USA ARCHERY
2020 ANNUAL MEETING

Please submit questions via the Q&A box
• $134,790 Awarded in 2020
  • Women and Athlete Coaching Grant Program - $10,000
  • Coach and Para Coach Observer Course Grant Program - $4,000
  • Collegiate Coach Development Grant Programs - $23,790
  • JOAD Grant Program - $40,000
  • Collegiate Grant Program - $25,000
  • Veteran Athlete Equipment and Athlete Development Grant Program - $32,000
COVID-19 INITIATIVES AND RESOURCES

• Updated renewal messaging to reflect the unique time and difficult choices members are experiencing
• Distributed COVID-19 survey and used data to create the weekly At Home newsletter and At Home Resource webpage for all levels of Athletes, Clubs, Coaches and Judges
• Established Return to Play, Training and Work Guidelines
• Extended collegiate eligibility for one year
• In partnership with USOPC, provided the Resident Athlete Program athletes and staff with medical screenings and COVID-19 testing and antibody testing
USA Archery will hold the following athlete elections in 2020:

1. **USOPC Athlete Advisory Council (AAC)**
   - Representative + Alternate
   - Both will be placed on the USAA AAC
   - Representative will be placed on the USAA BOD

2. **USAA AAC**
   - 2 Recurve Positions
   - 3 Compound Positions

3. **USAA Para AAC**
   - 3 Recurve Positions

4. **USAA BOD**
   - 1 Compound Director (2 Year Term to establish staggered terms)
2020 ATHLETE ELECTION TIMELINES

USOPC AAC, AAC AND PARA AAC ELECTIONS

- **CALL FOR NOMINATIONS**
  - August 17

- **NOMINATION FORMS DUE**
  - September 21

- **POLLS OPEN**
  - October 9

- **POLLS CLOSE**
  - November 9

BOD COMPOUND ELECTION

- **POLLS OPEN**
  - November 16

- **POLLS CLOSE**
  - December 16
ORGANIZATIONAL UPDATES

FUNDRAISING
• Ongoing participation in the first-ever Giving Games Campaign, a joint NGB fundraising initiative to support athlete development programs.

CUSTOMER/MEMBER SERVICES
• Implemented a Customer Service Training Program for USAA staff to enhance member experience and track all help tickets to ensure a timely resolution along with customer satisfaction questionnaire.

GOVERNANCE
• Revised Board of Justice Hearing Procedures
• Adopted new USAA Background Screen Appeal Process
• Developed New Ethics Committee Conflict of Interest Procedures
• Developed New USA Archery SafeSport Reporting and Investigation Procedures
• USAA will now adhere to the USOPC NGB Certification Standards and Annual Checklist
• Participated in the USOPC Diversity and Inclusion webinar series and will look to establish a USAA D&I Task Force
ATHLETE SAFETY UPDATES

U.S. Center for SafeSport
• The Refresher 2 course is now available
  • The Refresher 3 course will launch fall of 2020
  • Once all refresher courses are completed the Core Course will once again be required.
• A revised MAAPP will go into effect January 1, 2021

New - Athlete Safety Procedures for Event Organizers
• Event Personnel Tracking Tool
  • Access parent, coach and club leader resources at usarchery.org/about/safesport.
USA Archery vs U.S. Center for SafeSport Cases

- Total USA Archery Cases 2017–2020: 42
- Total U.S. Center for SafeSport Cases 2017–2020: 32
- Total Suspensions 2017–2020: 12
  Current: 5
OUTREACH MARKETING INITIATIVES

• Initiated digital advertising campaigns with multiple Multi Sport, Adaptive and Collegiate organizations

• Initiated 6-month collegiate print marketing campaign with Campus Rec Magazines to include organization Spotlight, Buyer’s guide product placements and ads. This also includes a one-time “Must See” Company placement in the Club Solutions Magazine.

• Initiated 2-month Multi Sport print marketing campaign with Community Rec Magazine to include Buyer’s Guide product placement and organization Spotlight

• Launched the newly updated USA Archery Club Handbook. This free resource is now an online flipbook

• Conducted virtual archery clinics for Move United and the Endeavor Games

• Expanded USA Archery involvement in Recruitment, Retention and Reactivation “R3” Initiatives
• Created and executed a T-Shirt design contest to boost member and non-member engagement during these times of event cancellations, postponements and uncertainty.
  • 46 designs from 44 designers were accepted
  • 2,355 votes were cast
  • 1 winner and 2 runner-ups were decided
  • Three winning designs available for sale at www.usarchery.org
• New corporate partners include Black Gold Bowsights, Vortex Optics, AccuBow, Stop, Breathe & Think APP, and ERREA with member benefits and revenue sharing programs

• Three corporate partners paused their planned investments with USA Archery in 2020 citing uncertainty with the COVID-19 pandemic as their reason.

