



Recruiting and Retaining Youth Shooting Sports Participants Through Targeted Marketing, Education and Peer Networking of Volunteer Coaches

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Multi-State Grant Project

9/18/2019 – Ben Berka



About Scholastic Shooting Sports Foundation



- National non-profit focused on youth development through team-based shooting sports programs
- Annually Serving
 - ~18,000 youth - elementary through college
 - >4,000 adult volunteers - **our program fuel**
 - Programs in 45+ states
- Provide tools, training and resources for state partners and member teams
- Host regional/national tournaments
- Team focus with adult volunteer leadership



Scholastic Clay Target Program (SCTP)



- Shotgun sports programs
 - Trap
 - Skeet
 - Sporting Clays
 - International style trap and skeet



Scholastic Action Shooting Program (SASP)

- Rifle and/or Pistol Action Shooting (.22 / 9mm)
 - Teams can do either or both
- Scoring based on time and accuracy
- Standardized courses of fire for a level playing field



Agency R3 Benefits Shooting Sports Program Involvement

- Fewer barriers to participation in shooting sports
- Develops relationships between hunting and non-hunting families
- Accurate measure of participation
- Measure impact on PR \$\$
- Audience for other recruitment efforts



Challenges For Program Growth

- Range Access
- Range Capacity
- Coach Education
 - Churn
 - Volunteer time
 - Tuition cost
 - Convenience & Course Availability
 - Local level peer networking
 - Community influencers



Multi State Grants

NCN8: Outdoor Heritage — Participation, recruitment, retention and reactivation in hunting, fishing, boating, and conservation-related recreational activities; enhanced relations among state fish and wildlife agencies and related industries. - Submitted by the AFWA Hunting & Shooting Sports Participation Committee

Proposals submitted under this NCN should address needs related to:

1. Participation, recruitment, retention and reactivation of people in hunting, recreational fishing, boating, and the shooting sports,
2. Ways to enhance industry and state agency relationships, and
3. Building awareness of conservation funding by hunters and anglers, under the North American Model of
4. Wildlife Conservation, among students of conservation law and policy.



Grant Project Partners

- Amateur Trapshooting Association
- Arizona Game and Fish
- Indiana DNR
- Iowa DNR
- National Skeet / Sporting Clays Association
- Nebraska Game and Parks
- Pheasants Forever
- Larry and Brenda Potterfield
- SSSF/SCTP/SASP



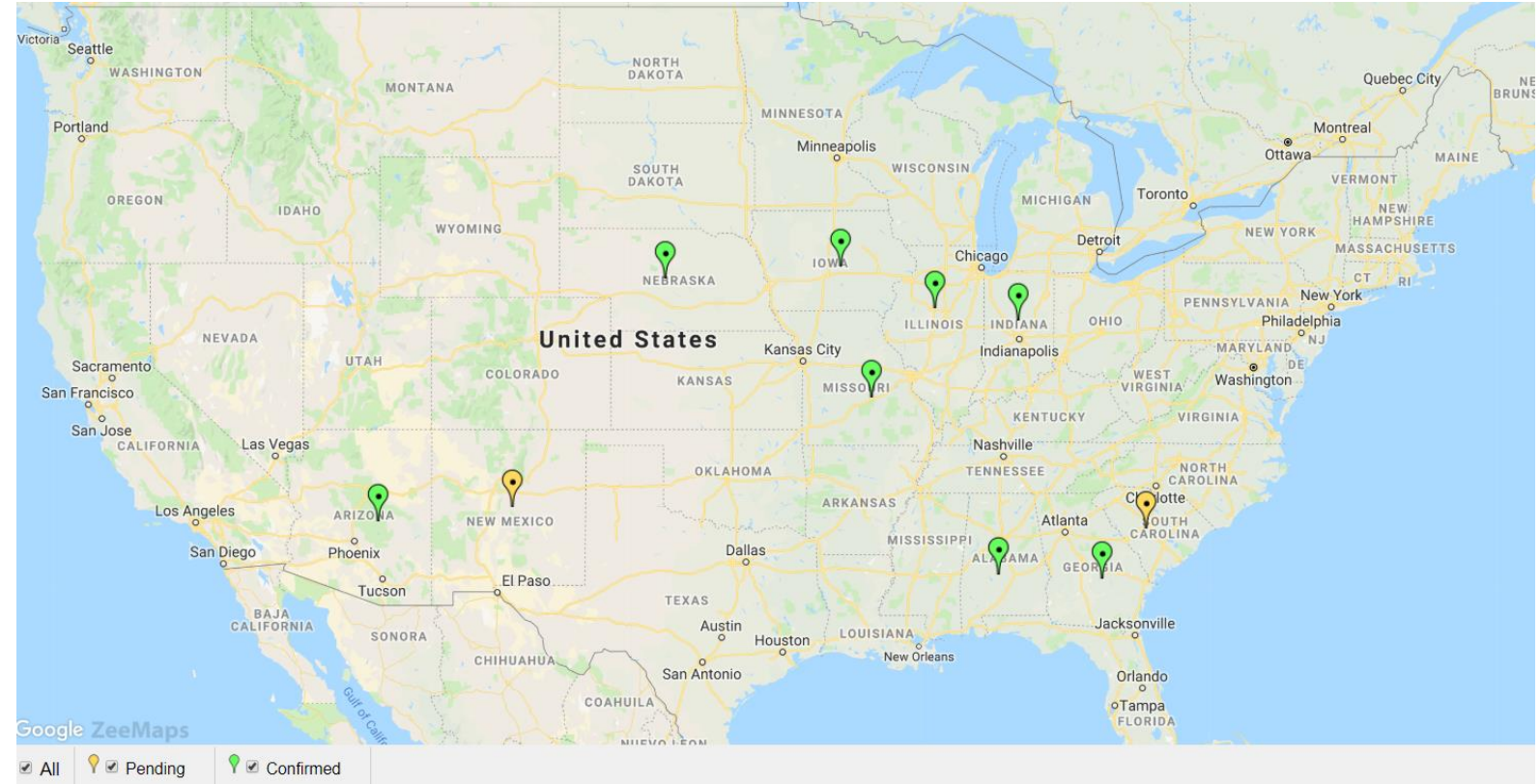
Grant Project Approach

- Modernization of Education for the **Average Volunteer** Shooting Coach
 - Module-based, standardized online learning
 - Practical, on-range training
 - Expanded reach via train-the-trainer
- State Agency Partners
 - Agency “branded” online learning
 - Organize and deliver range training at the local level throughout state
- Coaches credentialed in shotgun and/or rifle and pistol (action shooting)



Pilot State Selection

1. Pilot states
 1. Alabama
 2. Arizona
 3. Georgia
 4. Illinois
 5. Indiana
 6. **Iowa**
 7. Missouri
 8. Nebraska
 9. New Mexico



Steps and Timeline for 2019 / 2020

1. Pilot state selection
2. Curricula development
3. Content and video production
4. LMS implementation, testing, training (Q4)
5. Course / program marketing campaign (Q4)
6. Online course launch (Q4/Q1-2020)
7. Pilot state train-the-trainer (Q4/Q1-2020)
8. Initial range day sessions (Q4 /Q1-2020)
9. Project wrap up April 2020



Anticipated Results

Year 1

1. 10 states
2. 50 coach trainers
3. 500 new coaches certified
4. 2,000 new youth participants

Year 2

1. 15 states
2. 100 new coach trainers
3. 2,000 new coaches certified
4. 8,500 new youth participants



Contact Information

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