



NRA CLUB OFFICERS' GUIDE FOR AFFILIATED ORGANIZATIONS



PRODUCED BY THE CLUBS & ASSOCIATIONS DEPARTMENT

A PUBLICATION OF THE NATIONAL RIFLE ASSOCIATION OF AMERICA



NRA

First Edition -- February 2003
Second Edition – March 2009

Copyright 2009, National Rifle Association

All rights reserved. Printed in the United States of America. This booklet may not be reprinted or reproduced in whole in or part by mechanical means, photocopying, electronic reproduction, scanning, or any other means without prior written permission. For information, write to: Clubs and Associations Department, National Rifle Association of America, 11250 Waples Mill Road, Fairfax, VA 2030.

INTRODUCTION

Congratulations on your election as a club officer, and welcome to the National Rifle Association! We hope that this *NRA Club Officers' Guide* will help make your term in office both productive and enjoyable. This guide is designed to provide you with a current reference for the successful operation of your club. Remember, that it is only a guide: effective operation of your club depends upon your leadership efforts.

You are now part of an administrative team. Your team will have its own special goals, style, and particular impact on shooting in your community. You will be working closely with fellow officers, committee chairmen, and directors to formulate and carry out programs that advance your club objectives. Remember, flexibility and compromise will sometimes be required to bring the whole leadership group into focus on agenda goals.

One of your first responsibilities is to review your club bylaws. The bylaws should set forth the objectives and purposes of the club, and outline the procedures for conducting official business. By becoming thoroughly familiar with the bylaws, you can carry out your duties with the assurance that you are proceeding with proper authority. The bylaws should also be read to determine if they are up-to-date and workable for present and proposed club activities. We suggest that you also review any special club rules or regulations, recent committee reports, newsletters, and important correspondence to become familiar with pending issues and the manner in which your predecessors in office carried out their duties.

Delegate duties as much as you can. Give members an opportunity to take an active part in the club by serving on committees. Whenever you delegate responsibilities, however, follow up with the members concerned to help them over hurdles.

In addition to administrative functions, you also have a responsibility for your club's shooting programs, social activities, ranges, clubhouse, finances, and promotion efforts. Collectively, you and your officers must decide:

- Which of these important items is in greatest need of attention?
- Which offers the best potential for increasing the strength and vitality of the club?
- Which lends itself best to your capabilities and the office you hold?

The National Rifle Association wishes your club every success! We hope that the guidelines in this handbook stimulate greater activity in your club by standardizing the activities that facilitate a successful club and by providing a sound and defined basis for better understanding in interclub discussions and communications. For help with club issues or problems, do not hesitate to contact the appropriate NRA Headquarters Division. We are here to serve you.

CAPSULE HISTORY OF THE NRA

The National Rifle Association of America was organized as a non-profit membership corporation by a small group of National Guard Officers in the state of New York in November 1871. The objectives for its formation were "the improvement of its members in marksmanship, and to promote the introduction of the system of aiming drill and rifle practice as part of the military drill of the National Guard of this and other states, and for those purposes to provide a suitable range or ranges in the vicinity of the City of New York." In 1877, the organization's name was changed to the National Rifle Association of America.

Today, the NRA represents and promotes the best interests of gun owners, sportsmen, and competitive shooters. It supports their belief in the ideals of the United States of America and its way of life. It is dedicated to firearm safety education as a public service, marksmanship training as a contribution to individual preparedness for personal and national defense, and the sports of shooting and hunting as wholesome forms of recreation. It stands squarely behind the premise that the lawful ownership of firearms must not be denied American citizens of good repute.

