

HOW TO STAGE A SUCCESSFUL SOCCER SHOOT

INTRODUCTION

The Elks National “Soccer Shoot” program is the perfect opportunity to advance the image of our Order, and to promote our other youth programs, Americanism, and drug awareness. In order to accomplish this, it is necessary to properly promote and execute the Soccer Shoot program at the local, district, state & national levels. This manual is designed to give you the tools to properly conduct this important program for the youth of our communities.

The Elks Soccer Shoot program is modeled upon the phenomenally successful Elks Hoop Shoot program. Interest in soccer, in boys and girls throughout our country, is growing at a rate faster than any other sports activity. Due to the recent success of the U.S. men’s and women’s soccer teams at the World Cup level, the popularity of soccer has never been at a higher level among our youth. However, the program will not work by itself. The Elks Soccer Shoot requires a substantial publicity and promotional campaign to be successful. Most of all, it requires organization and promotion on a local level.

It is imperative that the local organizers get the word out about the program to local newspapers, to local radio and television outlets, to the schools, church youth groups, YMCA/YWCA groups, parks & recreation departments, Boys & Girls Clubs, and all other youth groups in your community. Any method is appropriate as long as we get our message out to the youth in our community and get their participation.

Most youth oriented groups are more than happy to help, as they are always looking for interesting activities for their boy and girls. You should use them to promote the Soccer Shoot program, because it is certainly easier and more efficient to use existing youth groups and schools to advance our program rather than create a new organization from scratch. Remember, use your imagination and creativity, this manual is only a guide.

The Elks Soccer Shoot at any level is also a great way to expose the youth of our communities and states to the full range of Elkdom’s great youth programs of Americanism, drug awareness, Hoop Shoot, and many others. Have small American flags at your event to pass out, together with Pledge of Allegiance cards. Be sure and see the the participants and their families receive a packet of drug awareness coloring books, pamphlets, and other materials suitable for the age group. Contact the TESA drug awareness chairperson and see if the Drug Awareness trailer is available to come to your local, district, or state event. Try to involve your local police department or sheriff’s department in your event to discuss drug prevention or other pertinent local issues pertaining to youth. Most importantly, have information about Elks membership and

programs available to interested parents and others, promoting the idea that “Elks Care, Elks Share”.

The remainder of this manual will set forth the rules that must be followed, and ideas that we hope will be helpful in running a successful Soccer Shoot program.

It is vitally important that members be appointed to the Soccer Shoot committee at all levels who are concerned with promoting this important function of the Grand Lodge. On local, district, and state committees, emphasis should be placed on the appointment of those trained in conducting such contests. Special consideration should be given to appointing members who are in the fields of coaching or physical education.

Every Exalted Ruler should appoint a Soccer Shoot chairperson no later than the first Lodge meeting in April, and notify the District and State Soccer Chairpersons of that appointment along with the address, email, and telephone number of that person. The District Vice President should appoint the District Soccer Shoot chairpersons no later than the State Convention in June after consulting with the State Soccer Chairperson, and should immediately notify the State Chairperson and the Exalted Rulers in their District so that Soccer Shoot materials and information can get to the right persons.

AGE CATEGORIES

The Soccer Shoot is open to all boy and girls, under 14 years of age. It is the responsibility of the Subordinate Lodge Director to verify by birth certificate, baptismal certificate, or passport, the age of all contestants so they may be assigned to the proper age category, thereby eliminating any disappointment that might arise on a technicality.

There shall be two divisions, boys and girls, and four categories in each division as follows:

Boys	Age 7 & Under	Under 8
Girls	Age 7 & Under	Under 8
Boys	Ages 8 & 9	Under 10
Girls	Ages 8 & 9	Under 10
Boys	Ages 10 & 11	Under 12
Girls	Ages 10 & 11	Under 12
Boys	Ages 12 & 13	Under 14
Girls	Ages 12 & 13	Under 14

EQUIPMENT

The contest shall be held outdoors on a field if weather permits, but may be moved into a gymnasium due to inclement weather. Appropriate footwear should be worn (soccer cleats if outdoors; tennis shoes if indoors).

FIFA approved number 4 (4) balls will be used for the U-8, U-10, and U-12 groups of both boys and girls. Number 5 (5) balls shall be used for the U-14 groups.

