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GUIDE TO HOSTING

# LEARN TO SHOOT EVENTS



**This guide is here to help you host a "Learn-to-Shoot" event for new shooters. It's all about introducing new shooters to the world of shooting sports in a fun, safe, and educational way. Whether you're hosting a small gathering or a bigger event, the goal is the same: teach the basics of firearm safety, offer hands-on practice, and share the importance of shooting for conservation. You don't need to make it a huge production – even a couple of hours with a small group can be a huge success. So, let's get started sharing what PF & QF is all about while growing our community of conservationists!**



## EVENT GOALS:

1. Promote PF & QF's mission and conservation work.
2. Ensure everyone feels safe and welcome.
3. Teach the 4 rules of firearm safety:
  - Treat every firearm as if loaded.
  - Always point the muzzle in a safe direction.
  - Be sure of your target and what's beyond it.
  - Keep your finger outside the trigger guard until ready to shoot.
4. Provide hands-on shooting experience.

# PLANNING THE EVENT:

Scan here to  
view additional  
resources



- 1. FORM A PLANNING COMMITTEE:** A small, diverse group with at least one person responsible for overall coordination. Resources including considerations for women's events, our insurance guide and more can be found under the 'Resources' tab on our website.
- 2. DETERMINE TARGET AUDIENCE:** Adults, women, youth, urbanites, etc. – it's up to you but once you've decided who the audience is, it's much easier to think through advertising to them.
- 3. LOCATION:** Choose a site with shelter, clean restrooms, parking, and room for shooting activities. Established shooting ranges are the most streamlined option and provide participants with a familiar place to come back to for more practice.
- 4. CREATE THE EVENT:** Login to our Upland Events Platform and create the event electronically. The event can then be shared to social media and participants can register electronically.
- 5. PROMOTE THE EVENT:** You can share the registration link to social media and also consider having a past event participant film a testimonial (less than 60 seconds long) about their experience that encourages people from the same or similar demographic to register. If this is your chapter's first event, having someone from the chapter film a short (less than 60 seconds) video about the event, inviting participants to register can be just as effective!
- 6. CONTINUING COMMUNICATION:** It's important to generate a participant waitlist to fill last-minute cancellations. To minimize or eliminate no-shows, maintain frequent email communication with participants leading up to the event. This is a great opportunity to ask about allergies or special accommodations, communicate expectations (what to wear), answer questions and learn what participants desire to get from the event.

# EVENT STATIONS:

Set up stations that introduce participants to the fundamentals of shooting. These may include:



## 1. FIREARMS SAFETY:

Having a certified instructor will get novice shooters on target quickly and build their confidence. Partner with a local scholastic shooting team, state agency or shooting sports facility to find a qualified instructor.



## 2. SHOOTING STATIONS:

Include a variety of shotguns to provide participants with the opportunity to find what works best for them.



## 3. GUN CLEANING:

Teach basic maintenance to ensure long-term firearm safety.

# VOLUNTEERS:

Ensure each station has trained instructors and enough volunteers to guide participants. Aim for a 1:1 mentor-to-participant ratio when a participant is shooting. Volunteers should be familiar with event goals, safety procedures, and their specific roles.



# EVENT DAY:

- 1. SETUP:** Ensure all equipment and stations are ready before participants arrive.
- 2. WELCOME AND REGISTRATION:** Greet participants, ensure they sign waivers, and give them name badges.
- 3. SAFETY BRIEFING:** Before starting, review the event schedule and reinforce safety protocols. Ensure all firearms are checked upon arrival, designate safe storage areas, and plan for emergencies.
- 4. SHOOTING PRACTICE:** Move through the stations, providing hands-on training at each.
- 5. FEEDBACK:** Ask participants to complete a post-event evaluation and share their experiences.



# POST-EVENT:

- 1. FOLLOW-UP:** Send thank you cards to partners and volunteers and let participants know how they can continue to engage with your chapter by sending them information for an upcoming event or encouraging them to attend the next chapter meeting.
- 2. ENCOURAGE MEMBERSHIP:** Invite participants to join your chapter to continue their journey in conservation and upland hunting.
- 3. CONSIDER ANOTHER EVENT:** Hosting a subsequent Learn to Hunt event can help keep participants engaged with the chapter and allow you to spend more time focused on hunting strategies and actually finding birds because participants have already been introduced to shooting.

