



127 Sports Intensity SHOOTING CHALLENGE



"You can practice shooting eight hours a day, but if your technique is wrong, then all you become is very good at shooting the wrong way. Get the fundamentals down and the level of everything you do will rise." — Michael Jordan

CHALLENGE PURPOSE & MISSION

The 127 Sports Intensity Shooting Challenge provides a motivating, structured opportunity for Montana youth athletes to build habits of hard work, shooting consistency, and character development—while strengthening the connection between families and athletics.

Rooted in Educational Athletics, this challenge is designed not as a fundraiser, but as a meaningful experience that helps young athletes grow on the court and off.

MIKE SCHMIDT

Coordinator | 127 Sports Intensity
Email: mschmidt@fairfield.k12.mt.us
Cell (Text Only): 406-590-2677
The Fairfield Basketball Club

KEY DATES

Early Bird Shooting Begins : NA
Challenge Period : May 1 – June 30 (9 weeks)
Final Day to Log Shots : June 30
Registration Deadline : April 30 (recommended)

REGISTRATION DETAILS

Open to all youth athletes in Grades 1–12
Entry Fee: \$15.00 per athlete
Registration Link: <https://form.fillout.com/t/h1h6w1e1oFus>
QR Code: Upper Right Corner

SHOT GOALS (7-DAY WEEKLY SHOOTING SCHEDULE)

Goal targets were too low last year | Will be adjusted upwards | Depending on participant #, more grade divisions will be added!

Grade Division	Total Goal (63 Days)	Weekly Target	Daily Target	Development Focus
Grades 1–3	2,500 shots	~280/week	~40/day	Form, consistency, fun
Grades 4–6	3,500 shots	~390/week	~56/day	Mechanics, rhythm
Grades 7–8	5,000 shots	~560/week	~80/day	Accuracy, game pace
Grades 9–12	6,000 shots	~670/week	~95/day	Volume, leadership

✓ All types of shots count: form shooting, free throws, mid-range, three-point, off-the-dribble, etc.

WORKFLOW: HOW IT ALL WORKS

- After registering, parents will receive a DAILY SUBMISSION LINK by email
- Save the link to your phone's home screen for easy access
- Each day, the parent clicks the link and enters the number of shots taken

- Shot totals are automatically posted to a public online leaderboard, where:

- Families can see their own progress
- Rankings are updated in real time
- Everyone in the challenge can track effort and success transparently

TRAVELING? CAMPING? NO HOOP? DON'T WORRY—STILL JOIN!

We know summer brings vacations, camping trips, bad weather, and sometimes limited access to a hoop—even trips overseas. Please know:

These things should never stop your child from joining the challenge.

If your child is:

- Traveling internationally or out-of-state
- Going camping or off-grid
- Missing time due to weather or family events
- Lacking access to a basketball hoop

✉ Simply reach out to Mike. He will provide:

- Form shooting drills that require no hoop
- Modified goals or alternative challenges
- Creative ways to stay engaged and involved

"The real goal of this challenge is not just to take 2,500 or 6,000 shots—it's to help kids shoot more than they would have without the challenge."

So please register, stay in communication, and let's find a plan that works for your child's summer and success.

AWARDS, RECOGNITION & REWARDS

Every athlete who gives full effort will be rewarded. This is a challenge built on integrity and growth, not just raw numbers.

Awards Include:

- Amazon Gift Cards – for effort, achievement, or improvement
- Certificates – for completion, leadership, and special recognitions
- Bonus Shots – added manually by Mike Schmidt for:
 - Challenge Commitment
 - Homework participation
 - Random accomplishments, behavior or enthusiasm

Most athletes will receive prizes equal to or greater than the \$15 entry fee.

STRENGTHENING THE PARENT-ATHLETE BOND

One of the most meaningful aspects of this challenge is how it brings families together. Parents are encouraged to participate actively by:

- Helping younger kids build a consistent shooting habit
- Providing feedback on effort, form, and focus
- Supporting short weekly reflection assignments on:
 - Work ethic
 - Positivity
 - Handling failure
 - Leadership and teamwork
- Upholding the honesty of the challenge—every shot reported should reflect the athlete's real effort

This is an opportunity for family conversations, teamwork, and shared goals—on the driveway and in life.

HOW SCHOOLS, COACHES & ATHLETIC DIRECTORS CAN SUPPORT

You can help promote this challenge to your athletes and families by:

- Forwarding the registration link and flyer
- Posting on school websites or social media
- Recommending it as an offseason tool for all athletes
- Emphasizing its flexibility and focus on character

Available materials:

- Flyer with QR code
- Parent Info Sheet
- Public Leaderboard Site

DAILY TALKING POINTS FOR PARENTS, ATHLETIC DIRECTORS, COACHES, AND PROMOTERS

Use these points to quickly and accurately share the purpose, structure, and value of the 127 Sports Intensity Shooting Challenge:

- Challenge runs May 1 – June 30 (Early Bird shooting starts April 15)
- Open to all students in Grades 1–12 across the United States
- \$20.00 entry fee — not a fundraiser; all money is returned through prizes and awards
- Parents receive a daily email link to submit shot totals
- A public online leaderboard updates in real time so everyone can track progress and see standings by grade group
- Shot goals range from 2,500 to 12,000 shots, depending on age
- Awards include:
 - Amazon Gift Cards
 - Certificates
 - Bonus Shots awarded by Mike Schmidt for integrity, effort, or challenge participation
- Traveling? Camping? No hoop? We'll work with you! There are form shooting drills and custom options for athletes in any situation
- Parents play a vital role — helping with consistency, accountability, and personal growth
- Core values: Effort • Integrity • Character • Family Connection
- Registration Link: <https://form.fillout.com/t/h1h6w1e1oFus>

Share it. Post it. Forward it. Invite others to be part of something that goes beyond basketball. Let's get kids working hard, connecting with family, and growing through sport!