



BULL'S EYE PLAYBOOK



OVERVIEW

Your chartered organization, troop, council or district will host a community event for parents and youth ages 11-17 to have the opportunity to learn some of the basics of Archery and Rifle Shooting. All the details (supplies, snacks, instructors, setup, and promotion) will be taken care of by the troop, council or district. Scouting employees and volunteers will be on-hand to help with the event and answer any questions about the program.



Planning The Activity

Just as with any event, being prepared is key. Prior to beginning your planning, have a meeting with the Council Shooting Sports Chairman or Council Shooting Sports Committee. This individual/group will be a wealth of knowledge for safe practices and should be able to supply your event with council approved shooting sports equipment.

PLANNING THE ACTIVITY

1. Determine Your Strategy

The Bull's Eye recruiting event can be used as either a single, stand-alone event or as part of a broader recruiting effort. For example, the program could be promoted at troop open houses or you could plan to host this as an open community event and be prepared to recruit at the event itself. The choice is yours, but this playbook will act as a guide for how you implement your shooting sport activity.



2. Set a Budget

Having an outlined budget will make the event planning process a breeze. Once you have committed to holding a Bull's Eye event, you'll need funds to provide adequate shooting sports equipment, ammunition/arrows, targets, and safety equipment. Other miscellaneous event costs will be venue space, food & drink, awards, and prizes.



3. Pick a Date

Due to the nature of shooting sports generally taking place outdoors, picking a date that will accommodate ideal weather is always best. However, Archery and Rifle Shooting may be presented at an indoor or outdoor range. Once you've got the date picked, decide on the beginning and ending time as well as an 'open door time' for when families can show up and participate.

PLANNING THE ACTIVITY (CONT.)



4. Secure Materials

Be sure to check with your local council before purchasing any materials. They'll usually have a pool of various equipment including guns, bows, targets, stands, safety equipment, etc.. Decide whether the Scouts will be required to bring eye and hearing protection (if needed), or if that will be supplied for them.

5. Reserve a Venue

For Archery, you may be near an indoor range or school that will accommodate the event. A few more options would be your local Scout camp and gun ranges near you. Another factor to keep in mind when choosing a venue is that it's easy to get to and that the venue has plenty of space for those who attend. It's always best practice to check with your local city or county to be sure there are no restrictions at your selected

6. Safety

SAFETY IS THE TOP PRIORITY. Ahead of all other needs — safety should be the number one priority when hosting your shooting sports recruitment event. Scouting.org can assist leaders and volunteers in discussing safety conditions specific to their area. Follow all Youth Protection guidelines as outlined in the Youth Protection Training at my.scouting.org.





PLANNING THE ACTIVITY (CONT.)

