

Non-Dues Revenue Idea Bank: Sporting Clay Shoot

Submitting HBA:

Baldwin County Home Builders Association (AL)

HBA Website:

www.bchba.com

HBA Point-of-Contact:

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Description and Purpose

This is a half-day sporting clay shoot with teams of four (or more) shooting at multiple stations. To increase profit and excitement, the association also sells tickets for an opportunity to win a new gun. This has proven to be a fun event that provides a great source of non-dues revenue. It also provides time for fellowship and friendly competition for members and their guests.

Funding the Event

The association charges a nominal fee per person or team of shooters and provides sponsorship opportunities. This is not a big budget item, as the HBA tries to keep the event affordable for the average sub-contractor, as well as builders.

Overcoming Obstacles

There have been no major obstacles for this event, as it is run similar to a golf tournament. The opportunity to win a new gun has also proven to be a big draw amongst the membership.

Basic Steps to Executing the Event

- Secure the venue.
- Meet with the owner/manager of the venue to learn as much as you can about the facility, rules and regulations.
- Get an avid and knowledgeable shooter to chair the event and serve on the committee. We require at least one shooter per team be a member.
- Procure a gun for the raffle, preferably a high quality gun that all members would love to own. Distribute raffle tickets to your board members and committee members to sell.
- Be sure to hold a few raffle tickets to sell at the registration table on the day of the event.
- Create your promotional material and promote the event via your website, newsletter, flyers, Facebook, etc.
- Create a hold harmless agreement protecting your HBA, the venue owner and staff, your staff, committee members, and others.
- Make plans to provide food and beverages for the event.
- Have signage for all your sponsors.
- Hold a safety talk immediately before the shooting begins and keep beer locked up until after the shoot!

