ad agency representative can be an effective PR chair.
- Utilize all forms of social media as well as radio/TV broadcasts. Publicity should begin with the first committee meeting. Report each development to

the media. Give names of committee members, their responsibilities, etc. If possible, get pictures of committee meetings. Promoting the prizes is a good idea.

- Remember: Your local news media and social media WANTS your stories. You may not get every advertisement in print or on the air, but you’ll get NONE if they are not shared.
- Social Media promotion prepares people to buy tickets, but it seldom clinches the sale. **Personal contacts sell the most tickets.**

**Price of admission is important.** Every ticket price includes a meal and a one-year complimentary NWTF membership. Members receive a membership card, decal, and *Turkey Call* magazine (published bi-monthly). Don’t sell your committee short and think that reduced ticket prices will sell more tickets. Set your ticket prices to what the local market will bare.

**It is mandatory that all tickets include a membership and all attendees at an NWTF event be or become members.** If individuals are already members, through calendar raffle, online raffles, and multiple event attendance, the additional membership fee will roll up to their life-to-date membership total. Use the EMS system to track ticket sales, memberships by type, meal numbers, and revenue collected.

### Volunteer Recruitment

Volunteer recruitment is the most valuable investment we can make to ensure the NWTF continues to successfully deliver on our mission. Conserving critical wildlife habitat and securing the

future of our hunting heritage are all dependent upon the foundation of our success — the volunteers who make our events happen.

The NWTF’s volunteer base is over 20,000 strong and growing. We have the know-how and the tools to help you successfully establish and grow your committee. Our request? Make this an annual investment, a part of your chapter’s culture. Ensure that your chapter’s impact continues for the long term.

### Step 1: Help Your Committee Believe in Recruiting

Every NWTF chapter in this country, new and existing, can benefit from adding additional volunteers to their committee.

Thus, the first step in making volunteer recruitment something your chapter embraces is selling them on its importance. It is easy to say that, on average, each volunteer means an additional

**Remember, successful volunteer recruitment starts with asking!**

\$1,700 to the chapter’s bottom line, but there is more to it than that. More volunteers mean more circles of influence tapped, more enthusiasm and new ideas on the committee, better organization and

more bodies to share the load, more tickets pre-sold, better efficiency, and the list goes on and on.

### Step 2: How to Recruit Prospective Volunteers

There are several ways to ask prospects to attend your recruitment meeting, but none are more efficient or effective than a personal ask by your existing committee members. Successful chapters understand that our business is a relationship business. One-on-one contact is the key to most committees’ successful recruitment program.



Knowing that, the first step you should take when your chapter agrees to hold a recruitment meeting is to ask each of them to personally bring one person to the meeting. Even if only half of the committee does this successfully, you will have new prospects in attendance. Furthermore, many people feel much more comfortable attending a meeting where they know someone than they do walking into a room full of strangers.

Your RD can complement your recruiting effort by using lists to which they have access. A member list from your local area is an excellent source of prospective volunteers. People who are willing to be members of NWTF are more likely to become volunteers than any other contact lists to which you have access. When you have your recruitment meeting details set, send a postcard mailing to prospects and invite them to attend, then follow up with a personal phone call or personal visit. There's a cost associated with this but recruiting one new volunteer more than makes up for it!

If your committee is thorough and wishes to leave no stone unturned, encourage them to put up posters announcing their recruitment meeting. They know the likely places to use. These are the same kinds of places where they would hang a poster to advertise an event.

Finally, have your RD ask other chapter presidents and committee members around your state if they know anyone in your area. They want the NWTF to be successful just like you do and having personal connections often pays off.

As the meeting approaches, follow up with confirmed attendees via phone call to ensure they will be attending. It's much like pre-selling tickets to your event. Personal contact goes a long way!

### Step 3: Hold A Recruitment Meeting

Recruitment meetings can take many forms. In some cases, it's just part of the agenda during a regularly scheduled committee meeting. Normally, chapters choose to hold recruiting meetings at a different location than their typical meetings, like a gun club, and have dinner, socializing, etc. Whatever the case, all recruitment meetings should make prospective volunteers feel welcome.

Whatever the setting your committee chooses for their recruitment event, the following is the suggested flow for the evening's meeting.

