



## Sav-A-Life Shelby Sporting Clays & Golf Invitational



### What to Bring

Shotgun, 125 shotgun shells, 7 1/2 shot size or smaller plus ear protection and eye protection. Golfers bring appropriate golf gear. Prepare for warm weather; drinks provided.

### How it Works

Shooters will compete in foursomes, each shooting 100 targets over a course of 15 stations. Those interested in golf may shoot prior or attend lunch then play golf afterward. The golf portion of the event is non-competitive.

### Fundraising Process

Participants raise funds through personal sponsors prior to the shoot (like a walkathon) using a simple website and texting process. Takes about an hour of time.

### Schedule

8:00 am Shooter Registration  
9:00 Begin Shoot  
11:00 End Shoot; Golfer Registration at Orvis Clubhouse  
11:30 Lunch & Awards  
12:30 Golfer Start at Farmlinks

### Prize Categories

First & Second Place Teams - Shooters  
Top Gun Shooter (highest score)  
Most Dangerous Shooter (lowest score)

### Fundraising Requirements

\$125 entry fee, plus  
Best efforts toward raising \$1,000  
(minimum of \$500 raised required to participate)





# Sign Up Instructions

1

Become a fundraiser by setting up your personal fundraising page

2

Text your friends and family to sponsor you; include your personal fundraising page link to enable donors to give online

3

Thank your donors for giving!

## Important!

Be sure to read the Texting Tips and be diligent in sending followup texts to those who don't respond.

Most people respond to the second followup text. Be sure to let your donors know they can also mail a check directly to the Sav-A-Life office at:

P. O. Box 1359

Pelham, AL 35124

(205) 664-1667

Click or type this URL address to register and set up your personal fundraising page:

[shelbyclays.org](http://shelbyclays.org)

Set up your Personal Fundraising Page and text it to friends



Text/email 30+ friends and family to ask for support. Your text should be personal, not a "form letter." See wording sample below.

Hey, Bill! Do you have a moment? I have a favor to ask.

Sure! What's up?

I'm about to risk my life in a sporting clay shoot for a ministry called Sav-a-Life! I was wondering if you might be able to help me and if I tell you more?

Sounds great! I'd love to help. What do I need to do?

Sav-a-Life is a key ministry I support that brings life and the Gospel to girls who are struggling with a crisis pregnancy. Here's a link to my personal web page (your URL ADDRESS) – you can click here to learn more and give. Thanks for whatever you can do in sponsoring me Bill!

# Texting Tips

Texting is the next-best method of contacting a potential donor outside of making a phone call. Call those with whom you feel comfortable speaking; text the rest. The most important rule in fundraising is that people give to people they know. Your sponsorship-texting process below is all about fundraising through engaging relationships.

## TIP 1

Text people **ONE AT A TIME**. Never send group texts – these are impersonal and feel like “junk mail” to your recipients.

## TIP 2

**ENGAGE** your friends in conversation **FIRST** before asking them to sponsor you. Make your texts personal and individual to them.

## TIP 3

Once you’ve personally engaged your friend, you can “Copy and Paste” your longer ask message that includes your personal web page link & appreciation for their consideration. (See example above.)

## TIP 4

If you’re fundraising with your child, have all your texts come from your child’s name (see example above).

Bill

Bill, this is Don. Do you have a moment?

Sure! What’s up?

I’m about to risk my life in a sporting clay shoot for a ministry called Sav-a-Life! I was wondering if you might be able to help me and if I tell you more?

Sure.

Sav-a-Life is a key ministry I support that brings life and the Gospel to girls who are struggling with a crisis pregnancy. As a shooter, I’m trying to raise \$1,000 through personal friends and family sponsors. Vicki and I have already given \$200 toward this goal. Would you be willing to sponsor us as well? It’s a tremendous cause!

Here’s a link to my personal web page (your URL ADDRESS) – you can click here to learn more and give. Thanks for whatever you can do in sponsoring me Bill!

## TIP 5

Send **TWO FOLLOW UP TEXTS** to all unresponsive recipients. The greatest donation response rate is on the second follow up text. Most people are willing to give and intend to respond but may get distracted and forget.

## TIP 6

If your first text isn’t answered, send a follow up text one day later with the same intro text message (see first line in example above). If that text goes unanswered, send one final follow up text the next day.



# What is your goal?

Funds raised will allow Sav-a-Life Shelby to bring life and hope through the Gospel to women facing unplanned pregnancies and their families. Thank you!

**EXCEPTIONAL**

1. Give your best effort to reach a personal goal of \$2,500
2. Text/email 30 or more friends & family asking for support
3. Sponsor yourself exceptionally generously
4. Send two follow up texts to those who haven't responded

**OUTSTANDING**

1. Give your best effort to reach a personal goal of \$1,500
2. Text/email 30 or more friends & family asking for support
3. Sponsor yourself for over \$125
4. Send two follow up texts to those who haven't responded

**GREAT**

1. Give your best effort to reach a personal goal of \$1,000
2. Text/email 30 or more friends & family asking for support
3. Sponsor yourself for at least \$125
4. Send two follow up texts to those who haven't responded



## YES, I WANT TO PARTICIPATE!

Recognizing the importance of making a personal commitment, I hereby commit to the following:

- I agree to give my best effort towards reaching my goal of \$\_\_\_\_\_.
- I understand that, in order for Sav-a-Life Shelby to be good stewards of funds spent in this event, I will need to raise or give a minimum of \$500 to participate in the Sporting Clays or Golf event.
- In addition, I agree to financially sponsor myself for \$\_\_\_\_\_ (minimum amount is \$125 per person) as a commitment to this event and to give me the "right" to ask others for their sponsorship.
- Finally, I agree to send 30+ texts and make follow-up texts or phone calls to each potential donor.

Name(print): \_\_\_\_\_

CellPhone: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### IN ADDITION:

- I will give my best effort to recruit \_\_\_\_\_ other participants.
- I have a relationship with the following companies who might be willing to be a corporate sponsor: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_