CONTENTS

INTRODUCTION.....	3
CAPSULE HISTORY OF THE NRA	4
CHAPTER 1: ORGANIZING A CLUB	8
CHAPTER 2: CLUB NAME AND BYLAWS.....	9
CHAPTER 3: CLUB OFFICERS.....	10
President	10
Vice President.....	10
Secretary.....	10
Treasurer.....	11
Executive Officer/Huntmaster	11
Reports of Officers.....	11
CHAPTER 4: CLUB COMMITTEES.....	12
Appointment of Committee Members	12
Committee Records and Reports	12
Examples of Club Committees.....	13
Membership Committee	13
Range Committee	13
Hunting Committee.....	13
Women's Committee	13
Junior Committee	13
Training Committee.....	14
Audit Committee.....	14
Short-Term Committees.....	14
CHAPTER 5: GUIDELINES FOR CONDUCTING AND PLANNING CLUB MEETINGS	15
Planning the Meeting	15
Conducting the Meeting	16
Rules of Order	16
CHAPTER 6: CLUB FINANCES	17
Dues.....	17
Non-Dues Income.....	17
Sales	17
Concessions.....	18
Raffles	18
Range Fees and Assessments	18
Contributions	19
Taxes	19
Basis for Tax Exemption	20
Federal Income Tax Booklet	20
State Income Taxes	20
Incorporation	21
Financial Assistance Grants.....	21

CHAPTER 7: MEMBER RECRUITMENT AND RETENTION.....	22
Member Recruitment.....	22
Membership Benefits.....	22
Membership Promotion	22
Displays, Exhibits, and Web Sites.....	22
Member Retention.....	23
CHAPTER 8: INDIVIDUAL NRA MEMBERSHIP.....	24
Classes of NRA Membership	24
Annual	24
Junior.....	24
Associate.....	24
Life.....	25
Contributory (Endowment, Patron, and Benefactor)	25
NRA Golden Eagles	25
NRA Second Amendment Task Force.....	26
CHAPTER 9: PUBLIC RELATIONS	27
The News Story	27
The Advance Story.....	28
The Pre-Program Story	28
The Program Story.....	29
Writing the Story	29
Sample News Release	31
Photographs for the Story.....	32
Public Speaking Events.....	32
CHAPTER 10: HOW TO RUN A COMMUNITY SHOOTING EVENT.....	34
Recruitment	34
Organize Early	34
Publicity	34
Event Committee.....	34
Appreciation	35
Solicit Donations and Grants	35
Pre-Registration	35
Safety.....	35
Instruction.....	35
Range Control.....	36
Work the Crowd.....	36
Feedback.....	36
Take-Home Stuff.....	36
CHAPTER 11: CLUB SHOOTING PROGRAMS	37
Novelty Matches	37
Turkey Shoot.....	37
Shotgun Paper Target Match	37
Shotgun Trap Match.....	38
Miss-and-Out Shotgun Match.....	38
Lucky Circle Match.....	38
Light Rifle Match.....	38
Fast-Firing Rifle Match	38
Fast-Firing Pistol Match.....	38
Two-Shot Match	39
Two-Shot Doubles Match.....	39
Bingo Target Match.....	39

Blank Target Match	39
Breakable Target Match.....	39
Air Rifle Matches	39
NRA Club Tournament Matches	40
Tournament Administration.....	40
Courses of Fire (Rifle Disciplines)	41
Courses of Fire (Pistol Disciplines)	42
Courses of Fire (Shotgun Disciplines)	42
Sighting-In Day and National Hunting & Fishing Day	43
Sighting-In Day.....	43
National Hunting & Fishing Day	44
CHAPTER 12: CLUB NEWSLETTER	45
Selecting the Editor	45
Content	45
Publication Frequency	46
Format and Production	46
CHAPTER 13: NRA STATE ASSOCIATIONS	47
CHAPTER 14: NRA CLUB AWARDS PROGRAM	48
Purpose	48
Awards	48
CHAPTER 15: HINTS FOR SPEEDY PROCESSING OF NRA ORDERS	49
General Information	49
CHAPTER 16: NRA PROGRAM MATERIALS AND PRICE LIST	50
CHAPTER 17: NRA DEPARTMENT CONTACT INFORMATION	51

CHAPTER 1: ORGANIZING A CLUB

Starting a shooting club is like beginning any other organization. First, form a group of interested persons. NRA clubs originate within many existing organizations. For example, they may come from a veteran's organization, such as VFW or The American Legion. They may be shooters in a large sportsmen's or conservation club. Labor unions, churches, military and police units, civic service clubs, and industrial and municipal recreation departments are just some of the groups represented by active NRA shooting clubs. In many communities, prospective club members can be located with the cooperation of local sporting goods storeowners.