- The chapter president welcomes everyone and delivers their "WHY" they are a part of the NWTF. At that time the president can introduce the chapter, talk about its history and accomplishments, talk about plans for the upcoming event and introduce any field staff representative in attendance.
- Remember, to everyone in the room you and the RD are very knowledgeable about the NWTF. Take confidence in that fact. Your successful presentation of the NWTF is key to prospective volunteers' willingness to sign on and help.
- Deliver an organizational overview, offer national perspective, and then get state specific. This gives current and prospective volunteers an understanding of how their efforts fit into the big picture.
- Open the floor for questions, which can be answered by the chapter president or RD if present. In many cases, as chapter president, your ability to answer questions, as a volunteer, makes our organization look that much more impressive. You're doing it because you love it.
- Before the evening is over, pass around a sign-up sheet for attendees to put down their contact information including email address.

- Finally, make sure your next meeting is scheduled before everyone leaves that night. Not having the details of your chapter's next meeting solidified is a big mistake.

Your RD will take the time to introduce themselves to your prospective volunteers in attendance.

Whether or not they decide to join the committee, the fact that they got to meet the staff will pay dividends in the long run. Their presentation will teach the prospective volunteers more about the NWTF than they knew before they came.

### Step 4: Successfully Retain Volunteers

Successfully retaining prospective volunteers who attend your recruitment meeting begins at the meeting itself. If you fail to make them feel welcome, educate them about the NWTF, get their contact information on the sign-up sheet, and tell them when the next meeting is, chances are you'll lose them. However, if you do all of those things, then you can help your chapter take the next step to successfully keeping them on the committee.

Prior to the chapter's next committee meeting, the chapter president should call, or at the very least email, new volunteers who attended the recruitment meeting and remind them about the upcoming meeting. Again, personal contact is critical.

When they show up at the next committee meeting, there's more work to be done. **Perhaps the most important thing a committee can do to keep new volunteers engaged is to give them responsibility. That ownership gives them reason to come back.** It's very easy to skip a committee meeting, or two, or three, if a person doesn't have something that they are directly accountable for. Feeling like a contributor makes new volunteers feel like they're helping to make a difference.

## Studies show there is noticeable growth in event size and productivity after a committee reaches 10 members.

Every committee is different but following a step-by-step outline for success will help in working with your committee on recruiting.

1. Discuss the importance of volunteer recruitment with your RD and ask them to attend a meeting to help present the idea to the entire committee. (If you work together with your RD ahead of time, you will be much more successful with the entire group.)
2. Ask your committee to make one of the upcoming committee meetings a volunteer recruitment meeting or schedule one strictly for that purpose. Everyone should personally invite one potential volunteer. You or your RD will give the NWTF 101 PowerPoint presentation, and you both should "ask" prospects to join in the fun.
3. You should immediately make the new prospects feel welcomed, needed and important. Assign tasks and create excitement with new volunteers. If nothing else just ask them to take responsibility for selling 10 tickets, finding five sponsors, etc. The key is to make them want to be a part of your committee and feel important to your success by giving them specific tasks that they can handle. Your committee must embrace this to successfully retain new committee members.
4. Never pass up the opportunity to connect your committee members, old and new alike, with NWTF successes and conservation accomplishments. Maintaining that connection is your responsibility, and it is critical to retention of volunteers.



If you are recruiting into a healthy committee and all the roles are filled, work with your chapter leadership to **assign new volunteers a mentor.**

Finally, do not pass up an opportunity to share NWTF successes with all volunteers, new and old, to keep them connected with our progress toward the mission. You will be amazed by how much that means to someone who loves our organization and what we stand for.

### Step 5: Recruit at Your Event

Outside of holding a recruitment meeting, there is no better place to tap into likely volunteer prospects than at your Hunting Heritage Banquet. Your chapter has a room full of supporters, who are all having a wonderful time supporting the NWTF, and it would be a mistake not to ask them to join the committee.

A healthy committee should have a recruitment chair. Even if you don't have a recruitment chairman, you should work with someone on the committee to recruit new volunteers at every event. The responsibilities are simply executed, but they are invaluable in the long run.

### Successful "night of the event" recruitment should include the following three practices:

1. Recognize and thank your existing committee members in front of the crowd. This recognition makes them feel appreciated, and it also introduces your attendees to the concept of volunteering and the role volunteers play in putting on the event. Consider having the committee members all wear the same shirt, so they can be noticed at the event.

