

NSCA 2018 Marketing Plan - Draft

- **State Shoot Sponsorship Program** – In 2018 continue to award \$2,000 state shoot grants. State shoots will be required to apply and the marketing committee will vote on who the grants will be awarded to.
- **TV Advertising** – Continue our advertising campaign with the PSCA that will include the development of two new commercials.
- **Regional Shoot/US Open Support** – Once again provide each of the shoots with \$10,000 each to enhancement the Championship Tour.
- **Photography/Videography** - Filming and photography will be contracted for use in: *Clay Target Nation*, *Target Talk*, website content, advertising, club training, Faces of NSCA video, 2018 Hall of Fame videos, past recipient Hall of Fame videos, and History of the NSCA.
- **Magazine Print Advertising** – Advertising space in *Turkey Country* (National Wild Turkey Federation's official publication), *Shotgun Sports* and Grand View Media publications has been secured again this year via trade agreements for advertising in *Clay Target Nation*.
- **NSCA USASCT Truck & Trailer** – The NSCA rig is again scheduled to travel to the HOSCI shoot in Houma, LA, as well as the US Open, Western Regional and the Southeast regional. Additionally, we are looking for "non-registered" events with good turnouts that would welcome us.
- **Shooting For Rewards** -
- **Membership App** – We propose to enhance the membership app by adding the following features: Integrate Winscore, iClays and Scoring Pro so members can register for shoots and follow results, add a calendar feature with push reminders where members can store their upcoming event info, add a find the instructor feature, *integrate Clay Target Nation*
- **Trade Shows** – Attend the 2018 NRA Convention in Dallas, TX and reserve the space and reservations for 2018.
- **Ladies Shooting** – Once again host a ladies only clinic to encourage participation from ladies.
- **Eye & Ear Protection Bundles** – Replenish our stock for the 2018 shoot year
- **USASCT Podium Gifts & Competition Jerseys** – As we all know the USA Sporting Clays Teams compete representing not only the U.S.A. but the NSCA as well. In an effort to support the team we propose to pay for the podium gifts and competition jerseys. The jerseys which are worn each day of competition by each member of the team prominently display the NSCA logo to all other competitors at the event.
- **Youth Shooting and Development** - Separate report from Nathan Boyd.
- **Member Club Newsletter** – In 2018 the marketing department will create a monthly club e-newsletter designed to provide our member clubs with news updates, resources to assist with operations, marketing assistance, success stories from other clubs, etc.

2018 Estimated Expenses

• TV Advertising	\$50,000
• Shooting For Rewards	\$30,000
• Photography/Videography	\$25,000
• NSCA USASCT Truck & Trailer	\$35,000
• State Shoot Sponsorship	\$20,000
• Trade Shows	\$10,000
• Ladies Shooting	\$10,000
• Membership App Enhancements	\$TBD
• USASCT Podium Gifts & Jerseys	\$15,000
• Eye & Ear Protection Bundles	\$5,000
• NSCA/NSSA Youth Shooting Development	\$2,000
• Member Club Newsletter	\$0

Total - \$202,250 +

1/8/18

Glynne Moseley

Marketing?

From: Brett Moyes
Sent: Tuesday, January 02, 2018 10:36 AM
To: Glynne Moseley
Subject: FW: Honeybelles

Add this to the marketing committee items please

Best regards,

Brett Moyes
NSCA Director
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From: Rollins Brown [mailto:rollinsbrown@gmail.com]
Sent: Tuesday, January 2, 2018 10:22 AM
To: Brett Moyes <bmoyses@nssa-nsca.com>
Cc: Michael Hampton <mhampton@nssa-nsca.com>
Subject: Re: Honeybelles

Brett. here is a rambling synopsis of both programs.

Family Clinics

Yes, I have been somewhat involved with both. The Women/Kids Clinics at Fishhawk have been run for many years by Roger Gascoigne. When I saw the number of conversions to registered shooting that he was having, I proposed that the FSCA Board try to replicate it around the state. We passed a budget for it, but we haven't gotten it off the ground yet. (That's my only real involvement with this program.) This is the program with the most promise and is also the easier one to implement. Roger Gascoigne has offered to come and help us "teach the teacher" on how to do it and set it up.

The formula is basically as follows: one or two instructors run the program every month or so at a local club. Usually the same instructors. They teach all the very basics of gun safety and operation. They set up some very simple incoming pie plate targets and the goal is to get every participant to hit at least one during the clinic.

It used to be free, but they have had better success charging a nominal fee of (originally \$20) \$35. That makes the participants feel they are receiving something worthwhile.

Husbands/Fathers are not allowed to participate and are required to watch from bleachers. A large percentage of the families return on the following day with Dad's 870 and he shows them how he can "bust the clays".

After the clinic the instructors book family lessons for anyone that wants to return in the following week. These are the ones that are hooked. These \$50-\$70/hr lessons are the primary motivator for the instructors doing the clinics for free. If they are good with people they can supplement their teaching substantially. Roger Gascgione, for example, gently guides pupils to competition shooting. (This is where our Level 1s may come in.)

The key to this program is advertising in the appropriate area. Right now I believe they are only advertising them on Facebook! Somehow they stay full and the results (within a few months) are D and E class that is larger than any other. (For comparison, look at Catfish Creek Sporting Clays. They are very close and similar in many ways. They don't have a fraction of the registered shooters that Fishhawk does. In fact, it's probably a nicer club.) However, I think creative advertising will be critical for each location and not always easy to figure out. It's possible that it will work once you get a base of new families who follow the club's FB page and they, in turn, invite other families they know.

