



**#LETSGOSHOOTING**



**NSSF'S NATIONAL SHOOTING SPORTS MONTH  
&  
USAYESS NATIONAL BREAK-A-CLAY DAY**

Welcome and thank you for participating.

Together we can make fundraising and shooting fun for everyone. The goal is to make Break-A-Clay Day and National Shooting Sports Month annual August events. Both are fun programs meant to create excitement and awareness in youth and adult shooting sports. These programs have been tested and proven to be both fun and rewarding for all involved; teams, community and organization.

USAYESS and the NSSF are partnering to celebrate the passion we all have for target shooting and a pastime that provides a lifetime of enjoyment that can be shared with youth, families and friends. At the same time, reminding the public that shooting is a safe, fun activity enjoyed by millions of Americans, and provides an excellent opportunity for increased shooting sports participation through fun events and activities held at ranges and retail stores across the country.

USAYESS and the NSSF are hoping to get every state and their teams involved in this event at any level and make Break-A-Clay Day an annual community event.

Teams may partner up with community businesses or restaurants to hold a Break-A-Clay Day team meet and greet team or athlete 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, drawing of a MidwayUSA raffle item, and or other items.

**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 by the state's youth education is shooting sports association board
    - Winning team may receive a prize determined by the state association.
    - Half the funds raised could be turned in to the state organization and or the MidwayUSA Foundation to be matched, should matching be available. Funds will be deposited into the team's endowment account, per MidwayUSA Foundations' Agreement Letter.
- State Association may deliver prior to August:
  - 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 targets shot on the Pledge Sheet. If the athlete is not sure of their average, they may shoot two hundred targets prior to posting in order to establish an athletes average score.
- Each sponsor will receive an invitation to the Break-A- Clay party after the event.
- Event should start at 9:00 am and end no later than 4:00pm.
- Give-a-ways and drawings will take place during the Party with the main drawing towards the end of the party
- Winner must be present to win
- Team must have at least two 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 the August Break-A-Clay day event.
- The team may be reimbursed for any incurred expenses; all pledge payments must be made out to the team. The team is to earmark each athlete's, and pledges individually. Athletes may only use funds for shooting sports related expenses, and only reimbursed with receipts.

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

Following are basic guidelines:

**Event time frame:**

August 1<sup>st</sup> through August 31<sup>st</sup>

**Event Flow Chart:**

- **6 Months:** Meeting to discuss location and meet with facility board to request permission to host events, assign tasks. Contact media, start social media campaign....
- **4 months:** Silicate donors and sponsors. Marketing and promotions “Save the Date.”...
- **60 days:** Review check lists. Walk the property where the event will be held to ensure safety, cleanliness, family friendliness, no inappropriate items, etc...
- **30 days:** Hold volunteer meeting.
- **20 days:** Advertising/Marketing
- **15 days:** Hold a volunteer meeting to assign duties and answer any questions, verify donations and sponsor list.
- **7 days:** Last minute calls solicitations.
- **2 days:** Touch base with any vendors and others setting up displays.
- **Day Prior:** Do a final walk-through of the facility and host a pre-event meeting.
- **Day of:** Arrive early to ensure all is set and in place. Have a volunteer meeting to ensure everyone is on the same page and that to answer any questions.

**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, clubs, ranges, etc... At the planning meeting, the team should also decide who they will donate 10% for the total pledges to in their community. i.e. senior center, food bank, local homeless shelter, local women’s center, St. Jude’s Children’s Hospital is an excellent organization to help, etc... Athletes should be familiar with the selected organization, and a flyer from the organization to be supported should accompany the athlete when soliciting donations.

Now is the time for your teams and ranges/clubs to start adding their August Break-A-Clay Day events to the calendar at [www.shootingsportsmoonth.org](http://www.shootingsportsmoonth.org) so that the NSSF can send you promotional packages with hats and shirts.

The NSSF will identify certain events where there may be an opportunity to tie in First Shots intro opportunity experiences for the general public or family/friends of team members who are participating. The National Shooting Sports Foundation can send some additional swag for any events that may be able to incorporate this into their current plans and First Shots seminar material to help guide you, if needed.

**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. Visit <https://www.shootingsportsmonth.org/get-involved/> for sample press releases, sample social media posts and National Shooting Sports Month logos to download.

**Proceeds:**

All donations must be made out to the team who will earmark funds in the athlete's name. The athlete may use the funds for anything related to their shooting sports, including but not limited to; Scholarships, reduced target fees, reduced ammunition costs, uniforms, vests, shell pouches shirts, hats, competition fees, travel expenses, etc...

Should the athlete graduate from high school, and go to a higher learning institution, fund may continue to be used. Athletes have one year from graduating from high school to be able to continue using funding. Should an athlete not continue their education, the funds will then be turned over to the team, and the athlete will no longer have access to those or any other funds.

The funds athletes earn are to help 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 athletes in the future. It is by no means intended to become a welfare program.

**Break-A-Clay Day 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 whether 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. If by check, check is to be made out in the team's name. Should the pledge be a flat amount, it may be collected right away. Regardless of cash or check, a form must be filled out and signed by sponsor/donor. If the pledge is per target broken, the donation will be collected after the event.

Funds must be used within one (1) year from the date the funds are issued. Should the funds do not get used within one (1) year, the funds will automatically belong to the team and are to be used for same.

**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 team's treasurer or secretary should keep track of all donations.

Athletes should give each donor an invitation ticket inviting them to the event and 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 a deal as you wish; let the whole community know that they are welcome to come cheer their athlete...BBQ, music, side games, etc...make it fun! Hopefully athletes invite their family, friends, sponsors, donors, city officials, Mayor, and the local media to attend the event. The event should start around 9:00 am and end by 3:00 pm. After the targets are tallied, the team should head down to a predetermined restaurant or business that has agreed to host the team and community for a meet and greet, picture signing, freebies, give-a-ways and drawing around 6:30 - 7:00pm.

Each state association and or team reserves the right to make any changes necessary to ensure the safety of all involved and a successful fun event for both youth and adults. Be safe and have a great time.