SCHOOL OR CLUB CONTESTS

In the jurisdiction of your Lodge are many elementary, middle, and or junior high schools, public private, as well as Boys & Girls Clubs and other youth groups. All of these schools and groups should be contacted by a member of your Lodge Soccer Committee. In almost all cases, each school or youth group will conduct its own contest by the Physical Education Department or counselors of that group *in any manner they desire using our age category with their own helpers, in determining the four age category winners , both boys and girls.* These contests could be conducted during regular physical education classes, at noon or after school. The winner in each age category in each school would then enter the Subordinate Lodge contest and compete for the Lodge championship. A runner-up in each category should be determined in case a substitute for the Subordinate Lodge contest is needed.

The school or youth group officials should be contacted before the opening of the fall session so they may plan for the Soccer Shoot contest in their program.

The program director has the flexibility to conduct the school or youth group contest within the constraints of available time and facilities. It is vital to get from the school or youth group the total number of boys and girls in each grade that participated, which would be the entire grade, for reporting purposes to the District and State Chairpersons, and subsequently to Grand Lodge. For example, in the U-8 boys and girls division, it would be necessary to ascertain how many boys and girls are enrolled in grades 1-2 (and possibly kindergarten) in order to accurately report the number of participants prior to the physical education department qualifying the winners for the Subordinate Lodge contest. These numbers should be included in addition to the youth who shoot in the Lodge contest on the Contest Event Report found in the back of the Soccer Shoot Manual.

The Subordinate Lodge contest shall be conducted in accordance with the rules published in the attached Soccer Shoot Manual, amended by Grand Lodge in May, 2005.

AWARDS

SUBORDINATE LODGE: TESA will furnish certificates for the four winners in both Boy's and Girl's contests. The request for these certificates should be made at least one month prior to the local contest. Any other awards will be up to the local Lodge.

DISTRICT CONTEST: TESA will furnish certificates of participation for all district contestants. TESA will also reimburse the District for trophies for the first place and runner-ups, in an amount not to exceed \$150. This request should also be made at least one month prior to the event.

STATE CONTEST: TESA will bear all expenses for trophies for the first three finishers at the State Soccer Shoot. In addition, TESA will either furnish the meals and housing for the contestants, or pay an allowance for same.

EXPENSES

FOR ALL CONTESTS: Any time there is travel and/or overnight stay involved, the father, mother, or guardian should be invited to go along. At no time should a contestant, boy or girl, be left without proper chaperonage. All contestants must be accompanied by a parent or proper supervision designated by the parents or legal guardian.

LOCAL TO DISTRICT: The local "Soccer Shoot" Director should accompany the winners and their parents or guardian to the District Contest. This usually does not involve an overnight trip. Any reasonable expenses incurred should be the responsibility of the Subordinate Lodge.

DISTRICT TO STATE: From the District Contest to the State Contest, the District Director should accompany the winners and their parents or guardian. This could be an overnight trip. TESA will pay a fixed stipend to the parents or guardian to cover travel expenses, which shall be determined prior to the event based upon the annual budget. Historically, that stipend has been fixed at a minimum of \$75 per family up to \$150 per family depending upon distance traveled. In addition, it has been the practice of TESA to provide all meals and housing for the contestants at the TECSI center since the competition has been held at the center. The District Directors are also eligible for mileage reimbursement.

DATES FOR CONTESTS

SUBORDINATE LODGE CONTESTS: The Subordinate Lodge Director will select his/her own date with the approval of the District Director.

DISTRICT CONTEST: The District Director will select his own date, with the approval of his State Chairperson but prior to the State Contest, which has historically been conducted in October.

STATE CONTEST: The State Chairperson will select his/her own date, with the approval of the National Director/Youth Activities committee person. If a Regional Shoot is conducted, that announcement will be made prior to the State Shoot in order to allow for proper scheduling.

PUBLICITY

The Public Relations section in the back of this Manual contains sample news releases that will help you announce your contest and your winners. Since the entire

“Soccer Shoot” contest timetable must be arranged in advance, your publicity campaign must coincide.

Prepare your news releases and take them to your local sports editor, radio sportscaster, talk show host, TV stations, and any other media source. Get them interested in your event.

Print out a copy of the rules and regulations, including this Manual, and take these to the elementary, middle, and junior high school principals, coaches, and athletic directors. Do the same with your local YMCA or Boys & Girls Club.