2. Invite everyone in attendance to become a volunteer. Encourage them to talk with a committee member or fill out a card on the table.

3. "Night of the event" recruitment cards should be placed on every table. Encourage attendees to fill them out. Not only do the cards give them a chance to indicate that they want to be volunteers, but also, they give you a chance to learn how they learned about the event, where they came from, and much more. These are included in your banquet pack.

### Step 6: Hold a Wrap-Up Meeting

Following up an event with a wrap-up meeting is a good practice for a number of reasons. Not only is it a chance to review the event's performance while

it is all still fresh on the committee's mind, but also it is a chance to connect both new and old volunteers with their success, which is critical to volunteer retention.

At the event, you heard from attendees who expressed an interest in becoming volunteers

on your committee. Inviting them to your wrap-up meeting is a sure-fire way to ensure they stay on board for next year. On the other hand, waiting weeks or even months before following up with them almost guarantees you fail to convert them to volunteers! Always invite prospective volunteers to your wrap-up meeting. And always do it promptly.

The new ideas and enthusiasm your brand-new volunteers bring to your committee will naturally lead to an interest in doing more as a chapter.

**Remember, a room full of NWTF supporters is a solid opportunity to recruit new volunteers.**

## Recommended Chapter Meeting Plan

**First Meeting** (approximately three months prior to banquet)

- Appoint banquet chair
- Develop committees and chairs, including:
  - Finance (Chapter checking account balance)
  - Arrangements
  - Publicity/Social Media
  - Auction and prizes
  - Underwriting chair (Sets goals)
  - EMS Administrator
  - E-Banquet Template Administrator
  - Preferred Vendor Lead
- Establish attendance, efficiency, sponsor and underwriting goals, etc
- Feature Education and Outreach Programs (JAKES, Women in the Outdoors, Wheelin' Sportsmen)
- Determine date, price and location (Note: Check for conflicts with other conservation organization events, sports, public or religious holidays. Try to prearrange the date and place with these in mind)
- Set income and attendance goals
- Start soliciting prizes locally and underwriting of auction/raffle items (Remember all event expenses are a potential underwrite opportunity)
- Donations from members (beach houses, accommodations, ski lodges, hunting or fishing trips)
- Donations from large corporations
- Donations from local sporting goods stores

and other merchants such as restaurants, auto dealerships, flower shops, etc.

- Set dates and times for future meetings (Suggestion: Hold bi-weekly meetings until a month before the banquet and then weekly meetings until the banquet day)
- Send a signed Federal Firearms License to the RD. Indicate your banquet date and chapter name

### Second Meeting

- Discuss ticket pricing and update on EMS sales
- Develop a hit list of people for each committee member to contact about attending (i.e., other conservation group members, existing members, etc.)
- Develop a hit list of local merchants and assign someone to contact each one
- Receive committee progress reports
- Develop publicity materials (social media and news/press release)
- Mail invitations to members in the area, including an "early-bird" offer (Direct-mail invitations have only limited success; the only way to ensure success is to sell tickets one-on-one)

Continue to hold regular meetings leading up to the date of your event. The number of meetings can vary based on your event planning progress.

**IMPORTANT:** The last seven to 10 days are the best for ticket sales. Be sure to keep in touch with your caterer to determine your final meal count based on tickets sold. Remember: the caterer will, in most cases, make enough food to feed 10% more than your ticket count!



Suggested Event Setup:

NWTF Hunting Heritage Banquet

- The full committee and group of volunteers should arrive as early as possible (10 a.m. to 2 p.m.) to set up prize displays (first-time events may take a little longer to set up). Get everyone to help. Make a floor plan.
- Ensure all firearms have locks and be aware of firearm placement when setting up your raffles. Do not place any gun raffles near an entrance or exit.
- Have Social Media chair post pictures of the set-up process and remind viewers of the event.
- Consider eating early, before the crowd arrives.
- Remember: The more volunteers on the committee, the smoother the evening will go.

Post-banquet Follow-up Meeting

- A completed financial report is due, postmarked within 30 days. In order to receive any incentives for the next year's event, the current event needs to net \$5000 or more.
- Committee review of performance
- Problems and ways to improve
- Location
- Price
- IMPORTANT: Select next year's banquet chair.
- Send thank-you letters to local donors and share any banquet success stories.
- Be sure to select next year's date, location, plan, and confirmation with facility for next year's date.

