



PHEASANTS FOREVER & QUAIL FOREVER  
**Clays for Conservation**



Clays for Conservation is the perfect excuse to invite your local community out for a fun, relaxed day spent at the sporting clays course or trap range. This is the ideal event for all ages and skill levels and should be used to introduce your chapter and all the hard work you do to new people while bolstering support from familiar faces and sponsors.

## TIPS FOR HOSTING A SUCCESSFUL EVENT:

- Keep the cost low, this is an introductory event that doesn't require a catered meal
- Due to limited space, all registration should take place online beforehand and the number of clays should be limited to 50 per person
- Teams should be assigned beforehand and specific groups should be created for new or inexperienced shooters that have team-leads assigned to help teach how sporting clays work, answer questions, and make new shooters feel comfortable
- Never have more than 10 people at a station – bottlenecks might happen but keep spirits lighthearted
- Provide maps of the course and indicate which station each team will start at
- Although score cards should be provided, for most this will be irrelevant so create fun side-games or award prizes best score, lowest score, and a random number that is sealed in an envelope until the very end
- Provide a contact list with the map and scorecard with phone numbers people can contact if they have questions or concerns
- Recruit a large number of helpers to have out on the course so your chapter has a strong presence and can effectively run registration, provide water/snacks, supervise stations and answer questions
- Shooting is only half the fun, provide a relaxed atmosphere at the end for participants to gather, have beverages, and learn about what your chapter is accomplishing and how they can become further involved. Think of this as a hybrid shooting event and Pint Night.



## COST AND FUNDRAISING OPPORTUNITIES:

*This should be seen as an entry-level event for your chapter, so registration fees should be kept to a minimum. That said, there are certainly ways to fundraise while having fun.*

- An example of a baseline registration fee is \$70. This could include snacks, beverages out on the course and one beer at the end of the day. Shells do not need to be provided (this should be communicated beforehand).
- Provide a specific cause that people's registration fees will be applied toward. Some people may be more inclined to help specific projects and programs such as our Build a Wildlife Area instead of initially attending a banquet – see this as a great educational tool to help build support for the future.
- Providing a small Silent Auction and select merchandise for sale is a great way to raise some additional funds with minimal overhead
- Create fun side-games while out on the course as raffles. For example, anyone who breaks two clays with one shot gets a raffle ticket, charge \$20 to shoot a bonus clay and if it's hit they receive a raffle ticket, seal a number in an envelope and whoever hits that exact mark is entered in a drawing etc.
- This event is a great opportunity to solicit station sponsorships. Sponsor representatives can even "host" specific stations and you can also sell teams to sponsors. In addition to this, you can solicit sponsors for door prizes.
- Plinko, Card Raffles, and High Low tables are all great low-stress fundraising games that can be played during the post-shoot social



## REGISTRATION & FOLLOW-UP:

All registration should take place online before the event via Pheasants Forever & Quail Forever's Event Center. Due to limited space out on the course, this will keep attendance at an acceptable number while also allowing for post-event follow-up surveys, future membership invitations, and opportunities to attend additional events.

FIND EVENT SIGN IN

> Events in Minnesota > Sporting Clays For Conservation

### Sporting Clays For Conservation

Wild Wings of Oneka  
Aug 28, 2020 at 12:00 PM (CDT)  
Hugo, Minnesota

[Like 0](#) [Share](#) [Tweet](#)

#### Ticket Information

TICKET TYPE	DATE & TIME	PRICE	QUANTITY
<b>Sporting Clays for Conservation Entry</b> <small>Includes entry to event, lunch, round of sporting clays, two boxes of steel ammo, and Pheasants Forever membership.</small>	Fri, Aug 28 at 12:00 PM	\$200.00	0
<b>Station Sponsorship</b> <small>Includes station sign with your name &amp; logo and entry for 5 (includes lunch, round of clays, boxes of shells, and Pheasants Forever membership for each person).</small>	Fri, Aug 28 at 12:00 PM	\$1,500.00	0

#### Event Details

**We're hoping that you'll join us for our 2020 invitation-only Sporting Clays for Conservation "friendworking/fundraising" event on Friday, August 28th at Wild Wings of Oneka in Hugo.**

*NOTE: The entire event will be held outdoors with social distancing and other safety measures in place.*

**Our goal is threefold:**

- 1) Raise money for wildlife conservation - all proceeds after expenses will go to wildlife habitat and youth programs managed by Pheasants Forever and Quail Forever. If we fill all slots (space is limited), we'll have raised nearly \$20,000 in an afternoon.
- 2) Introduce friends to friends - giving you the opportunity to meet some new people and make some connections.
- 3) Have some fun - earn some bragging rights and "tune up" for the upcoming season.

