



NATIONAL BREAK-A-CLAY-DAY

April 26

Break-A-Clay was designed and introduced in 2000 by Dennis Rohman (CAYESS) and Mike Borg as a fun fundraising program meant to create excitement and awareness in youth competitive shooting sports. The program has been tested and proven to be both fun and rewarding for all involved; teams, community and organization.

USAESS, a national organization, is hoping to get every state involved in this event at some level and make Break-A-Clay an annual event to help teams raise community awareness about firearm safety and competitive youth programs.

Teams may partner up with community business or restaurant to hold a Break-A-Clay team meet and greet and team signing. Partner businesses may offer a small discount to all who attend the "Party". i.e. 10% off a small ice cream or whatever they feel comfortable with. The team may also give away door prizes, or draw a MidwayUSA raffle item.

Step 1:

- Reach out to the community for team sponsorships.
 - Restaurants, businesses and key conservation group chapters such as Mule Deer Foundation, RMEF, Duck Unlimited, Delta Water Fowl, NWTf, Pheasants/Quail Forever, friends, family, and others.
- Send a professional team photo and any sponsor logos (may be a limited number) to an assigned volunteer. The volunteer will then take the photo and logos to a printer by a predetermined date.
 - Photos may be entered into a community Photo Contest
 - Voted on the state association board
 - Winning team may receive a prize determined by the state association.
 - Half the funds raised could be turned in to MidwayUSA to be deposited into the teams endowment account, per MidwayUSA's Agreement Letter.
- State Association may deliver prior to April 26:
 - Predetermined door prizes
 - Predetermined number of team posters to market the event
 - Predetermined number of cards for team to autograph at the team signing after the event
 - Pledge Sheets via email or other means

Step 2:

Parents, coaches, volunteers and athletes will receive Pledge Sheets, and invitations to collect pledges and for Break-A- Clay events.

- There are two types of pledges; per target or flat donation.
- Donations will be per broken target
- Athlete must list their average score out of 100 target shot on the Pledge Sheet. Two hundred targets must be shot prior to posting in order to establish the athletes average score.
- Each sponsor will receive an invitation to the Break-A- Clay party after the event.
- Event must start at 9:00 am and end no later than 5:00pm.
- Give-a-ways and drawings will take place during the Party with the main drawing at 8:00pm
- Winner must be present to win
- Team must have at least three team board members present to witness drawings
- Athletes may set their own goals or initiatives.
- All pledge donations must be collected within two weeks from Break-A-Clay day (April 26, 2014).
- After any team incurred expenses, all pledges must go to the team.

The state association has the right to implement the Break-A-Clays program as they see fit. The only item that hopefully will not be altered is the event's date of April 26.



Welcome to Break-A-Clay Day and thank you for participating.

Together we can make fundraising fun for everyone. The goal is to make Break-A-Clay an annual event. Following are basic guidelines:

Event time frame:

Teams should hold a meeting to plan when they will start the event; inform the host gun club, etc... The event will held on every year on April 26.

Event Planning:

Teams should meet to assign volunteer tasks, set goals and determine what targets will be shot. i.e 100 skeet, 100 trap, 100 Sporting Clays, 5-Stand or 25 of each or any other mix. The meeting should be held with all involved, athletes, volunteers, parents, etc...

Finding Sponsors:

Sponsors are the community's support, they are local businesses, acquaintances and family members. As a token of appreciation they should get their logo on the team banner that will be posted at your home club and on the 'Thank You' flyers that will be posted around town. Banners will be supplied by each team.

Requesting Pledges:

Athletes may get pledges from family, friends, neighbors, etc...

Pledges are based on the number of targets that each athlete breaks. Athletes may ask to be sponsored at different levels. Requests may be in person, by phone, social media or personal letter.

Athletes should briefly inform the sponsor of their involvement in the sport; how they got involved, what the sport has meant to them, and some of their accomplishments and experiences. They should explain that the event is to support their team and that the donation will help with practice and travel expenses.

Promoting the event:

Athletes are encouraged to send texts messages, Tweets, Facebook announcements and or use any other social media to announce the event.

Proceeds:

All donations must go directly to the team and may be used for:

Scholarships, reduced target fees, reduced ammunition costs, uniforms, vests, shell pouches

shirts, hats, competition fees, travel expenses, etc...

Proceeds only cover a portion of the total costs incurred during the season. Without fundraising, all costs are out-of-pocket for the athlete and their families. With community support, teams can strive to keep costs down and help grow the program and make it available to other student

Break-A-Clay Goal:

The goal is for all athletes to raise funds for their planned events. It is very possible that they may be able to raise enough funds to attend a regional or national championship or both. Regardless of the amount raised, it is important that all team members participate and help their team. Remember, every penny counts!

The pledge per broken target shall be;

\$.10 per target

\$.20 per target

\$.30 per target

Or a flat donation of whatever they are comfortable with for example:

\$10, \$20, \$50, etc... any donation is appreciated.

Permission to solicit funding:

Athletes must have a parent or guardian's permission to solicit sponsors. Athletes must be polite and respectful regardless if a donation is granted or not. A simple sincere 'Thank You' will go a long way.

Accepting a donation:

Should a donor agree to pledge a donation, ask them to fill out the information on the pledge form or the athlete may fill it out for them. The donation may be in cash or check. Should the pledge be a flat amount, it may be collected right away. If the pledge is per target broken, the donation will be collected after the event.

Tax Deductible:

All donations are tax deductible under the state association's 501 c 3 status.

Keeping track of the donations:

Cash - Keep all donations in an envelope and enter the pledge on the pledge form in order to keep track of who donated what.

Check – Checks must be made payable to the team and be put in the same envelope with the cash donations. Enter the pledge on the pledge form in order to keep track of who donated what. The teams treasurer or secretary should keep track of all donations.

Athletes should give each donor an invitation ticket inviting them to the meet and greet where a drawing will be held. This will be the day of the event in the evening at a predetermined restaurant or business establishment.

Day before the event:

The day before the event, athletes should turn in their envelopes with the pledges collected along with their pledge sheet to their head coach or assigned volunteer.

Day of Event:

Now for the fun part, and you may make this as big deal as you want to. Let the whole community know that they are welcome to come cheer their athlete...make it fun! Hopefully athletes informed their sponsors, donors and the local media to attend the event. The event should start at 8:00 am with a safety briefing, and welcome. Event should start at 9:00 am and end by 5:00 pm.

After the targets are tallied, the team should head down to the predetermined restaurant or business that has agreed to host the team and community for the meet and greet, picture signing, freebies, give-a-ways and drawing at 7:00pm.

Each state association reserves the right to make any changes necessary to ensure the safety of all involved, and have a successful event. Be safe and have a great time.

State Association contact information:

Contact: _____

Phone: _____

Email: _____