# Tips For Success:

**Plan for a tight schedule and stick to it.**

**Set reasonable goals. Always practice safe gun handling during all events.**

**HAVE FUN!**





# Set Your Goals and Develop a Budget

## Set Your Goals - Develop a Budget

On average, an NWTF banquet recruits 150 members, grosses approximately \$24,800, and nets \$14,200. For existing chapters, the committee and RD will build a preliminary budget for your chapter to exceed the previous year's goals and will share that with you. Review your prior year performance and growth plans with them. The following is an example of how revenues and expenses are derived from a successful event. Your RD can provide a goal sheet.

### Important things to remember...

- Your RD has a sound system, credit card machine(s), and other equipment, so no need to rent those separately.
- Control costs. Work off your budget to obtain a 50% or greater net to gross.

- Do not over order food. Base meal orders on tickets sold.
- A good auctioneer is a must.
- Aggressive, professional salespeople sell more raffle tickets.
- A good floorplan helps ensure success.
- NWTF membership is included with all paid tickets.
- While JAKES is an integral part of our mission, the banquet is a fundraiser. A JAKES event can be planned later.
- Adult and sponsor memberships help your net-to-gross ratio and are important to the NWTF.

### Total Memberships

Adult Members	115
Sponsor Memberships	20
JAKES	15
<b>Total Attendance</b>	<b>150</b>

	<b>Banquet Income</b>	<b>Banquet Expense</b>
Ticket Sales	\$18,600	0
Meal Expense	0	\$3,750
Auction (Verbal auction)	\$7,000	\$5,400
Raffle (Raffle guns, sales team)	\$10,000	\$1,500
Silent auction (Silent auction)	\$1,000	\$500
Underwriting (Miscellaneous)	\$2,000	0
Total income	\$38,600	
Total expense		\$11,150
<b>Event Net</b>	<b>\$27,450</b>	

The most important and meaningful thing that we include is membership.



## NWTF Merchandise Invoices

You will receive invoices from the NWTF accounting department for merchandise ordered. The following will help you determine the purpose of the invoices as well as how the invoices should be paid:

## Banquet Merchandise Invoices

Banquet invoices are normally emailed to the chapter treasurer and the RD. You can determine if they are banquet invoices by looking at the lower left corner. The word “banquet” or “BQT” will appear. Invoices marked “BQT” will be deducted/paid from banquet proceeds when your banquet financial report is received. **Do not send a payment for these invoices.**

**NOTE:** Preferred Vendor product is for NWTF-ticketed events only. It is not intended for chapter fundraising. If you have questions, please contact your RD.

## Credit Invoices

Credit invoices are generated when a RD submits a request for credit for NWTF Merchandise not received or damaged. They will be marked “credit” in the lower left corner. Preferred vendor product is treated differently and must be handled directly through the vendor.

## Banquet Planning Checklist

### Prior to Event

- Secure a date and location/facility
- Obtain chapter checking account balance at first meeting (a minimum of three months out)
- Order NWTF core package (RD)
- Order supplemental items (Chapter through preferred vendor)
- Update FFL information and send to RD
- Guns ordered (RD/Chapter through preferred vendor)

- Reserve (or secure):
  - Tables
  - Chairs
  - Auctioneer and raffle team (use professionals if available)
  - Security (This is a good idea if alcohol is served. Have an off-duty police, sheriff, or fish and game personnel present)
  - Sound system
  - Bartender
  - Liquor, beer, ice, and mixers (Be familiar with all liquor laws and be sure that the facility has a liquor license if serving alcohol.)
  - Master of ceremonies
  - Banquet programs (include auction list)
  - Table covers
  - Playing cards
- Corporate table (Example: one sponsor membership and seven regular memberships. Be sure to include all expenses)
- Check ticket sales number (confirm weekly)
- Confirm with caterer (Order meals based on confirmed ticket sales three to four days prior)
- Determine games and raffles (RD will assist with what to use based on total number of people attending)

### End of Banquet Meeting

- Count all cash, checks, credit cards and EMS totals (Report on cash count sheet with signatures). Have three to four people present during the counting process)
- Give accounting numbers to the RD
- Schedule next year’s event with facility

## After the Banquet

- File Banquet final report with complete membership template (Due within 30 days; 15 days preferred)
- Send thank-you cards to attendees (chapter/committee)
- Hold Committee wrap-up meeting (review performance/invite new volunteers)

## Sample Banquet Schedule

Keep your banquet on schedule. You want everyone to enjoy it and get home as early as possible. Next year’s success depends on how much fun everyone has this year.