Once a group of prospective members is gathered, certain questions will arise. What are the basic interests of these people? NRA has a place for all groups as long as their interests involve firearms. If you decide to form a shooting club, what type of shooting club can be anticipated? Will it be .22 caliber rifle, high power rifle, pistol, or all types? Where will you shoot? How will you attract new members? Some investigation and preliminary meetings will help decide the answers to these questions.

The next step is the organizational meeting. Be sure to reach all possible prospective members. Post bulletins, advise sporting goods dealers, and contact the sports editor of your paper. Explain that you plan to hold a general meeting of all persons in the community who are interested in organizing an NRA club.

A temporary chairman should call the meeting to order at the designated time. A temporary secretary should be appointed to record the minutes. Members of the planning group should explain the purposes of the club, what has been done concerning finding a place to shoot or hunt, and the possible cost to the club for the use of these facilities. Discussion among those present may disclose additional alternatives. The temporary chairman should explain the need to organize as a club and the advantages of NRA affiliation. If the group is small and all members are well known to each other, the club officers can be nominated and elected at the first meeting. An alternative would be to call another meeting at which the officers will be elected, a club name selected, and bylaws adopted.

CHAPTER 2: CLUB NAME AND BYLAWS

NAMING THE CLUB

Your club's name should bond the group to the community. Using the name of the town or city may be appropriate. Keep the name short and easy to remember. A name can also be chosen that identifies your club's special interests or activities and should be based on:

- Community focus
- Discipline
- Interest and community focus
- Discipline and community focus

BYLAWS

A Bylaws Committee should be appointed to prepare and present the club bylaws to members. Bylaws are not required for NRA Club Affiliation. However, the NRA recommends that you adopt bylaws or rules and regulations for the group to avoid conflicts or confusion. Additional information can be obtained by consulting your local NRA State Association, local club or by contacting an attorney in your state. Contact NRA Clubs at (800) 672-2582 or clubs@nrahq.org to obtain contact information for the NRA State Association and local clubs in your area, and/or an NRA Attorney Referral List.

CHAPTER 3: CLUB OFFICERS

Election of the best-qualified members as officers will help advance club goals and service to the community. Club officers should address themselves to the growth of membership, building the enthusiasm and support of the community for the club's programs and activities, and above all, service to the needs of the members. The officers should be leaders who will pursue projects and activities that produce the maximum benefits to the club.

The following examples of typical duties of club officers are offered as idea starters:

PRESIDENT

The president should be an individual who has prestige in the community, holds the respect of club members, and can properly conduct club meetings. He or she presides over all club meetings, including meetings of the Board of Directors and other governing bodies. The president is an ex-officio member of all committees, and performs such duties as formulating and carrying out programs, organizing support for programs that offer the best potential for increasing the strength and vitality of the club, and other duties that usually pertain to this office.

VICE PRESIDENT

The vice president should be qualified to succeed to the presidency, and performs the duties of the president in case of his or her absence or at his or her request. In clubs having more than one vice president, a senior or first vice president should be designated as being responsible in the president's absence.

Some clubs have individual vice presidents as chairmen of the major committees, while others specify that the vice presidents direct and coordinate a group of related club programs or committees.

SECRETARY

The secretary should be a member who takes a keen interest in getting things done and who keeps records in an orderly manner. The secretary is custodian of the club charter, articles of incorporation, bylaws, and documents that pertain to the original organizing activity. It is customary to print extra copies of bylaws (including amendments) for distribution to all members so that they will be acquainted with the objectives, purposes, and policies of the club.

The secretary takes minutes of all meetings of the members and the Board of Directors. In recording minutes, special attention should be given to all formal motions made and their disposition. Subjects discussed in depth that result in a consensus without a formal vote should also be noted. A file of all committee reports is maintained by the club secretary to be used as a reference and as a record of business transacted.

Other records maintained by a club secretary are files of newsletters and bulletins, a club correspondence file, the Club Officers' Guide, and the club library. The nucleus of a club library can be a complete set of NRA handbooks, reprints, and manuals.

TREASURER

The club treasurer prepares periodic statements of the club's financial condition and statements of income and expense. A simplified bookkeeping system can be used to furnish this information.

