

FISH WITH PURPOSE

LOCAL HOST FIELD GUIDE

Build a fishing event your community can rally around.

A practical playbook for local organizers

Plan the experience, fund the mission, protect participants and give supporters a reason to come back.

One event. One shared mission.

Cast for a Cause is a fishing event network supporting After the Action Healing Foundation (ATA). This guide helps a local team develop an event for Foundation review.

The first move

Email annie@aftertheaction.org with a location, proposed date window, event format, likely organizer and any local partners. ATA will discuss fit before the event is presented as official.

How the partnership works

LOCAL HOST	Recruits the planning team; proposes venue, budget, partners and event operations; coordinates local delivery.
ATA FOUNDATION	Approves the event, charitable language, brand use, fundraising method, public page and final rules.
TOGETHER	Agree on responsibilities, safety coverage, payment flow, decision deadlines and post-event reporting in writing.

Five approval gates

1 Event concept and local lead

2 Venue, permissions and safety plan

3 Budget, fees and sponsor offers

4 Rules, registration and public copy

5 Final go/no-go and event-day contacts

Use ATA-approved language for nonprofit status and receipts. Do not promise tax deductibility, exclusivity, prizes or a fixed share of proceeds without written approval.

Make it local. Make it repeatable.

Start with the format your water, volunteers and budget can run well. A strong first event creates a foundation for an annual stop.

Tournament

Boat or shore divisions, simple rules, clear scoring, defined launch and weigh-in. Best for fishing clubs and experienced crews.

Community fishing day

Family-friendly participation, instruction and sponsor activations. Best when access and broad community turnout matter most.

Eight-week launch path

WEEK 8	Confirm local lead, water, date window and ATA concept review.
WEEKS 7-6	Secure venue and permits; draft rules, budget, safety plan and sponsor prospect list.
WEEKS 5-4	Approve registration, payment and refund terms; launch event page and partner outreach.
WEEKS 3-2	Push clubs, stores, partners and social posts; confirm volunteers, prizes and supplies.
FINAL WEEK	Close gaps, brief team, send participant instructions and decide weather contingencies.
AFTER	Reconcile funds, thank supporters, report results and book the next date.

A shorter runway can work only when venue permission, local crew and Foundation approvals are already in place.

Plan the dollars before the posts.

Work backward from a net fundraising target. Record every cash and in-kind commitment separately, then review the budget with ATA before publishing offers.

Illustrative event math

Example only - replace every figure with your approved local plan.

60 registrations × $45	**$2,700**
4 sponsors × $750	**$3,000**
Donations / optional add-ons	**$1,000**
Total gross revenue	**$6,700**
Venue, permits, food, supplies, prizes, processing	**($2,200)**
Illustrative net before any other obligations	**$4,500**

Sponsorship logic

Build a short menu around real inventory: title recognition, launch signage, team entry, awards presentation or in-kind support. Define deliverables and approvals in writing; avoid guaranteeing audience size or results.

Guardrails for money and messaging

- Use an ATA-approved checkout or payment process; identify who handles refunds, fees and receipts.
- Track gross receipts, direct costs, donated goods and final net proceeds in separate lines.
- Explain exactly what the entry fee includes; do not imply that the full fee is a charitable donation.
- Get written approval before stating a donation percentage, tax benefit or sponsor exclusivity.

Give people one clear next step.

Every flyer, partner post and QR code should point to the same approved event page and registration path.

The event page needs

- Date, times, launch address, map, parking and contact information
- Who can enter, division or team size, fee and exactly what it includes
- Registration deadline, refund terms, rules, safety requirements and weather plan
- Sponsor recognition, ATA mission explanation and the payment/confirmation process

A simple conversion sequence

Discover: partner shares, local clubs and short video. Decide: clear event page with price, logistics and mission. Register: short checkout. Show up: immediate confirmation, then instructions and reminders. Return: thank-you and next-event invitation.

Copy hosts can adapt after ATA approval

PARTNER INVITE

We're bringing Cast for a Cause to [community] on [date]. Anglers and neighbors will come together for a fishing event supporting After the Action Healing Foundation. Would [business] consider helping with [specific sponsorship, prize or service]? I can send the event plan and recognition details.

PUBLIC POST

Fish with purpose at [water] on [date]. Join [format] and help support After the Action Healing Foundation. See the rules, entry details and official registration at [link].

Do not announce a tentative event as confirmed or collect registrations until ATA approves the public terms and payment path.

A good day runs on a short plan.

Assign named leads and keep one shared run sheet. The local plan should reflect the water, jurisdiction, expected crowd and event format.

Core positions

EVENT LEAD	Final decisions, ATA contact, venue and incident escalation
WATER / SAFETY	Rules brief, weather checks, emergency response and participant accounting
REGISTRATION	Check-in, waivers if approved, payment verification and questions
SCORING	Measurements or weigh-in, verification, disputes and awards
HOSPITALITY	Volunteers, food/water, signage, sponsors and cleanup

Sample run of show - adjust to local rules

BEFORE	Set signage, test check-in, brief team and inspect the site.
ARRIVAL	Confirm entrants, distribute instructions and give the safety/rules brief.
ON WATER	Monitor weather and communication; log incidents and changes.
FINISH	Close the field, verify scoring, recognize partners and announce awards.
CLOSE	Reconcile, collect equipment, clean venue and account for volunteers.

Safety and contingency check

Verify permissions, required licenses, insurance needs, boating rules, emergency access, first aid, weather thresholds, evacuation/cancellation authority, accessibility and photo consent. Publish any applicable participant requirements in advance.

Finish with proof and a next invitation.

A timely closeout strengthens trust with participants, sponsors and the community - and makes the next event easier to sell.

01

Within 48 hours

Verify results, resolve incidents and send a thank-you with photos only where permission is documented.

02

Within one week

Reconcile registrations, gifts, sponsor payments, direct costs and net proceeds with ATA. Record unpaid commitments.

03

Within two weeks

Send sponsor deliverables and an impact recap. Report attendance, volunteer count and funds accurately after Foundation review.

04

Before the team disperses

Note what worked, what failed, partner renewal opportunities and a proposed date for the next event.

Keep this scorecard

- Participants / teams
- Cash revenue and direct costs
- Net proceeds verified by ATA
- Sponsor cash and in-kind value
- Volunteer hours
- Email opt-ins with consent
- Partner renewals
- Participant feedback

Your local launch brief

Complete this page before the first planning call. The Foundation will help refine the plan and confirm the approval path.

Proposed water / location

Town, state, venue or launch

Date window and format

Tournament, community day or other

Local host and backup

Names, phone and email

Audience and capacity

Anglers, families, boats or teams

Possible local partners

Clubs, marinas, shops, restaurants and sponsors

Venue and permissions

Owner, permits, insurance and access questions

Financial starting point

Entry idea, sponsor prospects, estimated costs and target

Biggest open question

What support or decision do you need first?

READY TO TALK?

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