Start all this at least four weeks before the date of your local Lodge Shoot, and continue your publicity each week. Take pictures of soccer players practicing for the event, and take them to your newspaper.

If you are using trophies for your winners, display them at a popular place in your area with a poster that shows the location and date of your Lodge Shoot.

After the contest has been completed, issue a news release naming the winners with their pictures, giving the date and location of the next contest in which they will be entered.

DISTRICT: Furnish information to all sports editors, radio and TV stations if available on the dates, location, and the number of participants that will be involved in your contest.

Notify your State Elks Association Bulletin of the date and location.

STATE: Should be promoted in the same manner as the Subordinate and District Contests. Notify particularly the large newspapers, radio and TV stations that are available on a statewide basis.

PROCEDURES FOR CONDUCTING CONTEST

SUBORDINATE LODGE CONTEST: In almost all cases in the jurisdiction of your Lodge will be many elementary schools, middle schools, and/or junior high schools. *It is very important that during the month of August your “Soccer Shoot” Director contact the school authorities because it is during this month that most schools set up their program for the year. You should contact the Athletic Director or Physical Education Department and get their participation.* One suggestion is that you host them at a luncheon, dinner, or after hours event with your committee to familiarize them with the “Soccer Shoot”, and to discuss the rules and goals of the event. Stress the Elks’ goals of providing an interesting competitive program for all youngsters in the contest age brackets regardless of previous athletic competition or abilities. Point out that this is a nationally sanctioned event affording these youngsters with the opportunity to compete with others locally and statewide, gain new relationships with youngsters from across the

state, and compete statewide at minimal or no expense to their families. I also emphasize that this is also a great opportunity to demonstrate to educators Elks' commitment to drug awareness and prevention programs, Americanism programs, and scholarship programs. Remember, if there is a local Boys & Girls Club, or YMCA, contact them to participate as well.

In almost all cases, each school will conduct its own contest by the Physical Education Instructor of that school, in any manner which they deem practical using their own rules, their own helpers, and on their own schedule in declaring the four winners in each of the boys' and girls' age groups. In most cases, the instructor will conduct the school contest during regular physical education classes, noontime, or after school. These winners from the various schools in your area will then enter into the Subordinate Lodge Contest and compete for the Championship, and the opportunity to advance to the District & State contests. Remember, get the total number of boys and girls in each grade and age group participating, so that you can get an accurate report in your Contest Event Report for maximum credit for your program.

If for any reason your schools do not wish to participate, you can utilize alternative groups such as religious groups, youth soccer and other athletic associations, community recreation groups, YMCA/YWCA, Boys & Girls Clubs, Parks and Recreation departments, etc. In any event, you will have your ultimate Subordinate Lodge contest at your Lodge or at a convenient park, where you can invite all youth to participate. There can be great latitude in qualifying winners for the Subordinate Lodge contest, but at that contest the official rules must be followed to qualify winners for the District Shoot.

DISTRICT CONTEST: The Elks "Soccer Shoot" Contest age categories, equipment, and rules must be followed exactly in order to qualify and prepare our winners for the State Shoot. The contest will be conducted under the supervision of the District Director, who shall coordinate dates, location, time, etc. with the State Chairperson.

STATE CONTEST: The Elks "Soccer Shoot" Contest age categories, equipment, and rules must be followed exactly, under the supervision of the State Chairperson. Any additional Regional Competition will be announced at that time.

CONCLUSION

The scope of publicity that can be obtained from the sponsorship of a Youth Program like the "Soccer Shoot" is immense when you consider that all youngsters, both boys and girls, from the kindergartners on up to 13 year olds, are involved. Not only are the participants involved in a wholesome, individual athletic contest at the local, district, and state level, but this involves their parents and siblings, friends, classmates, teachers, and the community as a whole. In addition, this program is a fabulous way to expose these children, their families, and educators to the Elks Americanism and drug awareness programs.

Soccer is the fastest growing youth activity in the United States. With the growing success of American men and women in the World Cup, the number of youth involved in Soccer will only grow faster. Don't let the Elks get left behind! This is the perfect way for your Local Lodge to be introduced to new generations of potential members.

ELKS “SOCCER SHOOT” PRESS RELEASE KIT

This kit contains suggested news releases, background material on the Elks, and a timetable to use in local, district, and state promotional efforts. A well organized and well coordinated publicity campaign, starting at the local level and building all the way to the state or regional finals, will help insure that this year’s “Soccer Shoot” will be a success for all involved. Be sure that your Lodge takes advantage of this opportunity.

