



## NATIONAL BREAK-A-CLAY DAY

Break-A-Clay is 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.

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

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 Foundation 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 shall be turned in to MidwayUSA to be deposited into the teams endowment account, per MidwayUSA's Agreement Letter.
- State Association may deliver prior to event date:
  - 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 student athletes will receive Pledge Sheets, and invitations to collect pledges and for the Break-A- Clay event.

- There are two types of pledges; per target broken or flat donation.
- Student athletes must list their average score out of 100 targets shot on the Pledge Sheet. Two hundred targets should be shot in order to establish the athletes average score out of 100 targets.
- Each sponsor will receive an invitation to the Break-A- Clay event and party after the event.
- Event should start at 9:00 am and end no later than 4:00pm. This will allow for evening activities.
- Give-a-ways and drawings will take place during the Party.
- Winner must be present to win
- Team must have at least three team board members present to witness drawings
- All pledged donations must be collected within two weeks from Break-A-Clay day, and handed over to the team's treasurer.
- After any team incurred expenses, all pledges must go to the team's athletes.

The state association has the right to implement the Break-A-Clay program as it feels will best promote the program within their state. The only item that hopefully will not be altered is the event's date. We need to work on establishing a national day.

The team or state may choose their charity of choice. USAYESS encourages a united effort and asks teams and states to support St. Jude's Children's Hospital:

St. Jude's Children's Research Hospital  
262 Danny Thomas Place  
Memphis, TN 38105  
Phone: 800-822-6344





**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 a national annual event using the following 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 the fourth Saturday of April every year.

**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 each student athlete can choose their own venue. 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 businesses should get their logo on the team banner to be posted at your home club and on the flyers that will be posted around town. Banners will be supplied by each team.

**Requesting Pledges:**

Student athletes may get pledges from family, friends, neighbors, etc...

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

Student 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:**

Student athletes are encouraged to send texts messages, Tweets, Facebook announcements and or use any other social media to announce the event. Invite the Mayor, principle, teachers, business, family, friends....anyone they can think of.

**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, MidwayUSA Foundation matching, 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 their program and make it available to other student athletes in the future.

**Break-A-Clay Goal:**

The goal is for all student 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:**

Student 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. Make eye contact with the person...be sincere.

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

Student 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, business or gun club.

**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. Meet at the club to ensure that it is clean and traps are loaded. Traps should be loaded by an adult.

**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 student athletes informed their sponsors, donors and the local media to attend the event. The pre-event should start at 8:00 am with a safety briefing, welcome and introductions. Event should start at 9:00 am and end by 4:00 pm.

After the targets are tallied, the team should go to the predetermined restaurant, business that has agreed to host the team or the club for the meet and greet, picture signing, freebies, give-aways and drawing at 7:00pm or so.

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

State Association contact information:

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_