



2012 NRA Women On Target® Instructional Shooting Clinic

Welcome to the NRA Women On Target® Instructional Shooting Clinic! If you're a returning director, welcome back. If you're a new director, welcome aboard. Here is a checklist of Clinic Director Responsibilities to help serve as a reminder as you plan for your event. For 2012, some policies and procedures have been changed, so please make sure you review all the information provided here and in the Clinic Guide before registering your clinic.

Clinic Director Responsibilities –

All of the clinic forms are new for 2012. Please discard any old forms you may have on your computer.

- **Register the Clinic – All forms are downloadable from the Women's Programs website:**
<http://www.nrahq.org/women/isc/benefits.asp#download>
 - Veteran clinic directors are asked to register their NRA Women On Target® Instructional Shooting Clinics with NRA Women's Programs *as soon as you have your dates set – and no later than May 1st.*
 - New clinic directors will be accommodated throughout the year but registrations **must** be received a ***minimum of 45 days prior to the event.***
 - **To register, please submit the following forms together: Clinic Registration Form, Sample Flyer containing the Women On Target® logo, and Souvenir Bag Order Form.** The Media Release Request is optional.
- **Complete a Post-Clinic Report Immediately Following the Event**

A Post Instructional Shooting Clinic report must be sent to the NRA **no later than 1 week after the event.** Included with the report should be:

- **Names/addresses/emails of clinic attendees** (*a blank formatted Excel document or PDF is downloadable from the website if you do not already have one*)
- **At least six photographs** of the event **and photo releases** (via email or on a CD). Please be sure photos are technically correct in terms of safety before submitting. Make sure all participants and volunteers have eye and ear protection and your range benches and shooting lines do not have any food or beverages sitting on them. *Please send at least 1 group picture with the participants and instructors that includes the Women On Target® banner and your club marquee or sign.*
- **Local media** articles/stories about your clinic (if available).

*Clinic material will not be shipped for more than one event at a time. If you have multiple clinics scheduled throughout the year, please make sure that your reports are filed promptly as material for additional dates will not be shipped until each previous clinic is closed.

- **Clinic Promotion**

NRA Women On Target® will list your clinic on NRA's web page: <http://www.nrahq.org/women/wot.asp>. We will submit information about your clinic to NRA Publications for inclusion in the Regional Report found in NRA magazines and printed only on a space available basis provided that at least 90 days advance notice is given. When promoting your clinic locally, **please keep in mind that it should be promoted as a National Rifle Association Women On Target® Clinic** – not as a "Ladies' Day at the range" or a "Women's Fun Shoot".

- **Logo Usage**

NRA Women On Target® logos may be used to promote your clinic. The logo may be used on press releases that you write and submit to local media, on flyers that you design to promote your clinic, and in other ways that support your clinic. A high resolution logo is downloadable from the ISC web page or can be emailed to you upon request.

- **Complimentary Material**

The NRA Women On Target® program will provide a limited number of complimentary souvenir bags (contents vary) that are to be given to the women attending your clinic. *ONLY CLINIC ATTENDEES ARE TO RECEIVE THESE BAGS.*

- Souvenir Bags and items are limited to a maximum of 50 participants per clinic. Clinic Material requests (Souvenir Bag Order Forms) for 2012 will be shipped on a first-come, first-served basis. Souvenir items are discretionary and based on availability of inventory. You have the option to purchase additional souvenir bags as well as other items for your participants from the NRA Program Materials Center as you have in the past.
- We will supply hats and clinic staff rockers for volunteer staff. These are not to be given to participants. If they are still in good condition, we ask that returning staff please reuse them in order to help us save additional funds. They are intended for your volunteers, and will help make them immediately recognizable to everyone at the event. Feedback from the field has been nearly 100% positive in this regard.
- Your National Program Coordinator must account for these materials – please do not order more than you need.

Please remember that once we place the order for your Program Material, we cannot order additional supplies for you.

In other words, if response exceeds your initial expectations, you may order and pay for your own additional supplies through the NRA Program Materials Center, but we cannot place another order on your behalf due to budgetary constraints.

- **Grant Funding to Support Clinics**

Clinic directors are encouraged to have their club apply for a state Friends of NRA grant through their NRA Field Representative and the NRA Foundation website. Many clubs have a real need for training materials and supplies, as well as the startup funds associated with conducting their first clinic. Grant information and applications for an NRA Foundation grant can be obtained at www.nrafoundation.org/grants/statefund.asp or by calling 800-423-6894.

- **A Few Points to Remember**

- NRA Women On Target[®] is for ladies only.
- Never use humanoid targets.
- We always recommend small caliber/gauge firearms, preferably .22 caliber rifles and pistols and 20 gauge shotguns for new shooters.
- We recommend attendees have an “option” to participate if large caliber/gauge firearms are available to shoot.
- Only use factory-loaded ammunition.
- Establish an entry fee that will (at minimum) cover your expenses.
- If your clinic is cancelled or rescheduled, please notify the NRA Clinic Coordinator as soon as possible.
- Call 703-267-1398 or toll free 800-861-1166 or email womenontarget@nrahq.org if you have additional questions.

**Thank you for your interest in promoting women’s shooting sports through the
NRA and Women On Target[®].**