### TIME

Open doors can be flexible; allow for 2 hours of refreshments, socializing, raffle ticket sales, silent auction.	
Allow for 45 minutes	Dinner
7:45 p.m. to 8:00 p.m.	Introductions. Thank the committees. No speeches.
8:00 p.m. to 9:30 p.m.	Auction, raffle, etc.
10:00 p.m.	Adjourn

## Guidelines for a Successful Auction

- Limit the verbal auction items. Work with your RD to determine the correct number of items
- Provide an auction program with detailed descriptions of each item for each person at the event
- Hold the auction immediately after dinner
- **Do not interrupt the auction**
- Make certain the auctioneer knows what they are selling
- Be sure the sound system can be heard

- Strategically place known buyers in the room (corporate tables)
- Do not give the value of the auction item
- Use bid callers or spotters who make a lot of noise to identify bidders and make the activity exciting
- Have bid callers contact the buyer immediately and have them sign the ticket indicating the amount of the bid
- Do not release merchandise from the safe area without payment
- Auctions should last approximately one hour
- Keep the auction moving fast to ensure participants remain engaged

## NWTF Gun Transfer Procedures

The Gun Control Act of 1968 (GCA) set forth certain procedures for the sale and transfer of firearms. In accordance with GCA requirements, the NWTF has established the following procedures for use in conjunction with our banquet program.

### Shipment

- Each chapter will coordinate with and designate a local gun dealer to handle firearms for their banquet. (The designated dealer may change from one year to the next.) Your banquet will put seven to 30 people or more in the FFL dealers store as customers.
- Send one signed Federal Firearms License (FFL) to your NWTF RD as soon as possible. The FFL must be received a minimum of 16 weeks prior to the event.
- The NWTF will ship firearms to the FFL dealer. An authorized representative of the FFL will take the firearms to the banquet. The firearms may be displayed, raffled, or auctioned but must then be returned to the FFL’s place of business.





## Disposition

The following procedure is approved by the Bureau of Alcohol, Tobacco, and Firearms (BATF) and is the process required by NWTF policy.

- A list of guns and winners should be kept and handed to your FFL to be sure the correct guns are transferred to the right winners.
- The dealer's representative will retain custody of firearms and return them to the FFL's place of business after the banquet.
- Winners/buyers of firearms must go to the FFL's place of business to claim their gun within 60 days, complete BATF Form 4473, and pass the NICS background check. Firearms are delivered to the winner at the FFL's place of business.
- If the firearm transfer is denied by the BATF, the gun dealer will notify the NWTF representative. An NWTF representative, if other than the RD, will contact the RD, who will determine the disposition of firearm.
- The NWTF gun transfer policy is subject to change in the event of BATF regulation changes.
- The original raffle winner must pass the background check; if not, the gun will go back to the NWTF.

It is the policy of the NWTF that all firearms used at NWTF events are equipped with trigger locks.

## Banquet Fundraising Incentives

All incentives earned are to be used for fundraising at the following year's banquet/event.

See insert for chapter-earned incentives based on your event's overall net and 30-day finalization.

### 30-Day Incentive

Banquets that have a net event income of \$5,000 or more and complete their financial report in less

than 30 days receive a merchandise credit towards next years event. (Postmarked within 30 days.)

### Golden Gobbler — 50% or above

Banquets that have a net event income of \$5,000 or more and complete their financial report in less than 30 days with a net-to-gross ratio of 50% or better will receive a Golden Gobbler recognition gift for each committee member. Chapters that reach Golden Gobbler status for three years, five years, 10 years, 15 years, 20 years, 25 years and 30 years receive a special gift for each committee member the year they achieve that goal. (Post-marked within 30 days.)

### 60% Club

Banquets that have a net event income of \$5,000 or more and complete their financial report in less than 30 days with a net-to-gross ratio of 60% or better receive a special gift for each committee member. (Postmarked within 30 days.)

### Special free gifts

- One free gift for 50% net-to-gross ratio or higher (includes membership), net greater than or equal to \$5,000 and completed report in less than 30 days. (Postmarked within 30 days.)

