



# Student Athlete Recruitment Kit

The USA High School Clay Target League offers you this Athlete Recruitment Kit to provide guidance to help you add students to your team.

Whether you received the approval to explore the possibility of adding the new club team to your high school or you have already have a clay target shooting club team, you will need to add the most important component to your team - student athletes!

## ADD MEMBERS TO YOUR TEAM

New members for your club team have the potential to bring energy to your organization and strengthen the team's existing community. Not only will recruiting new members increase the team's attendance, but it also will help sustain the club team when it's time to transition to new leaders. Recruitment is a year-round process, and it requires more than just a few members. Recruitment ideas include:

- Host an introductory clay target shooting demonstration at the shooting range and invite everyone to attend.
- Create a bulletin board display in a prominent place and develop a club team website showing pictures from team activities, membership information, and a calendar of upcoming events.
- Ask members for names of friends and classmates who could benefit from team membership. Send these people a personal invitation to attend your next event. Follow up with a phone call.
- List upcoming informational meetings in the school newsletter/newspaper.
- Set up tables displaying team materials at the student activities fair and new student orientation.
- Create team social networking sites to engage prospects and post the latest good news.
- Offer a prize to the person in your school who recruits the most new members.
- Post flyers about the team on school-approved message boards.
- Ask instructors or sport coaches to mention the team to students in their advising sessions.
- Co-sponsor a high visibility event on campus, such as a concert, seminar, or sporting contest to raise awareness of your team and its activities.
- Hold an informational meeting for prospective members.

## PLAN AN OPEN HOUSE SO MOST PEOPLE CAN ATTEND

Invite: Everyone – school officials, parents, students, local media, shooting range staff, supporters

When: At night with no or little conflict with other school events.

Where: At school location or local shooting range that capable of hosting large audiences. Attendance is typically larger than expected at the first meeting.

What: Use the posters attached and add your event information for distribution. If you need presentation materials, contact the League.

## PROMOTE THE OPEN HOUSE

Market the meeting with posters and school announcements. The following pages contain poster options to be customized with location/date/time that can be posted throughout the school. Below is an announcement example that can be sent in your school's newsletter communication to students and parents:

Join the new (school name) clay target team! Parents and students are invited to attend an information meeting on (date/time), in the (school's room) and learn how students can become a member. Students in grades six through twelve are invited! For more information about the League, please visit the League's website at [usaclaytarget.com](http://usaclaytarget.com). All other questions contact (name and email/phone number).

## OPEN HOUSE PRESENTATION

It is important to gather all the details specific for your team so you can properly inform potential members attending the open house so they can make an educated decision. Here are some information items that you will need to include:

- Costs: Ammunition, targets, uniform, gear, league registration fee, etc.
- Volunteers: Get names and contact information from those interested in helping with the team.
- Important times/dates: Define available shooting time(s) and day(s), League and team deadline dates.
- Shooting range: Contact information, insurance, services, safety rules.
- Firearm safety certification: All participants are required to have a League-approved firearm safety certificate so it is important to know options for students that don't have their certificate to acquire one.
- Participation eligibility requirements: Inform students about team and school club team organization requirements.

Once you have all the information, create a summary page that can be distributed to everyone

## FINALLY

Once you have the names of the students, you can follow up with additional details and recruit other staff members to help if needed. Check the League's website for the latest for important dates, Policies & Procedures, and other events important to help you manage your team.

## NEED HELP?

Email [startateam@usaclaytarget.com](mailto:startateam@usaclaytarget.com) Visit [usaclaytarget.com](http://usaclaytarget.com)

Thank you for your commitment to help introduce more young people to the outdoors and clay target shooting sports.





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