



FIRST SHOTS CLAY TARGETS IS IDEAL IF:

- You are a shotgun facility with public range time that you want to fill up! **FIRST SHOTS CLAY TARGETS** is designed to attract new customers to your range, and encourage them to come back for more fun.
- You are interested in building community relations/community outreach to introduce your range/club neighbors to the fun and safe activities your facility offers.
- You are an instructor looking for more students.
- You are having a fundraising event looking for a safe and enjoyable format to attract new shooters.



Your events will be listed on the nationally promoted **LETSGOSHOOTING.ORG** calendar and NSSF will also apply funds to boost your events on Facebook specifically to your market.

LETSGOSHOOTING.ORG™

GET STARTED TODAY!

It's quick and easy to get established as a **First Shots Host Range**.

Contact Ann Gamauf
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NSSF
The Firearm Industry
Trade Association

SHOT SHOW
AN NSSF EVENT

CLAY TARGETS

FIRST SHOTS®

AN INTRODUCTION
TO SHOOTING

A PROGRAM DESIGNED
TO INTRODUCE PEOPLE
TO THE FUN OF BREAKING
CLAY TARGETS!

EASY | FUN | EFFECTIVE

FIRSTSHOTS.ORG



NSSF® The Firearm Industry
Trade Association

WHAT YOU WILL PROVIDE:

Range access

Equipment, including firearms, ammunition and clay targets

Qualified instructor/coaches

Eager new shooters!



WHAT NSSF WILL PROVIDE:

Eye/ear protection

Course handbook

\$25 reward coupon for each participant, to be used on a return visit to your facility.

Upon request, \$250 in program support for every 15 participants (use this support to offset the cost of ammunition, clay targets or anything you need to host First Shots), up to a maximum of \$500 per year.

Incentive Funds Support! Earn \$15 per participant from NSSF - up to \$1500 per fiscal year (April 1 - March 31)

Marketing Support! Scheduled events are featured on Letsgoshooting.org and get boosted on Facebook to the host venues market.

Online Resource Center Support

- Advertising/Promotional Flyer Templates
- Instructor outline
- Power Point Presentation for instructors to use during classroom training when applicable.
- Email templates to help you prepare shooters for what to expect when they arrive, and for follow up to help you bring them back to shoot again sites make it easy for someone in your community to find your First Shots events.



RECOMMENDED STRUCTURE

FIRST SHOTS CLAY TARGETS goal is for shooters to have fun while being safe – and want to come back for more!

COURSE OUTLINE

NSSF has developed a detailed course outline for your instructors to use and build upon. Visit **FIRSTSHOTS.ORG** for resources.

TIMEFRAME

Timing will vary based on your facility and instructors.

- **TIP:** other host ranges have found that 90-120 minutes is ideal for a **FIRST SHOTS CLAY TARGETS** course.



STAFF

Qualified instructors are recommended for hosting NSSF First Shots events. This is a great opportunity for Level 1 instructors to get experience and develop new clients.

For the best **FIRST SHOTS CLAY TARGETS** experience, we recommend a ratio of no more than 3 or 4 students to 1 instructor.



INFORMATION ON NEXT-STEP OPTIONS AT YOUR FACILITY

- Private instruction
- Leagues
- Open range time
- Retail options
- Social options

Provide your First Shots participants with the information to claim their **\$25 coupon** to be used exclusively at your facility. It's a great way to get them back to break more clays!

