



USA SHOOTING

Strategic Plan



LA28



Mary Tucker, Olympic Rifle, Tokyo 2020 Silver Medalist

Cover Photo: Austen Smith, Olympic Skeet, Paris 2024 Silver and Bronze Medalist

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Kelly Reisdorf

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Dear USA Shooting Community,

There is something deeply American about believing that talent can come from anywhere, that excellence is earned through hard work, and that opportunity should never depend on where someone begins. That belief has shaped generations of Americans, and it continues to define who we are at USA Shooting. For over 100 years, USA Shooting has quietly been one of Team USA's most successful contributors on the world's biggest stage. Our athletes have consistently demonstrated that excellence does not require the largest spotlight, only the highest standards. Their accomplishments belong entirely to them. Our responsibility is to build an organization worthy of their ambition by creating the pathways, coaching, partnerships, and resources that allow every American with the talent, discipline, and determination to pursue Olympic and Paralympic excellence.

Few nations possess the depth, heritage, and breadth of America's shooting sports community. Across our country, millions of Americans participate safely and responsibly in the shooting sports through local clubs, youth programs, collegiate teams, conservation organizations, competitions, and recreational shooting. This remarkable tradition has produced not only world-class athletes, but generations of citizens who value discipline, responsibility, integrity, and respect. It also creates an extraordinary opportunity. The United States should aspire not only to compete with the world's best, but to set the global standard for athlete development, sportsmanship, safety, and competitive excellence.

Institutions matter because they create opportunities that outlast any one athlete, coach, volunteer, board member, or CEO. Strong governance, financial stewardship, accountability, transparency, and long-term thinking are the foundation upon which trust is built. Trust attracts partners. Partners create opportunity. Opportunity develops athletes. And athletes inspire a nation. When those pieces work together, an organization becomes larger than any one Olympic cycle and stronger than any one generation. This strategic plan reflects that commitment. It provides a focused roadmap to strengthen high-performance programs, expand participation, grow sustainable resources, and build the pathways that will support athletes preparing for Los Angeles 2028 while inspiring the champions who will represent the United States in Brisbane 2032 and beyond. The young athlete discovering this sport today deserves an organization that is already preparing for their success.

The dream belongs to the athlete, and the opportunity belongs to all of us.

Every partnership expands possibility. Every donor creates opportunity. Every coach shapes potential. Every volunteer strengthens the foundation. Every club opens a door for someone to discover what they are capable of achieving. Together, these investments become something far greater than financial support. They become the pathway that allows American athletes to pursue excellence with the honor of representing our great nation with pride.

Excellence is never inherited. Every generation has a responsibility to earn it again. Our responsibility is to strengthen USA Shooting so that every athlete who follows has greater opportunity than the one before. If we do that well, our greatest contribution will not be measured only by medals won, but by the enduring strength of the institution we leave behind.

Thank you for believing in our athletes, our mission, and the future we are building together.

With pride,

Kelly Reisdorf

Kelly Reisdorf
CEO
USA Shooting



Purpose, Mission, Values

Enable US Shooting athletes to achieve Paralympic and Olympic success, inspiring lifelong passion and participation in the shooting sports.

Our Mission

To be the world's most respected shooting nation, where champions are developed, and every athlete has the opportunity to thrive.

Our Purpose

Excellence
Integrity
Aim Beyond
Unite

Our Values



Conner Prince, Olympic Skeet, Paris 2024 Silver Medalist

Our Values

Our values define how we train, lead, and compete every day, on every range, and in every interaction. They guide how we make decisions, treat one another, and represent the sport we love. Living these values means that excellence isn't just something we pursue on the firing line; it's how we build trust, collaboration, and pride across the entire USA Shooting community.



Pursue Precision

Approach every action and decision with focus, care and a commitment to excellence.



Champion Integrity

Build trust by honoring commitments and taking accountability for our actions and their impact.



Aim Beyond

Challenge the status quo and explore new approaches to advance our sport.



Unite the Line

Build trust and collaboration across athletes, staff, coaches, and partners to strengthen one USA Shooting community.





Strategic Plan

At USA Shooting, excellence is not an outcome; it is a standard. Our athletes train with relentless discipline, compete with resilience, and embody the pursuit of perfection every time they step onto the line. They carry not only their rifles, pistols, and shotguns, but also the pride and promise of a nation.