• Remained flexible and creative to deliver sponsorship value to National Event Sponsors and Uniform Sponsors while events were postponed

• Participated in Giving Games, a multi-sport fundraising campaign to support NGBs and athletes through the delayed Olympic and Paralympic Games

• Will continue fundraising program with the year-end Annual Fund campaign
MEMBER AND CLUB DASHBOARD

Membership

<table>
<thead>
<tr>
<th>Year</th>
<th>Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>5,894</td>
</tr>
<tr>
<td>2013</td>
<td>9,183</td>
</tr>
<tr>
<td>2014</td>
<td>17,038</td>
</tr>
<tr>
<td>2015</td>
<td>21,616</td>
</tr>
<tr>
<td>2016</td>
<td>20,800</td>
</tr>
<tr>
<td>2017</td>
<td>20,559</td>
</tr>
<tr>
<td>2018</td>
<td>21,908</td>
</tr>
<tr>
<td>2019</td>
<td>20,800</td>
</tr>
<tr>
<td>2020</td>
<td>20,568</td>
</tr>
</tbody>
</table>

Club Membership

<table>
<thead>
<tr>
<th>Year</th>
<th>Club Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>632</td>
</tr>
<tr>
<td>2013</td>
<td>754</td>
</tr>
<tr>
<td>2014</td>
<td>806</td>
</tr>
<tr>
<td>2015</td>
<td>878</td>
</tr>
<tr>
<td>2016</td>
<td>932</td>
</tr>
<tr>
<td>2017</td>
<td>963</td>
</tr>
<tr>
<td>2018</td>
<td>840</td>
</tr>
<tr>
<td>2019</td>
<td>1,007</td>
</tr>
<tr>
<td>2020</td>
<td>908</td>
</tr>
</tbody>
</table>

Current as of 8/11/2020
2020 MEMBERSHIP BENEFITS UPDATE

- Launched a Free Trial Youth Membership for participants of S3DA, NASP and OAS
- Launched the USA Archery Membership Dashboard (SSO) at www.usarchery.org
- Launched Bullseye Benefits Program
- Introduced the new 2020 USA Archery Event Magazine
- Increased sponsor benefits for USAT team members
- In partnership with the USOPC, offer DeVry University 30% tuition discount and a free course to USAA members and their families
- Conducted two member-only DeVry Virtual Open Houses in April and May
• Updated the Become a Member page to be more personal and to provide a clearer call to action with the intent to increase conversion rates

• New Membership Discount page for easy access to benefits that will increase use of benefits

• Redesigned monthly member newsletter with a more mobile friendly design, consistent branding, increased ability to create dynamic content targeted to different audiences and space to include more ads.
2020 NATIONAL AND USAT EVENT SCHEDULE

**OCTOBER 15 – 18, 2020**

- **Buckeye Classic**
  - August 28 - 30, 2020

- **SoCal Showdown**
  - October 2 - 4, 2020

**CANCELED**

**OCTOBER 23 – 25, 2020**

- **2020 Collegiate 3D Nationals**
  - Foley, AL
  - October 15 – 18, 2020

- **AAE AZ Cup 2020**
  - October 23 - 25, 2020

- **Gator Cup**
  - November 6 – 8, 2020
The following selection procedures have been adjusted due to COVID19:

• United States Archery Team (USAT)
• Olympic and Paralympic Games Athlete
• Olympic and Paralympic Games Staff
• 2021 World Cup and other International Events
2021 INTERNATIONAL EVENTS CALENDAR

TOKYO 2020
Olympic Games
JULY 23 - AUGUST 8, 2021

TOKYO 2020
Paralympic Games
AUGUST 24 - SEPTEMBER 5, 2021

WORLD UNIVERSITY
GAMES
AUGUST 18 - 29, 2021

ARCHECY
WORLD CUP
STAGE 1
GUATEMALA CITY, GUATEMALA
APRIL 19 - 25, 2021
STAGE 2
SHANGHAI, CHINA
MAY 17 - 23 2021
STAGE 3
PARIS, FRANCE
JUNE 22 - 27 2021
FINAL
SEPTEMBER 19 - 26, 2021

WORLD ARCHERY YOUTH
CHAMPIONSHIPS
OCTOBER 4 - 10, 2021

YOUTH PAN
AM GAMES
SEPTEMBER
9 - 12, 2021
State Championship Event Management

- 20 State Associations
- 23 State Coordinators

2020 Indoor State Championship Events

- Indoor State Championship Events were hosted in 24 states and 7 states saw record participation.

National Event Initiative's

- Established a Champions Purse for all USAT events, Outdoor Target Nationals and National Indoor Championships.
- Distributed $5,920 across all categories for the 2020 Indoor Nationals and 11 athletes received a payout.
- Evaluating Indoor National event protocol and format
• Increased 2020 Sponsor Benefits for RED, RA Program and Collegiate All-Americans

• Offered Olympians and Paralympians free access to Mission Au79 online courses (value $500 each) in public speaking and creating a career

• Instituted High Performance Culture Development Programs in partnership with the People Academy

• Through USOPC offered extended support for Mental Health Resources
2020 CAMP PROGRAMS

