



Step Up to the Line

**How to Host and Promote an Engaging
Hoop Shoot Contest**



Compete.



Connect.



Succeed.

“Through the Hoop Shoot, Cole learned to never give up on his dreams. Two years ago he wrote down a goal of having his name in the Hall of Fame. It hung in his room for two years. Of course he experienced setbacks and disappointment. With persistence and commitment, he endured failure and never gave up. Now his name is forever engraved in the Hall of Fame. As special as that is, it pales in comparison to the life lessons the Hoop Shoot has taught him.”





More than a contest

Hoop Shoot Program Goals

- Create a quality experience for youth – engage contestants at every level of competition.
- Promote program values to contestants in new and innovative ways.
- Increase Elks visibility and inspire parents of contestants and other Hoop Shoot partners to join the Order!



Engage contestants before, during and after your contest



Interaction



Interest



Involvement



Before the contest

- Consider events that recruit or prepare potential contestants
- Focus on sportsmanship, team-building, healthy living or drug awareness
- Be kid-friendly: get kids involved with planning!





During the contest

- Think of easy additions: creative awards, kid-friendly music, cheers
- Pre- and post- contest stress busters
- Opportunities to serve while shooting free-throws





After the contest

- Highlight the successes of all contestants at post-contest awards event
- Collect parents' email when possible
- Think of events that positively engage youth and their families, and impart Elk values





Use ENF Lodge grants!

***To be clear, ENF grants may not be used to fund your contest. But...**

- Use a Promise Grant for a sports activity for youth in need
- Get Hoop Shoot contestants involved in your Beacon Grant project
- Use a Gratitude Grant for an educational/sports field trip for the Boys and Girls Club



- Visit <http://www.elks.org/enf/community>



Get others involved



- Invite Elks Scholars
- Personally reach out to former participants and their families
- Recruit local high school basketball teams and coaches



Promoting your contest

- Focus your efforts
- Build on existing Lodge partnerships
- Clearly communicate a shared interest
- Don't give up!



Focus your efforts



- Identify specific contacts. Know exactly who and where to target with your materials
- Target a smaller number of groups, schools or organizations
- Remember the quality, not quantity of your promotions



Work Together

- Drug Awareness
- Community Investments Program (Lodge grants) projects
- Scholarships





Communicate a shared interest



- Use promotional materials to highlight goals and successes
- Share experiences from your Lodge
- Explain the “big picture”



Communicate a shared interest

- **Alert Local Media**
 - Use the News Release Generator, located online, to share contest results with local media.
 - Posted in the [*Promotional*](#) section of *Directors' Drills* on the Hoop Shoot website.

Elks Home > ENF Home > Media / Brochures >

Edit News Release Details

Your project manager is your primary contact that will be listed with a press release. If you are submitting this on behalf of someone else (i.e. Lodge Secretary, ER) use their contact information. All fields are required.

Here are five basic tips on how to write a news release:

1. **Think like a reporter.** The news release should be written from a reporter's perspective. Don't be intimidated, just focus on the facts answer the five w's: who, what, where, when, why and how. Write your news release exactly as you'd like it reported.
2. **Keep the most important facts first.** Reporters always cut from the bottom of a story up, so arrange your release so that the most important facts appear first, followed by supporting facts in the order of importance to your story.
3. **Good headlines are key.** The headline of your news release will either grab the reporters' attention, causing them to read more, or give them reason to toss the release aside. Be sure to make it compelling so the reporter or editor takes notice.
4. **Focus on the lead paragraph.** The lead paragraph is the most important element of your release. It summarizes the news you are releasing and must hook the reporter. The lead should be kept short—no more than one to two sentences. Be sure you don't bury your lead in the body of the release.
5. **Proofread.** Always proofread your release; do not rely on spell-check alone. It is helpful to have another person look over your release before distributing it to media outlets.

For a list of the latest releases sent by the ENF, [click here](#).

News Release for:

Project Manager/Primary Contact

Lodge Number:

Project Manager:

PM Address:

PM City:

PM State:

PM Zip:

PM Email:

PM Phone:

News Release Details

Release Date:

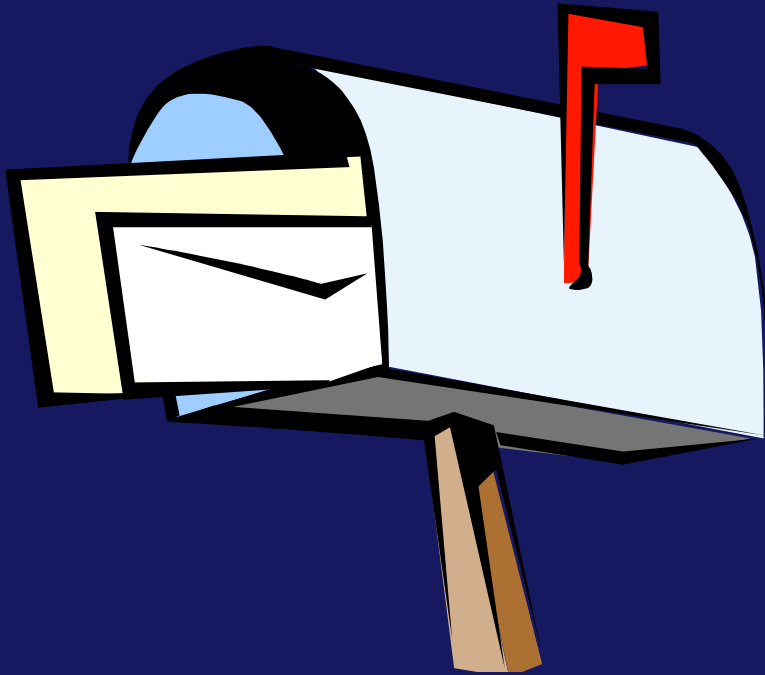
Event City:

Headline:

PR Copy:



Tactics to avoid



- Mass mailing kits to dozens of schools or organizations
- Dropping off brochures to offices
- Leaving a letter or brochure for the principal



Follow up and don't give up

- Collect emails of contacts
- Share contest results
- Maintain relationships even after the contest





QUESTIONS?

We're always available! Contact:

hoopshoot@elks.org

773/755-4758

www.elks.org/hoopshoot



SALUTE TO EXCELLENCE