## NWTF Education and Outreach Programs

Because hunters pay for much of wildlife and habitat conservation, we must work hard to create new hunters and provide more places to hunt. The NWTF's 10-year initiative — Save the Habitat. Save the Hunt. — helped overcome these challenges by recruiting 1.5 million hunters who will embrace the outdoors and protect our conservation legacy. We encourage your chapter to use Education and Outreach programs to preserve our hunting heritage.

## Getting Started

If you need assistance in starting an Education and Outreach Program in your area, contact your RD, visit [www.NWTF.org](http://www.NWTF.org), or contact National Staff. For further assistance and resources, call (803) 637-3106.

### Education and Outreach Programs Staff Contacts

#### National Director of Education and Outreach Programs

Mandy Harling [mharling@nwtf.net](mailto:mharling@nwtf.net)

#### Education and Outreach Programs Coordinator

Teresa Carroll [tcarroll@nwtf.net](mailto:tcarroll@nwtf.net)

The NWTF offers the following Education and Outreach Programs:

#### JAKES

In 1981, the NWTF began the JAKES (Juniors Acquiring Knowledge, Ethics and Sportsmanship) program. In 2002, NWTF launched Xtreme JAKES, providing teens advanced outdoor opportunities.



#### WOMEN IN THE OUTDOORS

Prior to the implementation of the Women in the Outdoors program, NWTF supported female-focused outdoor skills training programs through various organizations. Seeing the demand for such activities for women, the NWTF expanded its outreach efforts to include a formal Women in the Outdoors program in 1998.



#### WHEELIN' SPORTSMEN

Launched in 2000 after the NWTF recognized the need to introduce and reintroduce people with disabilities to the outdoors.



# Major Sponsor Program

The money you invest today helps the NWTF recruit the next generation of outdoorsmen and women, positively impact wildlife habitat and fund critical wild turkey research to ensure healthy habitats and healthy harvests for generations to come.



National Wild Turkey Federation  
770 Augusta Road | Edgefield, SC 29824  
(803) 637-7612

## Major Sponsor Commitment Form

### Major Sponsor Commitment

- Silver Life Sponsor ..... \$5,000-\$9,999
- Diamond Life Sponsor ..... \$10,000-\$19,999
- Patron Sponsor ..... \$20,000-\$29,999
- Heritage Sponsor ..... \$30,000-\$39,999
- Diamond Heritage Sponsor ..... \$40,000-\$49,999
- Guardian Sponsor ..... \$50,000-\$74,999
- Vanguard Sponsor ..... \$75,000-\$99,999
- Centurion Sponsor ..... \$100,000-\$149,000
- Diamond Centurion ..... \$150,000-\$199,999
- Legacy Sponsor ..... \$200,000-\$249,000
- Diamond Legacy ..... \$250,000-\$499,999
- Keystone Sponsor ..... \$500,000-749,999
- Diamond Keystone Sponsor .... \$750,000-\$999,999
- Conservation Leader ..... \$1,000,000-\$2,499,999
- Conservation Defender ..... \$2,500,000-\$4,999,999
- Conservation Pioneer ..... \$5,000,000-\$9,999,999
- Conservation Champion... \$10,000,000-\$19,999,999

Lifetime Giving \$ \_\_\_\_\_  
 Please count my Lifetime Giving to this pledge

Preferred Chapter \_\_\_\_\_  
 Run through Chapter Event  Yes  No

### Our Commitment to You

We appreciate the trust you place in the NWTF and promise to use your gift wisely to provide the greatest benefit to Wild Turkey Habitat and our Hunting Heritage.

FOR OFFICE USE ONLY  
 ID# \_\_\_\_\_ Spouse ID# \_\_\_\_\_  
 DOD \_\_\_\_\_ RD \_\_\_\_\_  
 Pins Presented Date: \_\_\_\_\_  Pins Needed

Notes: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

### Major Sponsor Information

Name/Member #: \_\_\_\_\_  
 Business Name: \_\_\_\_\_  
 Date of Birth: \_\_\_\_\_  
 Spouse Name: \_\_\_\_\_  
 Spouse Date of Birth: \_\_\_\_\_  
 Preferred Address:  Home  Business  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Home Phone: \_\_\_\_\_  
 Work Phone: \_\_\_\_\_  
 Mobile Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Name for Recognition Purposes: \_\_\_\_\_

### Pledge Information

I/We believe in the conservation and hunting heritage mission of the National Wild Turkey Federation through my/our commitment detailed below.