PUBLICITY CHECKLIST & TIMETABLE

1. Develop media list for distribution of news releases.\
2. Retype the backgrounder on the Elks and Soccer Shoot, the media tip sheet, and the announcement and results releases on local lodge stationery. Prepare for listing winners, scores, etc., so that you can fill in this information the day of the contest and distribute it along with the results press release.
3. Arrange for a photographer to be present the day of the competition.
4. Contact key media in advance to let them know about the upcoming competition. Hand out the press notes and announcements to any media attending the event.
5. Deliver the first news release to media, announcing the competition, along with the backgrounders on the Elks and Soccer Shoot. *Do this at least two weeks in advance of the event. State Directors should include newswire services – AP and UPI- and mail the release to major newspapers in your State.*
6. Deliver the second news release, the form listing all winners, scores and home town, and photographs of the competition and winners. *Do this the day of or the day after the event. Do not delay. State Directors should call the newswire and major state newspapers with the results immediately after the contest.*
7. State Directors place calls to home town newspapers of the eight state winners, and follow up with photos, story, etc.
8. Any additional media contact that is necessary to enhance coverage.

Release No. 1

FOR RELEASE: IMMEDIATELY

CONTACT: (NAME)

Telephone No. of local Elks contact

Date:

**(CITY/STATE) ANNOUNCE
ANNUAL ELKS SOCCER SHOOT COMPETITION**

(CITY, STATE, DATE) (Local/District/State) competition for the annual Elks Soccer Shoot , the national Soccer Shoot contest for youngsters ages 6 through 13, will be held at (location) on (date) at (time).

The Elks Soccer Shoot is the fastest growing youth competition in the nation. The contestants in each age group for boys and girls (U-8, U-10, U-12, and U-14) get 25 shots at goal. The boy and girl in each age group advance to the next level of competition at the (District/State)

(Local/District/State) winners will compete against other contestants in the (District/State) event at (City), (date). A State Champion in each age group will be determined on (date), at the Texas Elks Children's Services center in Ottine, Tx.

(Note to directors: add a paragraph or two on local winners from last year, and their results)

Note: This sample release should be retyped on your own Lodge stationery. A sample paragraph to make the story more appealing to the local editors might read as follows:

“Jane Doe, 9 years old, of (city), and John Smith, 11 years old of (city), were last year's champions in their categories. Jane made 33 points, while John made 38 points. Jane was the runner-up in district competition, while John won District and placed 3rd at the State Soccer Shoot.”

Note: This release should be hand delivered to the sports editors of the publications, radio & TV outlets in your city.

Release No. 2

FOR RELEASE: IMMEDIATELY

CONTACT: NAME
Telephone No (local Elks
contact)
Date:

(LOCAL/DISTRICT/STATE)
CHAMPIONS CROWNED IN ELKS SOCCER SHOOT COMPETITION

(CITY, STATE, DATE) Four boys and four girls, ages 6-13, won the (local/district/state) round of competition on the Elks Soccer Shoot at (place & date), and have been named your (city/district/state) soccer shoot champions.

- See winners list attached, with results.

First place (trophies, certificates) were awarded to one boy and one girl in each of the four categories: Under 8, Under 10, Under 12, and Under 14.

The eight champions will now advance to the (District/State) finals at (place & date) where they will compete with other winners from the (District/State)

The Elks Soccer Shoot is the fastest growing youth athletic activity in the country for soccer players. Over 500,000 players are expected to participate this year.

CONTEST ANNOUNCEMENT

**CONTACT: NAME
TELEPHONE
LOCAL ELKS**

ELKS SOCCER SHOOT COMPETITION

PRESS NOTES:

TODAY'S CONTEST marks the (first/second/final) round of competition in the annual Elks Soccer Shoot contest. The contest is the fastest growing national co-educational youth soccer contest in the country.

SITE: (Local park, etc./lodge)

ITINERARY: The contest will begin at (time) The event is open to the public at no charge. The U-8 boys will begin the event at the Five Goal Contest, followed by the U-8 girls. On the Grid Goal Contest, the U-12 girls will begin the event, followed by the U-12 boys. The U-10 girls will follow at the Five Goal Contest, with the U-10 boys finishing. The U-14 boys and girls will then finish at the Grid Goal Contest. Each contestant will be given five warmup shots, and then will shoot 25 shots for score. Ties will be broken by a shoot-out, conducted in rounds of five shots.

