



Palmetto Clays 2020

Palmetto State Armory Outdoors Shooting Facility
Swansea, SC
April 17-19, 2020

The Palmetto Clays fundraising clay pigeon shoot is just that – a shoot by patriotic American civilians, and our military and law enforcement officers, to support the Great Americans, and their Families, who serve, and have served, in our nation's Special Operations Forces as well as the Federal and State law enforcement protecting our freedoms daily.

Year one! Palmetto Clays, hosted by The Special Forces Charitable Trust (SFCT) and The South Carolina Special Forces Foundation (SCSFF), will take place April 17-19, 2020 at the Palmetto State Armory Outdoor Shooting Facility in Swansea, SC. You can check out the [Palmetto State Armory range at http://palmettooutdoors@palmettostatearmory.com](http://palmettooutdoors@palmettostatearmory.com).

The Palmetto Shoot is modeled after The Great Americans Shoot, the brainchild of shoot enthusiast and philanthropist, Mike Reynolds. Over the past five years, he has created a unique shoot format, which yields unprecedented results in fundraising. Mike brought this unique format to the SFCT to support the entire Special Operations Community and their Families. In the past five years, the shoot has **raised \$6 million that have benefited THIRTEEN Special Operations charities**. We are very fortunate to also use Mike's event format for Palmetto Clays!

Palmetto Clays Format

For some reason, because most of us have shot in many fundraisers, most people assume they know how it's going to work. . . Unless you shot in The Great Americans Shoot last year, please read carefully . . . It's easy and fun!!

The format is as follows:

There will be 20 teams, each consisting of five shooters (including the team captain). **Each team member is responsible for raising \$1,500.00.** This can be done in two ways. One way is to have your friends donate an amount directly to your personalized website (setup by the SFCT) for this shoot. The other way is to pledge an amount of money for each bird you hit. Each shooter will have the opportunity to shoot 50 clay birds. If a shooter breaks 30 out of 50 and has a pledge for \$5.00 per broken bird, the donation amount would be \$150.00. The pledges are made on an easy-to-use website, <https://sfct.palclays.dojiggy.com>, which makes solicitation and pledging seamless. There will be both individual and team champions.

Each team will be asked to choose a Special Operations Military Charity or local South Carolina Charity that they would like to represent. The Special Forces Charitable Trust, our host, will be the recipient of the first 50% raised. The top 5 fundraising teams will also have their charities receive 30%, 25%, 20%, 15%, and 10% respectively, thus sharing the remaining 50%. Subtracting the original donation for our host, there is an incredible opportunity to raise significant money for your cause.

Your Team:

Your team should be a group of men, women, and/or children (we would love to have youngster teams!). These individuals should be not only passionate about giving back to these warriors and their families but also be outgoing and willing to solicit funds to “back their smoking guns”! It is incredibly significant to raise \$1,500.00. We know some shooters may be capable of simply writing a check for that amount, but we encourage it to be “raised” so that as many people get involved as possible. The winners, both teams and individuals, will be those that most understand this unique format. Reaching out to your circle of family, friends, business associates, and anyone invested in this cause, allows for an opportunity to raise almost exponential funds.

Your “6th Team Member:

As soon as each team is formed, it will have an escort, who has “specific experience and knowledge” of the Special Operations Community, assigned to them by the SFCT. These escorts are inspirational men and women. Palmetto Clays wants this shoot to be personal for the shooters, but it also wants these Special Operations heroes to know just how much great

American civilians, like you, care about them. A picture, bio, and contact info for each 6th Team Member (6TM) will be given to each team to help facilitate an easy introduction. There will be every attempt to have your 6th TM present at the shoot. (Of course, unscheduled “work issues” and “foreign travel” may intervene in some cases.)

Participation Requirements:

Each shooter will be REQUIRED to raise or donate \$1,500.00. That makes this a minimum shoot of \$150,000.00! **Additionally, each team is required to have a sponsor to match each team's individual contributions.** This means that a team of five is responsible for donating or raising \$1,500.00 per team member, totaling \$7,500.00 AND acquiring a matched donation from an individual or corporate sponsor. Thus, **each team will be responsible for ultimately raising a grand total of \$15,000.00 at a minimum.**

All of the net proceeds from the event will go to the worthy charities selected by the teams. It may seem like a daunting commitment, but it's only 50 friends/family/business associates giving \$30.00!! You can even have a personal fundraiser or reach out to friends whose companies “matched personal giving.”

Palmetto Clays Teams are shooting for more than just prizes!

Beyond the winner of the Grand Prize, there will be significant prizes (rifles, shotguns, handguns, etc.) for the top 3 **fundraisers**, as well as the top 3 **fundraising** teams. It's all about the fundraising, but we won't forget about the top shooters either! Top clay shooting individuals and teams will be presented with beautifully engraved trays and other loot. The prize list is currently being assembled . . . it will not disappoint!

Additionally, each team captain will receive a special gift from the SFCT commemorating the inaugural Palmetto Clays, and each team member will receive a thank you bag and incredible memorabilia honoring their participation. We recognize your efforts at Palmetto Clays!

On Friday night, there will be a Welcome Party for all of the teams and the 6th Team Members. On Saturday, there will be a catered breakfast and lunch at the venue.

Miscellaneous and Maybe Most Important!

The SFCT office is at your disposal at all times. The SFCT staff have been involved in shoots like this and are capable of answering any questions. Please don't hesitate to reach out to them for registration, setting up your fundraising page online, and for tips on how to fundraise.

The Shoot will be held at the Palmetto State Armory Outdoor Shooting Range, Swansea, SC. It will be held no matter the weather conditions. If you would like additional information, please contact David Guernsey, Executive Director, Special Forces Charitable Trust at: (860) 767-1510, David@specialforcescharitabletrust.org or Doug@specialforcescharitabletrust.org or Michael Mika at palclays@specialforcescharitabletrust.org.