\$ \_\_\_\_\_ Unrestricted and to be used strategically as determined by the NWTF  
 \$ \_\_\_\_\_ Restricted for the following purpose(s):  
 \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

I/We pledge a total of \$ \_\_\_\_\_ to be paid over \_\_\_\_\_ years as follows:  
 First payment of \$ \_\_\_\_\_ will be made on \_\_\_\_\_.(Date)

### Remaining Payments will be made on the following schedule:

Annually  Semi-Annually  Quarterly  Monthly  Other  
 Outright gift or first pledge payment of \$ \_\_\_\_\_

Enclosed  check payable to NWTF  transfer of stock securities  
 Credit Card \_\_\_\_\_  
 Exp. \_\_\_\_\_ Security Code \_\_\_\_\_

### Monthly Payments:

Please charge \$ \_\_\_\_\_ on or about the 16th of each month to the credit card (listed above) or bank account. (Please attach a voided check if using a bank account).

### Employer Match:

My employer, \_\_\_\_\_, will match my gift.  
 Matching Gift Form enclosed  Matching Gift Form to follow

A Habitat and Hunting Heritage Strategy Fund allocation of up to twenty (20) percent is applied to all restricted major sponsor commitments to enable the NWTF to take advantage of unanticipated mission delivery opportunities and support general operations.

# Application for Affiliation

Of a Local Chapter of the  
National Wild Turkey Federation  
Edgefield, South Carolina

Date: \_\_\_\_\_

The Undersigned, acting on behalf of the:

\_\_\_\_\_  
Name of Organization

\_\_\_\_\_  
City, State, Zip

do hereby submit our application for affiliation with the National Wild Turkey Federation. In making this application, we individually and collectively subscribe to the objectives and purposes of the NWTF as set forth in its bylaws. We further certify that we accept the NWTF Affiliation Agreement as printed hereon and do hereby agree that this chapter shall abide by this agreement, as affirmed by the chapter officers' signatures affixed to this application.

## NWTF Affiliation Agreement

1. As officers of this organization, seeking a charter from the NWTF, we certify that our chapter is organized exclusively for educational and charitable purposes and shall be to establish, maintain and promote interest in the wise conservation and management of the wild turkey and other wildlife; to raise money for developing, preserving, restoring and maintaining habitat for wild turkeys and other wildlife; to give and promote entertainment, lectures, and exhibitions of any and all descriptions for the general instruction of the members and proper in the furtherance of said objectives not inconsistent with the NWTF's exclusively educational and charitable objectives.
2. All members of the said chapter are required to be members of the NWTF but are not required to pay additional state or local chapter dues.
3. All local chapters must conduct at least one Hunting Heritage Super Fund Fundraising Event annually to maintain active chapter status.
4. As officers of a chapter, we recognize our responsibility to return all proceeds to projects that will benefit the wild turkey and other wildlife. Any and all merchandise or materials received by the chapter shall be used for its intended purpose and monies generated shall be properly accounted for and reported to the NWTF.
5. **In the event of the liquidation, dissolution, or termination of the Chapter Charter, whether involuntary or by operation of law, all assets, receivables, outstanding liabilities, and all other financial assets and records of the Chapter shall be turned over to the NWTF immediately.**
6. We elect to be included in the group 990 tax return filed by the NWTF and adopt the Bylaws of the National Wild Turkey Federation.

Signature: \_\_\_\_\_  
(State Chapter President)

Signature: \_\_\_\_\_  
(Local Chapter President)



## Letter of Acceptance of Guidelines for Local Chapters for Affiliation to the National Wild Turkey Federation, Inc.

These guidelines are for the \_\_\_\_\_ Chapter of the  
\_\_\_\_\_ State/Provincial Chapter of the National Wild Turkey Federation, Inc.

Our purpose is to promote the wise conservation and management of the wild turkey, children's and women's outdoor education, and protect our hunting heritage in our local community and country. This Chapter will work with government agencies, other organizations, and individuals to develop educational programs about our native wild turkey populations. We support compliance with all laws and regulations relating to wildlife, including laws pertaining to shooting hours, game bag limits, and poaching. In order to be affiliated with the National Wild Turkey Federation, this Chapter must host at least one Hunting Heritage Super Fund Banquet each year to raise funds for our conservation efforts.