The \$200 entry fee gets you a round of clays, 2 boxes of shells, a Pheasants Forever membership and an entry into a drawing for a specially engraved Pheasants Forever Browning Cynergy 12 gauge and an engraved Quail Forever Franchi Affinity 20 gauge. If you go for the \$1,500 sponsorship, you'll get five entries and a station sign with your name and logo.



**ONLY 100 SPOTS AVAILABLE.**

Pre-registration is required, so sign up today and we'll see you on the 28th!

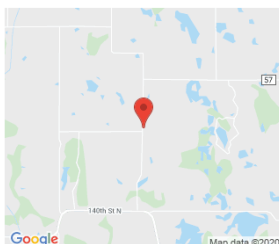
#### Agenda

- Noon - Registration
- 12:30 p.m. - Lunch
- 1:00 p.m. - Round of Sporting Clays in teams of 5
- 3:30 p.m. - Boasting, Toasting, & Door Prizes

[Contact Event Organizer](#)



#### Location



**Wild Wings of Oneka**  
14733 Irish Ave N.,  
Hugo, MN 55038

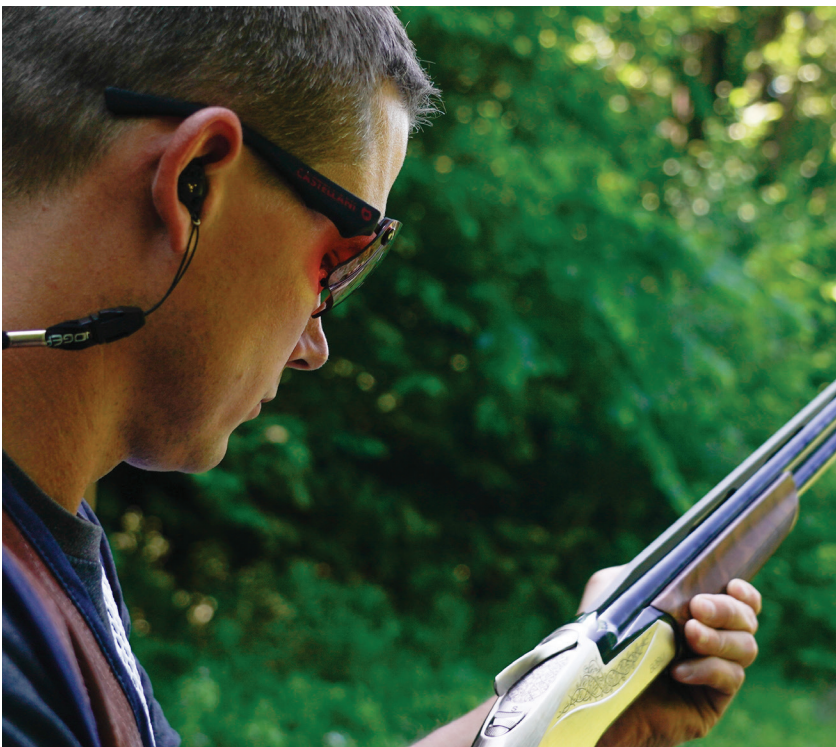
## INSURANCE & WAIVERS:

Most sporting clays courses and trap ranges will have waivers that you can utilize. Every shooter must sign a waiver and your chapter must fill out all appropriate Pheasants Forever & Quail Forever insurance forms. In addition to this, if you'd like to take people's photos to utilize in future promotional materials or to highlight this event online, have people sign a photo release form.