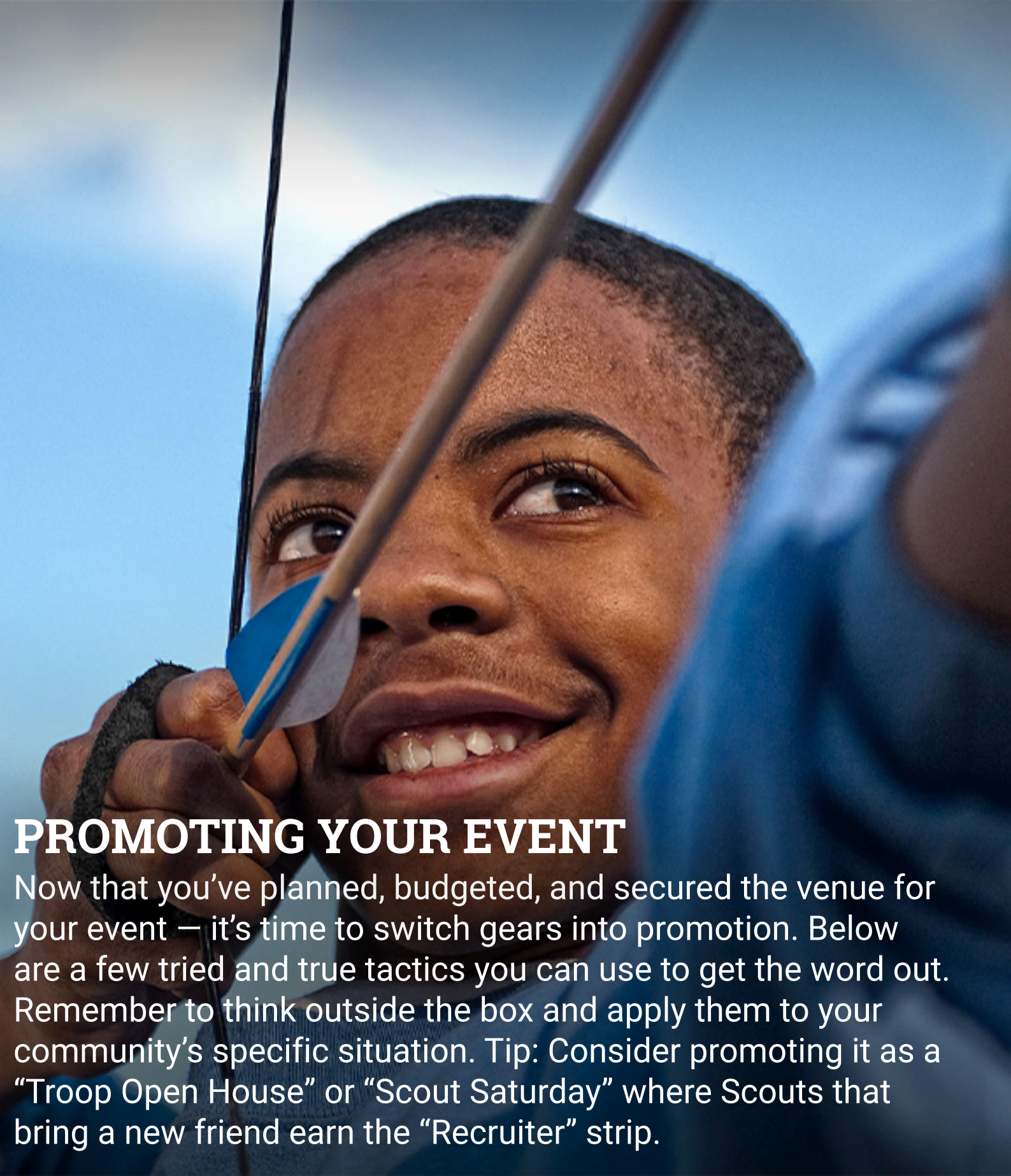
7. Provide Meals

Plan to have a meal service run throughout the event. Hotdogs and an assortment of snacks can be a delicious and cost-effective solution. Plan on having a designated lunch time in your promotion, but also keep in mind that depending on when families show up, some may want to eat before and some after. Tip: Pull in the Scouts. This is another great opportunity to showcase the troop's cooking skills.

8. Organize Staff and Volunteers

As with any effort in Scouting, this event will only work with the help of our dedicated volunteers and professional staff. This will be a great opportunity to rally parents, alumni, and donors and get them involved in ushering in the next generation of Scouts. Tip: For additional support, reach out to your local NRA clubs, shooting groups/clubs and the National Field Archery Association (NFAA).





PROMOTING YOUR EVENT

Now that you've planned, budgeted, and secured the venue for your event — it's time to switch gears into promotion. Below are a few tried and true tactics you can use to get the word out. Remember to think outside the box and apply them to your community's specific situation. Tip: Consider promoting it as a "Troop Open House" or "Scout Saturday" where Scouts that bring a new friend earn the "Recruiter" strip.

PROMOTING THE EVENT

Current Members

One of your most powerful recruiting tools is always going to be current members. Encourage your troops family members to join the event and bring their friends along.

Social Media

A free marketing tool we all have access to is social media. Be sure to promote the event on your council, district and troop's social media channels. If it's unintrusive, encourage parents and adults to share photos from the event on their personal social channels.

E-Mail

Email marketing can be a great tool in your promotion toolbelt. Reach out to your network digitally by sending them an email that promotes the event and includes links to learn more about Scouting in their community.

