

WOW - WHAT A FUNDRAISER!

Oct. 8, 2003



Lit Targets



1:1 Ratio



Bull's Eye



First time Shooter



Instructors



Terrific Targets



Frank in Charge



Basic Training

Thanks to **Frank Pearson**, AZJOAD's major fundraiser of year took place on October 8th, 2003.

Sixteen friends of JOAD certified instructors/supporters took part in a corporate event at the Phoenician Resort where the corporate guests were taught to shoot Genesis bows. Frank Pearson can be credited with getting us together.

- The event was a success for the participants as most were excited to learn proper archery techniques and then succeed at it. Approximately 240 participants came through the line over the three hour period.
- The event was a success for the Instructors as they gained priceless teaching experience.
- The event was a success for AZJOAD, as we now know how to organize such an event. Many instructors are looking forward to doing it again.
- The event was a success financially, netting AZJOAD over \$1000, after paying event and instructor expenses. AZJOAD plans to purchase more equipment and/or fund range improvements.

The event organizer was impressed by our group's preparation, set up, and professionalism. The organizers now realize that their events can include activities where the participants are challenged to learn something new.

Here is a listing of the instructors:

Frank Pearson and Troy Turner came up from the Tucson area.

John Howland and Barbara Noblet came from the east valley.

Doug Witt, Jessi Grant, and Fred Grant came from the west valley.

Rocky Repp, Rob Mitchell, Loren Braud, George Frangos, Chris Anstead, Ric Wyckoff and Nic Panawa came from all around the Phoenix metro area.

Ted Harden and Bob Pian acted as the meet and greet frontmen and handled the event details.

Special thanks go out to Nic Panawa who volunteered from 7:30AM to 1:00AM after midnight to help pick up, set up and put away all the equipment. **Lindsay Pian** was able to volunteer for a couple hours, too.

Thank you all, friends of AZJOAD, we could not have wished for a better event and result.

By Bob Pian, 2003 AZJOAD Coordinator.

For the Details, read on:

About three weeks before the event, Frank Pearson put AZJOAD in contact with the New York City based event organizer. After extensive discussions (thank goodness for free long distance cell phones) plans were formalized and an agreement signed. The fees were established, deposit decided upon and specifics agreed to include:

- NAA "Club" Liability Insurance and Certificate.
- Waiver forms.
- Twelve targets, stands, faces
- Twelve bows and six arrows per bow.
- Bow kit including extra nocks, pliers and arm guards.
- One instructor for each student for a total of 12 plus extra instructors
- Event layout including safety zones with flagged perimeter
- Back stop arrow curtain
- Waiting area

- Spectator area
- Supplemental lighting
- Ground quivers
- Bow Stand
- Chairs
- Iced water bottles
- Instructors in matching uniforms
- Meet and Greet
- Thank you for coming person.

Set up began by loading all the equipment into a 17' UHaul rental truck. The truck hauled the 12 target stands and mats with room to spare. Set up at the Phoenician began at 10:00 AM and took a couple of hours including snapping a chalk shooting line and lanes. A 45 feet side safety zone was taped off on each side of the range. An arrow backstop curtain was placed in front of a conveniently located earthen berm for back of range safety. The flagged tape was also strung in behind the archer's area to help control the shooting area. The same flagged tape formed an intake area and waiting area that Disneyland would be proud of. The bales were located at 15 feet from the shooting line and placed touching each other side by side to minimize the chance of an arrow getting through. A ground quiver with 6 arrows was placed at each 30" wide archer position.

The process was as follows:

- The instructors gathered outside the venue and entered as a group. They took their positions by putting the bows on the stand and putting six arrows in each of 12 ground quivers.
- The meet and greeters invited event passers by to give archery a try.
- The waiver intake person had them sign the waiver form, with 12 names per sheet. The intake person also directed the participant to leave their drinks behind on a table.
- Up to 12 people waited until the range was ready. During that time the lead instructor would inform the assembled that each person would have an individual certified instructor and would shoot 6 arrows.
- The lead instructor assigned special instructors for special needs such a children.
- When the range was clear, one by one an instructor would come forward with a bow and escort a student to the shooting area. This process repeated until all twelve places were filled or there was no one waiting.
- The instructor would teach the participants the basics and allow the participant to shoot. The instructor would advise after every arrow.
- When six arrows were shot, the archer was directed to the exit and the instructor would put the bow on the rack.
- When all had shot, the instructors retrieved the arrows and returned them to the ground quiver and the process would begin again.
- The extra instructors allowed for instructor breaks while maintaining 12 stations at all times.
- Each group averaged 8 minutes from start to finish.
- There were about 80 participants per hour. Approximately 240 lessons were taught over the three-hour period.
- At the end of the event the instructors were tired and hungry.

Improvements for Next time:

1. Offer a prize or certificate for hitting the bull's eye.
2. Number the lanes at the shooting line so that the participant can be directed to a shooting position.
3. Arrange for dedicated parking for the instructors well before the day of the event.
4. Snacks for the instructors.

Finally: This single event took in almost as much money as the entire 2002 fundraising efforts. It also collected funds from outside the archery community while introducing archery to hundreds.

This was a great event for "3 hours of onsite work + 14 hours of prep".

For more information contact Ted Harden, ted@tedharden.com or Bob Pian, azjoad@cox.net.