## EQUIPMENT & SAFETY CONSIDERATIONS:

*Although everyone should have their own shotgun, this is a good opportunity to work with various shotgun companies and representatives as sponsors to provide loaners, opportunities to try new guns at specific stations, or simply have guns for display.*

- A safety briefing must be given by the chapter or a course representative prior to the start of the event
- Proper hearing and eye protection must be worn by shooters and volunteers at all times while on the course
- Have signage and communicate that the course is closed to the public for your special event



## EVENT MARKETING

*Your goal is to reach a new audience while reengaging with your established members, therefore try new marketing tactics.*

- Your email and mailing lists will be the most important tools you have, but you should also utilize Facebook and other online avenues to reach a new audience. A paid promotion/advertisement on Facebook is a great way to reach and target a new audience within a reasonable distance of your event venue. If your chapter doesn't have a Facebook presence, engage with your Regional Rep on the best way to use state or regional opportunities to spread the word via social media.
- Use our national event website, state/local social media channels, membership lists, and email marketing resources.
- Be sure to include the details, purpose, special guests, raffles and anything else unique in your announcement.
- Give people time to commit and build buy-in by promoting your event at least one month in advance and allowing people to register on our national PF/QF Events website and indicated they are interested by attending via a Facebook Event.

Here is a checklist to ensure that you have your marketing bases covered:

- ✓ Mail postcard to membership list
- ✓ Send email to members
- ✓ Post on social media multiple times (and boost post locally)
- ✓ Local newspapers and radio
- ✓ Hang up flyers

\*Be sure to include the registration QR code and link in all promotional materials!

*Promotional materials, templates, and various forms will be available for chapters via Pheasants Forever & Quail Forever's TicketPrinting.com website and web portal.*



**4TH ANNUAL SPORTING CLAYS FOR CONSERVATION**  
FRIDAY, AUGUST 28<sup>TH</sup> AT WILD WINGS OF ONEKA

**Friends & Colleagues,**  
We're hoping this event'll join us for our 2020 Sporting Clays for Conservation "Bendworking/Hindcasting" event on Friday, August 28<sup>th</sup> at Wild Wings of Oneka in Hugo.

**Our goal is twofold:**  
1. Raise money for wildlife conservation - all proceeds after expenses will go to wildlife habitat and youth programs managed by Pheasants Forever and Quail Forever. Tickets all sold in this space limited event raises nearly \$25,000 in an afternoon.  
2. Provides friends to friends - giving you the opportunity to meet some new people and make some connections.  
3. Have some fun, earn some bragging rights and "tune up" for the upcoming season.

The \$200 entry gets you a round of clays, 2 boxes of shells, a Pheasants Forever or Quail Forever membership and an entry ticket drawing for a Browning Cynergy 12 gauge with Pheasants Forever engraving and a Franchi Affinity 20 gauge with Quail Forever engraving.  
Pre registration required, so sign up today and we'll see you on August 28<sup>th</sup>!

**"BIBO-HOSTED" BY**  
MATT KROENKEMEYER - PRESIDENT, FACILITA  
CHAR, PF & QF NATIONAL BOARD OF DIRECTORS  
&  
ROB ST. PIERS - VICE PRESIDENT OF MARKETING & COMMUNICATIONS  
CO-HOST OF WILD WINGS OF ONEKA

12:00 p.m.	Registration
12:30 p.m.	Lunch
1:00 p.m.	Round of Sporting Clays in teams of 5
2:30 p.m.	Boasting, Trading, & Door Prizes

Entry Fee \$200 per person (includes box lunch, round of clays, two boxes of steel ammo, and Pheasants Forever or Quail Forever membership) **ONLY 100 SPOTS AVAILABLE**  
Station Sponsorship Fee \$1,500 and includes a station sponsor sign and a full team of shooters (5 entries)

2 Door Prize Shotgun: Browning Cynergy 12 gauge and Franchi Affinity 20 gauge (all participants are eligible to win)

Ammunition Sponsor:  
**FEDERAL**

Sign up online at [www.PheasantsForever.org/Clays](http://www.PheasantsForever.org/Clays)  
Or mail completed forms to:  
Bob St. Piers, Pheasants Forever, 1783 Bunkin Circle, Saint Paul, MN 55116  
Directors to Wild Wings of Oneka available at [www.WWW@WildWingsOfOneka.com](http://www.WWW@WildWingsOfOneka.com) / (651) 439-4287