Every club, regardless of size, should have a checking account for recording income and expenses, and for controlling expenditures from the club treasury. A common practice is to require the signatures of two officers on checks.

The club treasurer should maintain other records relating to the financial condition of the club, such as property records, inventory of supplies, and club investments.

EXECUTIVE OFFICER/HUNTMASTER

The club executive officer (or huntmaster in a hunting club) is responsible for the shooting programs of the club. He or she oversees the preparation of the results bulletins for all shooting events. It is helpful for the executive officer to have a shooting history card for each member of the club. This record can be used to show: classifications and qualifications earned; local, state, or national records won; instructor ratings; club championship awards; and other special achievements.

Shooting supplies (such as ammunition and targets) that are owned by the club for subsequent sale to, or use by members, are often put in custody of the executive officer. Supplies issued should be recorded and the information turned over to the treasurer as needed.

REPORTS OF OFFICERS

At the annual meeting, the president, secretary, and treasurer should submit an annual report to the club members. This annual report is a formal account of the proceedings of the club. A written report gives members information that they can refer to after they return home. It is also a valuable historical record for the club.

Annual reports may include information such as a description of events sponsored during the year, the club's financial condition, or an indication of plans for the future. Information for the annual report can be summarized from minutes of meetings, match bulletins, financial records, committee reports, and club newsletters.

The factual data contained in these annual reports can help an organization to spend its money wisely, comply with existing laws, observe club traditions and customs, and service its members properly. Up-to-date records will also contribute to the growth and success of the club. These annual reports will also assist newly elected officers in reviewing the club activities of previous years. It is vital to the success of a club that outgoing officers turn their records over to newly elected officers.

CHAPTER 4: CLUB COMMITTEES

Successful clubs operate with a strong base of support from an active and dedicated group of committees. Club bylaws frequently specify how many standing (permanent) committees the organization will have. These committees are called *standing* committees because their work in a successful club is continuous.

Examples of typical standing committees are outlined below, although there is no limit to the number of committees a club may have. There may be as many standing committees as there are important policies to be made and functions to be performed. Clubs can utilize the committee system to get much of their work done and to keep long discussions on the details of operation to a minimum during club meetings. It will lessen the burden on the club secretary if all committee reports are made in writing, even though the reports will be read at club meetings. This practice is also conducive to accuracy.

APPOINTMENT OF COMMITTEE MEMBERS

The president usually has the prerogative of appointing committee members. A questionnaire carried in the club newsletter can be useful in finding out members' interests, capabilities, and accomplishments. With this knowledge, the president can appoint the appropriate members to committees where they will be able to make a contribution to the club. The president should be careful to spread out responsibilities and duties as much as possible. If only a certain few members seem to wind up being appointed to all committees, the rest of the members may lose interest, and the cooperative and enthusiastic atmosphere essential to the club's success will be lost.

Unless a club consists of only a few members, committees should be made up of more than one person. The committee chairperson will need other members to help gather information, formulate recommendations, and carry out those recommendations that are approved.

It is also a good idea to have one or more club officers assigned as unofficial members of each committee. They can assist the committee chairperson in presenting an overall view of club objectives and activities during committee deliberations.

COMMITTEE RECORDS AND REPORTS

Each committee should keep written records of its meetings and recommendations so that the information it develops can be passed along to subsequent committee members. A committee member or recording secretary should take notes at each meeting. These notes can be used to write the minutes of the meeting. Minutes should contain significant statements, motions (and who made them), and whether the motion won or lost.

Committees should make reports to the membership or Board of Directors as determined by the governing body. No recommendation should be made to the members or directors unless the majority of the committee members have voted in favor of it.

Reports presented at an annual meeting or to the Board of Directors should not contain all of the details recorded in the minutes. The reports need only summarize the work of the committee and present any recommendations for action.

Copies of committee records should be retained by the recording secretary and made available to the chairperson. These records should be passed along to the next chairperson and secretary when new committee leaders are appointed. Distribution of minutes and other information reports to all committee members will help maintain interest and keep members active.

EXAMPLES OF CLUB COMMITTEES

Membership Committee

The campaign for club membership is a continuous task and should be carried out vigorously. The Membership Committee is charged with recruiting new members and screening applicants for acceptance according to the club bylaws. This committee should also act as a welcoming committee for new members in order to properly familiarize them with the club's benefits and facilities.