At the heart of this journey is development. We believe that enabling the consistent world-class development of athletes, coaches, and competitive pathways is the true engine of international success. When we invest in ensuring strong foundations for Paralympic and Olympic success, we create the conditions for American athletes to thrive today and for generations to come.

Our 2024–2028 Strategic Plan lays out a clear direction to elevate USA Shooting from today's foundation to tomorrow's podiums. Guided by the framework of A.I.M. for Excellence, we will:

A

**Achieve High-
Performance
Excellence**

We will prepare American athletes to compete and win on the world stage.

I

**Increase
Sustainable
Resources**

We will secure the long-term resources required to fuel excellence and growth.

M

**Mobilize
Participation and
Pathways**

We will grow the shooting community and fuel the next generation of champions.

This plan is not just about preparing for a single Olympic and Paralympic Games. It is about building sustained momentum, rising through Los Angeles 2028 and driving forward to Brisbane 2032. By developing stronger athletes, deeper pipelines, and a united community, we ensure that American excellence endures.

We A.I.M. for Excellence and together, we will achieve it.



Samantha Simonton, Olympic Skeet, 2025 Women's Skeet World Champion, 2025 Shotgun Athlete of the Year



Achieve High- Performance Excellence

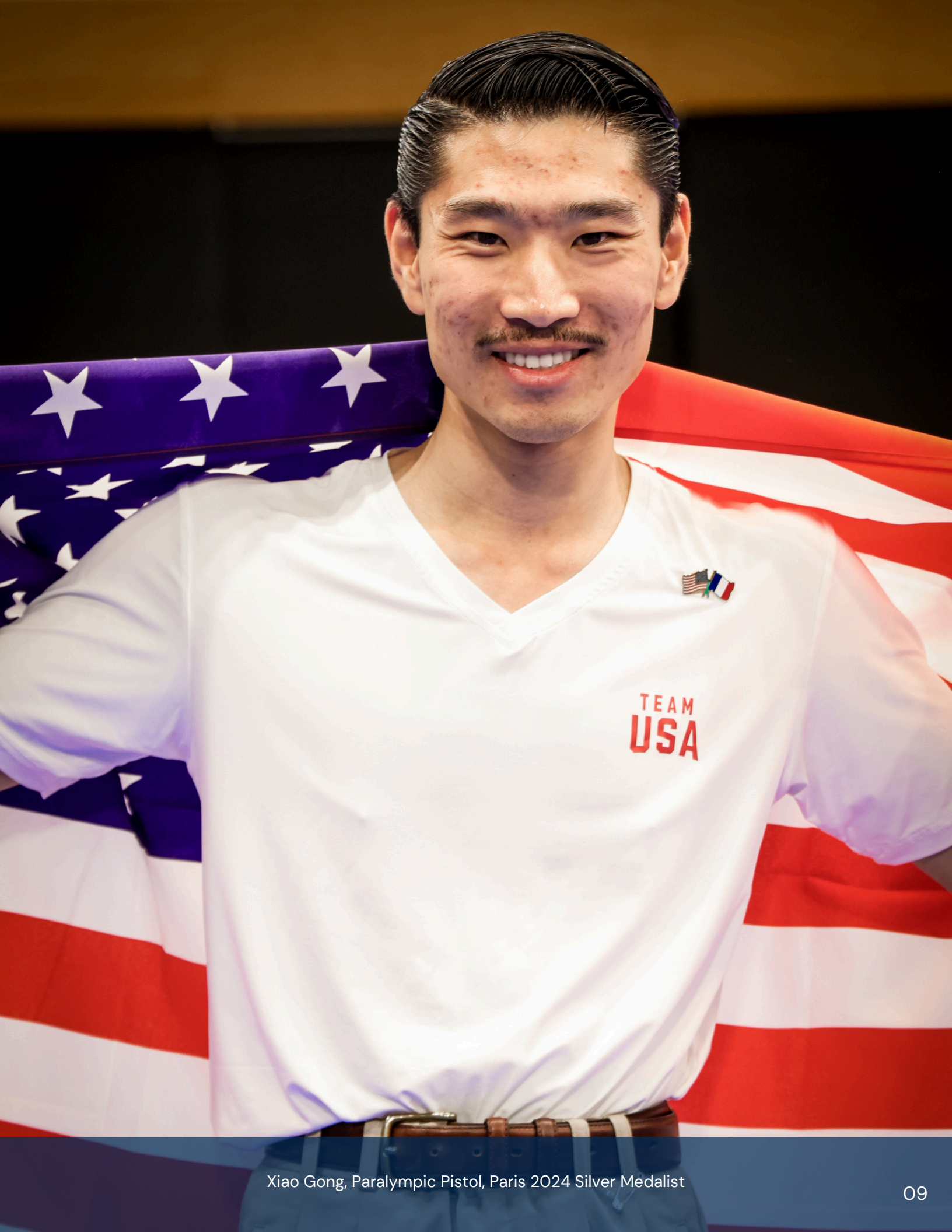
Build systems and environments that empower athletes across all disciplines to consistently succeed at the highest levels of international sport.