This group doesn't take as much effort to convert to registered shooting as they usually do it as a family unit and it's not as intimidating.

Honeybells Clinics

The Honeybelle program I designed after a group of ladies that one of Kemble's employees used to host. It is a social/shooting group. They start with beginner clinics and then hold some advanced clinics later on. It is a social group that revolves around shooting. They do activities that aren't involved with shooting as well, but shooting is the primary activity. They may simply go out to Chilis for cocktails and dinner one night. One of their recent activities was a free form shooting day at Quail Creek where they had Cole's and PMS and some other vendors come to spend some time helping the ladies look at shotguns and get earplugs and glasses and vests, etc.

This group is *easier* to fill, but not as easy to convert to registered shooters. The majority of this group will become club shooters, at best. These clinics have primarily been filled with word of mouth and some Facebook advertising. Many competition shooters have been able to direct their spouses, et al to the clinics. The clinics have all filled within 24 hours and then they have filled second sessions as well.

This concept hopes to benefit NSCA/FSCA in more indirect ways. (1) This is a benefit to our clubs. They often say "what do you do for us". This program gives them great customers. It creates a self-sustaining group that is active at the edges of registered shooting. (2) We believe they will introduce their husband and children into the sport. (3) They are a group of people that volunteer to help the club as trappers, workers, etc at tournaments. Some will shoot tournaments (maybe 1 in 10).

One thing we've been working to start implementing is Honeybelle squads for the members that do want to shoot a tournament. For example, they might say, "ok ladies, whoever wants to shoot the tournament this Saturday at XYZ club, meet at the clubhouse and we'll all register and shoot together at 9am".

This group, at least in Florida, does take some man-power (woman-power). It is 99% run and managed by the following: Louise Terry, Robin Mixon, Dee Orr and a couple other ladies thus far. FSCA has helped them start and get logos and printing and stuff like that. We also committed to pay the instructors out of pocket expenses when they travel. The \$25 clinic fees have easily covered their expenses and then some.

-Rollins Brown
(772) 532-9117

On Tue, Jan 2, 2018 at 10:30 AM, Brett Moyes <bmoyes@nssa-nzca.com> wrote:

Rollins have you been involved with their courses at all so you have an idea on how they are running them. We need to put some effort into that as well as the honeybelles. Perhaps we could get our new marketing firm to talk to them as well so they can see what success has been for the club. If nothing else we can offer it to all the clubs if we can get it on paper.

Best regards,

Brett Moyes

NSCA Director

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From: Rollins Brown [mailto:rollinsbrown@gmail.com]
Sent: Tuesday, January 2, 2018 8:59 AM
To: Michael Hampton <mhampton@nssa-nsca.com>
Cc: Brett Moyes <bmoyes@nssa-nsca.com>
Subject: Re: Honeybelles

<http://app.scoringpro.com/public/nscareports.aspx?enc=jkS7pRThdgOwq/dnseytpwmbt+USMA6CRcU2o5MKml=>

That is a link to a local club that does \$35 women and kids clinics. Check out how many D and E class shooters they have. It's been that way for several years. They're cultivating their own tournament shooters. That's the program that I think will show even greater results for NSCA. And it's even easier to replicate than the Honeybelles program.

Sent from my iPhone

On Jan 2, 2018, at 9:34 AM, Michael Hampton <mhampton@nssa-nsca.com> wrote:

Happy New Year. What can we do to promote this program more. Would this group give a outline of what they did to start this program and then keep it growing. This is a prefect program for other clubs to try and copy to grow ladies shooting in their area. Let me know what you think. Happy New Year.

Michael Hampton JR.

NSSA/NSCA Executive Director

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<image002.jpg>

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<http://www.facebook.com/MyNSSA>

<http://www.facebook.com/NationalShootingComplex>

From: Rollins Brown [mailto:rollinsbrown@gmail.com]

Sent: Saturday, December 02, 2017 4:39 PM

To: Brett Seibert <brettclays@yahoo.com>; Brett Moyes <bmoyses@nssa-nsca.com>; Michael Hampton <mhampton@nssa-nsca.com>

Subject: Fwd: Honeybelles

This is the ladies social/shooting club I came up with. It's already operating in the black financially. I believe current members/participants is at approximately 80. I expect to reach 300 conservatively by the end of 2018. If I can turn 100 of those into tournament shooters that will be an approximate 6-8% increase in Florida NSCA members. It may be much more.

Sent from my iPhone

Begin forwarded message:

From: Dee Orr <fscahoneybelles@gmail.com>

Date: December 2, 2017 at 4:57:22 PM EST

To: Gregg Nelson <gdnelson99@gmail.com>, Louise Terry <lkt2002@bellsouth.net>, Robin Mixon <rdm5144@bellsouth.net>, Rollins Brown <rollinsbrown@gmail.com>, Scott Cobb <cobb1011@gmail.com>, Van Drake <tvbdrake@aol.com>

Subject: Honeybelles

Just wanted to let you all know the response to the Sarasota Ladies beginners clinic has been amazing. Last Wednesday, the club sent out our flyer to their customer list, by Thursday morning the class was full with a waiting list. At first just Robin and I were going over but our new instructors Tibby and Colleen have agreed to go along and now the clinic is full with 16 and a waiting list that is growing every day.

Dee

Note: it is the clubs sending the info to their customer base that will make this work so we need to encourage their participation. Also, Bill Cole has offered to do another Instructors course for us on the West Coast. We just need to get the clubs and women who want to teach involved. All of the ground work is done so expanding should be easy.

Dee Orr

FSCA Honeybelles

410-310-8598