- Hosted a Para USAT Camp March 4-8 Salt Lake City, UT
- Hosted a RED “Form Off” competition and developed a RED Virtual Camp program due to COVID-19
- Hosted the USA Archery “International Camp” with 15 countries and 84 athletes registered from:
  - Sweden
  - Germany
  - Colombia
  - Trinidad and Tobago
  - USVI
  - Ireland
  - Slovenia
  - USA
  - Mexico
  - Ecuador
  - Canada
  - Guatemala
  - Dominic Republic
  - El Salvador
  - Luxemburg
• The 2020 USA Archery National Symposium was transitioned to the 2020 Virtual Symposium with 6 series, 18 session and 25 speakers through November

• USAA launched the 12-Month Club Excellence Program with 18 clubs and 32 coaches enrolled

• USAA certified 61 Level 1 Instructors and 57 Level 2 Instructors at the Archery Trade Association (ATA) Trade Show and expanded partnership with ATA for 2021

• The content of the USA Archery Level 1 and Level 2 Instructor Materials have been updated

• USAA hosted 5 free USA Archery Judge Webinars

• USAA is hosting Virtual Level 3-NTS and 4-NTS Coach Courses in 2020
ADAPTIVE AND PARA ARCHERY UPDATES

• Para Divisions have been added to Collegiate Archery Program events
• The Adaptive Archery Manual has been updated
• The Adaptive Archery Video Series has been expanded
• Visually Impaired is now included in the VA Monthly Grant Program
• New Digital Marketing Brochures for Adaptive Archery are now available
• Expanded Para Classification opportunities for 2020, but later many were canceled due to COVID-19
COMING SOON!

- Updated USA Archery Strategic Plan and Sub Plans 2021-2028
- NEW USA Archery Virtual Tournament APP
  - Club Tournaments
  - Open Tournaments
- NEW USA Archery Online Course Offerings for:
  - Level 1 Judge
  - Level 2 Certified Judge
  - Level 3 National Judge
  - Level 1 Instructor
  - Level 2 Instructor
## Revenue by Source

<table>
<thead>
<tr>
<th>Source</th>
<th>Dollar Amt.</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Dues</td>
<td>$1,134,240</td>
<td>23%</td>
</tr>
<tr>
<td>USOPC Performance Grants &amp; Other Support</td>
<td>$892,250</td>
<td>18%</td>
</tr>
<tr>
<td>Easton Sports Development Foundation II - Other</td>
<td>$863,014</td>
<td>18%</td>
</tr>
<tr>
<td>Tournament Registrations and Fees, Merchandise, Credential Fees and Premium Seating</td>
<td>$602,425</td>
<td>12%</td>
</tr>
<tr>
<td>Inventory &amp; Equipment Sales</td>
<td>$318,541</td>
<td>7%</td>
</tr>
<tr>
<td>Corp. &amp; Individual Contributions &amp; Sponsorships, License Agreements, VIK Equipment, Marketing/Advertising</td>
<td>$236,350</td>
<td>5%</td>
</tr>
<tr>
<td>Coach &amp; Official Certification Fees &amp; Background Screening</td>
<td>$233,500</td>
<td>5%</td>
</tr>
<tr>
<td>Camp Registration Fees</td>
<td>$157,840</td>
<td>3%</td>
</tr>
<tr>
<td>Federal Grants</td>
<td>$136,395</td>
<td>3%</td>
</tr>
<tr>
<td>Seminars, Course Fees, FITA &amp; Sanction Fees</td>
<td>$111,220</td>
<td>2%</td>
</tr>
<tr>
<td>NAA Foundation Grant</td>
<td>$95,000</td>
<td>2%</td>
</tr>
<tr>
<td>Investment Income, Other Misc. (Credit Card Rewards, Collected Bad Debt)</td>
<td>$72,060</td>
<td>1%</td>
</tr>
<tr>
<td>Corporate and Business Grants</td>
<td>$40,000</td>
<td>1%</td>
</tr>
</tbody>
</table>

## Expense Breakdown by Activity

<table>
<thead>
<tr>
<th>Activity</th>
<th>Dollar Amt.</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Performance</td>
<td>$905,273</td>
<td>19%</td>
</tr>
<tr>
<td>Administration</td>
<td>$815,271</td>
<td>17%</td>
</tr>
<tr>
<td>National Events</td>
<td>$794,252</td>
<td>16%</td>
</tr>
<tr>
<td>International Events</td>
<td>$406,332</td>
<td>8%</td>
</tr>
<tr>
<td>Membership</td>
<td>$515,408</td>
<td>11%</td>
</tr>
<tr>
<td>Grassroots</td>
<td>$503,949</td>
<td>10%</td>
</tr>
<tr>
<td>Coach and Judge Development</td>
<td>$498,949</td>
<td>10%</td>
</tr>
<tr>
<td>Para</td>
<td>$441,799</td>
<td>9%</td>
</tr>
</tbody>
</table>

Note: Cancellation of events and lower event participation, sponsorships and membership levels due to COVID 19 will result in significant variances to this budget. USA Archery was able to obtain a $337,200 PPP loan; however even with this loan, the organization is expecting a shortfall to this budget by up to $300,000.
Please submit questions via the Q&A Box

WWW.USARCHERY.ORG