CONTESTANTS: Today's contestants are winners of competition in schools and in boys and girls clubs throughout the area. The four boys and four girls in age categories U-8, U-10, U-12, and U-14, who score highest here will advance to the (District/State) finals at (place and time) from there winners advance on to the State Finals at the Texas Elks Children's Center in Ottine, TX, on (date) The awards ceremony will be conducted at the State Competition.\

REPEAT CONTESTANTS: (The names, ages, scores and ranking of contestants who participated last year should be provided, especially if one of the youngsters is a previous state or regional winner)

PREVIOUS LOCAL WINNERS: Notable accomplishments by past local Soccer Shoot participants should be listed.

INTERVIEWS AND PHOTOGRAPHS: All contestants will be available following the contest. Photographs may be taken during the contest, but we ask that you please not use flash or strobe attachments during the contest, and that you not distract the Soccer Shoot participants.

NATIONAL DIRECTOR: The National Chairman is James Pilgrim, of the Grand Lodge of Elks, Youth Activities Committee, and a resident of Gainesville, GA.

SPONSORSHIP: This program is totally sponsored by the Benevolent and Protective Order of Elks of the U.S.A. It is endorsed by hundreds of school systems around the

country. The Elks fund the program primarily through its permanent endowment, the Elks National Foundation, and the support of its subordinate Lodges and State Associations. Travel and lodging expenses for the contestants and their parents are paid by the Elks.

BACKGROUND

THE ELKS

The Benevolent and Protective Order of Elks is one of the oldest and largest fraternal organizations in the United States.

The first formal meeting was held on February 16, 1868, in New York City. Fifteen persons turned out, most of them young, undiscovered but budding artists who had gathered for companionship and to help their other out-of-work peers.

The idea caught on and spread to other groups and other cities. As it grew, the new organization broadened its membership base to include businessmen, professionals, farmers and representatives from other occupations.

Today there are more than one million members of the Elks in over 2,100 local “lodges” found throughout all 50 states and the District of Columbia. Over the years, these lodges have evolved into the primary building blocks of the highly decentralized Elks organization. They provide recreational facilities for the entire family, but the lodges are also the focal point for the many community service and charitable programs that have become an Elks tradition.

Early in its history, the Elks supported groups such as the Salvation Army and the Red Cross. In 1871, they staged a benefit for victims of the Seattle Fire and the Johnstown Flood in 1889. In 1906, the Elks were first on the scene to supply money and rescue assistance during the San Francisco earthquake of 1906.

Patriotism has also been a hallmark of the Elks. In 1907, the Elks became the first fraternal organization in the nation to mandate observance of June 14 as Flag Day. More than 40 years later, fellow Elk President Harry S. Truman signed into law a declaration naming Flag Day as an official national holiday.

The Elks National Foundation was created in 1928 as a permanent trust fund, the philanthropic agency of the Benevolent and Protective Order of Elks of the USA, to fund and support the Grand Lodge in its Benevolent, Charitable and Educational Programs.

Each year the Elks National Foundation funds or supports the following National Elks programs: State Association Charitable and Educational programs; Educational Scholarships to outstanding high school students in financial need; the “Hoop Shoot” program; the Soccer Shoot program; Elks National Home; Grand Lodge Drug Awareness Program; Grand Lodge veterans program; and the Vocational Educational scholarships.

The Elks National Foundation is presently spending over 14.0 million dollars each year on the above named programs.

The Elks devote a great deal of attention to youth programs. Lodges and individual members today sponsor more than 1,000 Boy Scout troops, and 3,000 Little League teams, as well as Boys and Girls Clubs, Girl Scouts, and Campfire Girls.

But one of the most important youth programs in recent years has been the rapidly growing Elks Soccer Shoot, which is modeled on the phenomenally successful Elks Hoop Shoot. This event, which is aimed at boys and girls from 6-13, is the fastest growing co-educational youth soccer event in the country, and one of the most energetic of new Elks youth programs.

Today's Elks are in good company. Former Presidents Franklin Roosevelt, Gerald Ford, Harry Truman, and John Kennedy; former Senator Everett Dirksen of Illinois; and Vince Lombardi, Casey Stengel, and Jack Benny were all Elks.