Printed Materials

Go to <https://scoutingwire.org/scouting-tools/> for downloadable resources that can be customized for your council, district or troop event.



HOLDING THE ACTIVITY

Game time! You've successfully planned, promoted, and executed on getting a recruitment event held. Now, it's the fun part. The event itself is organized into stations that families and their Scouts will move through.

Station 1 – Check-in

At the check-in station, families will be able to ask questions and receive additional information about Scouts, BSA and units closest to them. Access to "BeAScout.org" and the unit locator feature will be very helpful to the parents and staff at this station. If held as a troop event, this will be your opportunity to highlight the troop, the leadership of your troop and meetings dates/times.

Station 2 – Rifle Shooting

Prior to beginning the course of fire, a range safety briefing must be held. Each participant must have eye and hearing protection. This station should be taught by Scouts who have earned the Rifle (or Shotgun Shooting) Merit Badge with adult leaders being available for support.





HOLDING THE ACTIVITY (CONTINUED)

Station 3 – Rifle and Shotgun Shooting Skills

The focus at this station should be on using the proper skills so they become proficient in safe gun handling and learning to aim and hit the target. The number of participants at the event may determine how many rounds will be allowed per person. It is suggested the first course of fire be from the benchrest or prone position which are the most stable of the positions, then progress through seated and standing. If possible, avoid focus on scoring, rather on demonstration of good skills and attention to detail. Accuracy will come with practice and fun should always be promoted.

- Explain why BB and pellet air guns must always be treated with the same respect as firearms.
- Describe how you would react if a friend visiting your home asked to see your or your family's firearm(s).
- Give the main points of the laws for owning and using guns in your community and state
- Explain the need for, and use and types of, eye and hearing protection.
- Explain the proper hygienic guidelines used in shooting.
- Explain the fundamental rules for safe gun handling.
- Explain each rule for using and storing a gun.
- Identify and explain each rule for safe shooting. - Explain the range commands and range procedures.

HOLDING THE ACTIVITY (CONTINUED)

Station 4 – Archery

This station should be taught by Scouts who have earned the Archery Merit Badge with adult leaders being available for support. Prior to beginning the course of fire, a range safety briefing must be held. Each participant must have eye and hearing protection.



Explain the Range Safety Rules:

- (1) Three safety rules when on the shooting line
 - (2) Three safety rules when retrieving arrows
 - (3) The four whistle commands used on a range and their related verbal commands
- Explain the general safety rules for archery. Demonstrate how to safely carry arrows in your hands.

Explain the proper use, care, and storage of, as well as the reasons for using tabs, arm guards, shooting gloves, and quivers. Explain the following terms: cast, draw weight, string height (fistmele), aiming, spine, mechanical release, freestyle, and barebow.

Do the following:

- Name the parts of an arrow.
- Describe three or more different types of arrows.
- Name the four principle materials for making arrow shafts.
- Explain how to properly care for and store arrows.



HOLDING THE ACTIVITY (CONTINUED)

Station 5 – Archery Skills

Note – The only council approved bow and arrows are allowed for this activity.

Prior to beginning the course of fire, a range safety briefing must be held. Each participant must have required safety equipment. The participants can shoot any course of fire designed by the committee. The focus at this station should be on using the proper skills so they become proficient in safe bow handling and in learning to aim and hit the target. The number of participants at the event may determine how many rounds will be shot per person. If possible, avoid focus on scoring, rather on demonstration of good skills. Accuracy will come with practice and fun should always be promoted. Any demonstrations may be made by Scouts who have earned the Archery Merit Badge.



RECRUITING AT THE EVENT

During

Recruiting at the event itself should occur organically. When parents and youth have the opportunity to participate in Scouting and see what it's all about, they tend to be much more responsive to recruiting messages. Be sure to have plenty of recruiting material on-hand and provide opportunities to sign up - but remember to keep it light and informal. Families came here to have a good time and not a sales pitch.



After

After the event, be sure to follow up with the parents and families that attended and include them in future council and troop communications. It's always nice to send an email to new families thanking them for their time and sharing photos or recaps from the event. Include an invitation to join the troop if they haven't already and be sure to let them know when your next event is.