We acknowledge that each Local Chapter is an unincorporated division of the National Wild Turkey Federation and must follow the laws regulating non-profit organizations like the NWTF, which are set out at Section 501(c) (3) of the Internal Revenue Code. The NWTF will provide instructions about this, but in general, this is a non-profit organization, and none of this Chapter's earnings or assets may be used to the benefit of any private individual or individuals.

Although each Chapter has its own governing body and may conduct conservation activities on its own, the assets and liabilities of this Chapter are those of the National Wild Turkey Federation, Inc. **Upon dissolution of this chapter all financial assets and records will be turned over to the federation immediately.**

As part of a 501(c)(3) non-profit organization, this Chapter must and will give full financial information to our state/provincial chapter, the NWTF, and state/federal authorities and will not expose the NWTF to unreasonable liabilities or take any actions that may bring discredit to the local, state/provincial, or national organization.

Chapter President,

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date



# Brand Guidelines

Visit <https://your.nwtf.org/members/resources/> for NWTF Brand Assets



## Brand Fundamentals

### What are Brand Fundamentals?

The foundational DNA of a brand are its Brand Fundamentals. Though they may not be seen by the public in this form, they are the blueprint from which the brand gets its guidance as it crafts everything it says, does and associates with. Based in our mission and values, they represent a distilled collection of ideas and principles that we want people to associate with the National Wild Turkey Federation.

NWTF Brand Guidelines - Version 3.1

- Our Brand Purpose**  
The high-level reasoning behind our brand, separating us from all others.
- NWTF exists to lead the preservation of hunting heritage by bringing together people who are passionate and steadfast about keeping American wildlife flourishing.
- Our Core Brand Equity**  
The high-value, uniquely identifying quality that consumers associate with our brand.
- The soul of the American hunting lifestyle.
- Our Brand Promise**  
The high-order, differentiating, emotional or rational benefit(s) a brand delivers at every touchpoint.
- We guarantee every NWTF endeavor will possess:**
    - Scientific Basis** – a grounding in sound principles based on the best available empirical evidence.
    - Inclusion** – an attitude and approach that invites and welcomes all people who support conscientious wildlife-oriented lifestyles.
    - Altruism** – selfless generosity based on our gratefulness for being granted a role within nature, best benefits both.
    - Mutuality** – equal consideration to the well-being of wildlife and people through a lifestyle that best benefits both.
    - Pragmatism** – respectful of the well-beaten path to success yet open to new proven methods.
    - Reverence** – respect for natural laws, divine principles and the gift of all life.
- Our Brand Character**  
An idealized personification of the brand that is both inspiring and differentiating.
- Warm and knowledgeable outdoorsman or woman rooted in science, an unwavering sense of gratitude and the potential of working together.
- Our Points-of-Differentiation**  
A meaningful sub-element or feature of our brand that differentiates us from our competitors.
- The only conservation organization dedicated to the health of hunting practice as a means of sustainable sustenance and a grounded lifestyle (Body and Spirit).
  - The only conservation organization with a focus on the complete well-being of all American wildlife (Habitat to Harvest).
  - Foundational importance on divine faith and the sacredness of family (Creation and Sharing).



## Primary Accent Colors

These additional colors represent the types of nature-inspired, earth tones that are appropriate for use with our brand. Bright and vivid colors, neon, and soft pastel colors are generally not appropriate for our brand.



## Secondary Logos

Secondary logos (re. alternate logos) have been approved for use in applications where the Primary Logo may not be best suited.

When used within the organization, a smaller logotype or just the emblem may be all that is needed for identification. Likewise, outside the organization, it is important for people to be able to quickly identify us by using our full identification.

Besides the logos on this page, no other logo variations are acceptable.

### PRIMARY LOGO



### SECONDARY LOGOS



### SECONDARY LOGOS WITH FULL IDENTIFICATION



### Brand Positioning & Tagline

# Healthy Habitats. Healthy Harvests.™

The NWTF prioritizes the sacred relationship between all of wildlife and humans, encouraging a lifestyle which respects this balance as an everyday lifestyle choice. It is our privilege and our responsibility as humans.



nwtf®

**Healthy Habitats. Healthy Harvests.™**