Strategies

- Strengthen Athlete Pathways – Build transparent and trusted selection and development systems that guide athletes from grassroots to podiums across rifle, pistol, shotgun, and Para disciplines.
- Elevate Training Environments – Expand national team camps, coaching curriculum, and consistent competition calendars to prepare athletes for international success.
- Deliver Whole-Athlete Support – Provide world-class resources including equipment, coaching, sports science, and wellbeing programs to maximize potential.
- Integrate Para and Olympic Development Systems – Advance a unified high-performance model that integrates Para and Olympic athlete development by sharing best practices, coaching expertise, and training resources to strengthen performance across all programs.

How we measure success

- Medal performance at major international events, including the Olympics, Paralympics, World Championships, and World Cups, has increased.
- Athletes have progressed through clearly defined development pathways, advancing from junior levels to elite competition.
- Retention and satisfaction among national team athletes have remained high, ensuring a stable and motivated high-performance squad.



Xiao Gong, Paralympic Pistol, Paris 2024 Silver Medalist

Increase Sustainable Resources

Secure innovative, sustainable funding and partnerships that strengthen programs, elevate athlete development, and ensure long-term success.

Strategies

- Diversify and Innovate Revenue Streams – Develop sustainable, multi-year funding to ensure consistent investment in athletes and programs over time.
- Grow Partnerships and Sponsorships – Expand and activate corporate partnerships that deliver mutual value and align with USA Shooting's mission, and integrate brand storytelling to enhance visibility and impact.
- Enhance the Member Experience – Redesign the membership model to deliver meaningful benefits, grow engagement across all levels of the sport, and inspire lifelong participation.
- Connect Storytelling to Impact and Investment– Translate athlete stories and event moments into clear opportunities for donor engagement and investment in athlete development and success.

How we measure success

- Total resources secured annually through philanthropy, partnerships, membership, events, and sponsorship have grown to fuel long-term programs, and are accessible to invest as needed.
- The proportion of multi-year committed funding has expanded, creating greater stability for athlete development and organizational planning.
- Membership engagement and satisfaction have increased, fostering a stronger, more connected community.



Sagen Maddalena, Olympic Air Rifle, Paris 2024 Silver Medalist



Mobilize Participation and Pathways

Expand access, strengthen pipelines, and build pathways that grow the shooting community and inspire the next generation of champions.

Strategies

- Strengthen Grassroots and Club Partnerships – Collaborate with key partners and other feeder systems to align pipelines and grow participation.
- Expand Paralympic Pathways – Recruit, develop, and support Para-athletes to increase inclusivity, engagement, and international competitiveness.
- Develop Coaching Excellence – Establish a modern coaching curriculum and certification system to raise the quality of athlete development nationwide.
- Increase Access Through Events – Expand sanctioned events, clinics, and community initiatives to improve access and retention, with a focus on geographic reach, economic diversity, youth participation, and event excellence.
- Bridge Development Programs – Address critical transition gaps by creating structured programs between junior, collegiate, and elite levels to expand competition opportunities and retain athletes during life transitions.

How we measure success

- Athlete participation grows across all sanctioned events, including youth, collegiate, Para, and grassroots programs.
- The number of certified and active coaches is increased nationwide to raise the quality of athlete development.
- Athlete access and retention are expanded through growth in partnerships, sanctioned events, clinics, and training opportunities.



Vincent Hancock, Olympic Skeet, 4x Olympic Skeet Gold Medalist, 1x Olympic Skeet Silver Medalist, 5x Skeet World Champion, 2025 Shotgun Athlete of the Year

We thank you for your
ongoing support of
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