

3 RIVERS

Shooting ★ Sports ★ Academy

COLLEGES ARE THE FORCE MULTIPLIERS OF THE SHOOTING SPORTS

— ONE INVESTMENT. A LIFETIME OF IMPACT. —

WITH COLLEGES, WE DON'T HAVE TO BUILD THE SUPPORTING ECOSYSTEM WE SIMPLY INTRODUCE THE SHOOTING SPORTS INTO ONE THAT ALREADY EXISTS

Colleges already have the people, systems, resources, and interest needed to build sustainable, well-coached, professional youth teams that benefit students, local clubs, high schools, and communities for generations.



COLLEGES ALREADY POSSESS WHAT TEAMS NEED



Professional fundraising, administrative, and purchasing support.



Access to new support networks - grants, alumni, community, parents, and students.



Subsidized team support - transportation, insurance, coaching, meals, athlete performance..



Website, marketing / branding, and communication platforms.



Oversight and leadership - coaches, faculty advisors, athletic director / dean of student affairs.



Security of equipment, team bylaws and conduct, and financial accountability.



Long term view and strategy.

**RESOURCES THAT WOULD COST
THOUSANDS - ALREADY EXIT**



WHY COLLEGE TEAMS DELIVER THE GREATEST RETURN



KEEP THE GROWING HIGH SCHOOL POPULATION IN THE SPORT



DEVELOP AND GENERATE FUTURE COACHES FOR THE SPORT



CREATE LIFELONG SHOOTERS WITH MORE INCOME



LEGITIMIZE THE SPORT FOR HIGH SCHOOLS AND COMMUNITIES



ACTIVE ENGAGEMENT AND RECRUITMENT IS PART OF A COLLEGE'S DNA



ONCE ESTABLISHED THEY ARE MORE SUSTAINABLE AND SELF RELIANT



TEAMS BECOME MORE THAN JUST SHOOTING GROUPS - LEADERSHIP DEVELOPMENT, RESEARCH OPPORTUNITIES, REPRESENTATIVES OF THE SCHOOL AND SPORT



INVEST THEIR OWN DOLLARS IN TEAMS, CLUBS, AND COACHES

THREE QUOTES:

- "Our shooting team will not be a team until they travel in a van and plane to represent Pitt-Bradford on a field"
- "I signed up to take a intro to golf summer camp from our local college, why couldn't we offer the same for clay target"
- "Our new college team has brought money, resources, interest, members, and life back to our club"

CASE STUDY



CLAY TARGET TEAM



A small liberal arts college.
A historic club.
An alumnus with a vision.

THE JOURNEY: KEY STEPS

SUPPORTERS ROLES

1		THE VISION: Alumnus Jack Makdad brings the idea of a collegiate clay target team to Juniata.	3RSSA: Facilitated conversations and sharing of information and models to help shape the vision into a plan.		
2		COLLEGE PARTNERSHIP: Juniata leadership embrace the opportunity and begins team formation.	3RSSA: Met with school leadership to provide guidance on team structure, recruiting strategy, and program development.		
3		CLUB PARTNERSHIP: Shenecoy Sportman's Club board welcomes the team as its home range.	3RSSA: Connected the college and club, helped formalize the partnership, and coordinated facility planning.		
4		RESOURCES & EQUIPMENT: The team launches with quality equipment and essential gear.	3RSSA: Coordinated and helped fund initial team equip. package.	MIDWAYUSA FOUNDATION: Purchased team package and donated \$40K to team endowment.	BERETTA: Provided team guns, vests, and range bags for starter package.
5		COACH DEVELOPMENT: Coaches certified to deliver safe, professional, team oriented instruction.	3RSSA: Provides coaching education, materials, and ongoing support.	MIDWAYUSA FOUNDATION: Provides funding for 3RSSA coaching clinics and support through grants	
6		FACILITY INVESTMENTS: Targeted improvements strengthen the range for youth teams and club members.	3RSSA: Coordinated and assisted in grant writing for range improvement.	MIDWAYUSA FOUNDATION: Awarded \$75K range improvement grant to team.	PA GAME COMMISSION: Awarded \$50K range improvement grant to club.
7		TODAY: Juniata hosts first home shoot and launches PA Collegiate Clay Target Championships at Shenecoy.	3RSSA: Continues to mentor, connect, and support team.	MIDWAYUSA FOUNDATION: Holds Juniata's growing endowment and provides annual team grants.	BERETTA: Continued team support through "booster's page" pilot & Joel Etchen Guns.

WHAT CHANGED FOR THE SPORT



COLLEGE

New opportunities.
Stronger recruitment.
Greater engagement.



TEAM

Student athletes compete, grow, and lead as a team representing their school.



CLUB

Revitalized ranges, more events, stronger membership.



COACHES

Professional, resourced, youth oriented coaches, that provide better training.



COMMUNITY

Model athletes and team, conservation minded, traditions strengthened.