Range Committee

Every club needs a place to shoot. The Range Committee is responsible for range location, maintenance, and improvements, and may even carry out some of the mechanics involved in construction. The committee may also be called upon to develop policies for the utilization of the club range.

Hunting Committee

Hunting is a popular addition to shooting club activities, and will attract many new members. This committee is responsible for establishing sound landowner/sportsman programs in your area. It should also seek to establish and maintain a good relationship with fish and game department officials.

The committee can provide members with useful information on hunting opportunities, and organize hunting-related activities such as National Hunting and Fishing Day, an annual Sighting-In Day, a hunter safety education program, conservation programs, and other programs connected with the hunting and shooting sports.

Women's Committee

An asset to any club is a committee that is established for the purpose of attracting more women as members and encouraging women to participate in shooting activities. Conducting workshops for women on firearm safety, personal defense, hunting, and/or target shooting will provide more women with the opportunity to learn about firearms and the shooting sports. Many women may want to become involved in the programs and activities of the club.

Junior Committee

The Junior Committee of an adult (senior) club promotes shooting activities for young people in the community. The Junior Committee may act as the sponsoring committee required for affiliation of a Youth Shooting Club with the NRA.

New shooters are important to a club and its future growth. Youth training activities also provide a valuable community service. This committee should address itself to teaching range discipline, respect for equipment, shooting skills, and sportsmanship. Information on organizing a Junior Club is available from the NRA by contacting NRA Clubs at (800) 672-2582 or by email at clubs@nrahq.org.

Training Committee

The Training Committee assists the executive officer and instructors in organizing and conducting basic marksmanship classes. Hunter safety training can also fall within the activities of a Training Committee.

Audit Committee

Depending upon the size of the club, the Audit Committee can be either a permanent committee or a short-term committee. Its primary function is to prepare official verification of club expenditures with an audit of the account books. If a club has many expenditures, the Audit Committee may meet more frequently to compile reports. More often, the committee functions annually to audit the books prior to the annual meeting. Either way, this committee is vital in overseeing the financial operations of the club.

Short-Term Committees

Short-term committees are formed to work on special events or programs. Examples include an awards committee, a nominating committee, a bylaws committee, special program committees, or any other committee that is designed for a special purpose.

CHAPTER 5: GUIDELINES FOR CONDUCTING AND PLANNING CLUB MEETINGS

The primary purpose of a club meeting (usually held monthly or quarterly) is to transact club business. Such business may include holding elections, amending bylaws, establishing club rules, or acting on committee reports. The success of a meeting depends on how well it is planned. Club meetings should be organized to allow members to express their views and to help determine club programs. By listening to these views, club officers can estimate the success potential of a scheduled event or activity.

Club meetings also help open up communication between club members, thus stimulating enthusiasm for club programs and giving the group an opportunity to recognize and honor club members. All members will benefit by assisting club officers in conducting interesting and productive meetings.

PLANNING THE MEETING

Three basic steps for conducting a successful club meeting are:

1. Preparing a meeting agenda that contains a good balance of reports, discussion, and social activities.
2. Notifying the members in plenty of time so that they can arrange to be present.
3. Conducting the meeting according to the agenda.

Attendance at meetings is greater when the members know why they are coming and how they can participate. Always state the purpose of the meeting. If it is an annual meeting, it will likely include the minutes, officer and committee reports, old business, new business, and the election of officers. If it is a monthly meeting, subjects appropriate for the season and type of club will best interest the members.

Notices of the meeting should be mailed out to members 1½ - 2 weeks ahead of the meeting date. (The mailing of the club newsletter can be timed to serve this purpose.) Include in these notices the agenda of the meeting and information about the business of the meeting.

Some form of social activity or entertainment at the close of the business period will help attendance. Depending on the club budget, meetings may include entertainment, speakers, and/or refreshments. Some members may have slides from hunting trips or competitive events that could be the basis of an entertaining program. Conservation officials or local dignitaries can also be invited to speak. Reloading demonstrations, antique firearm displays, and talks on hunting or target shooting events are other ideas. Some clubs conduct one or more open house meetings to give prospective members the opportunity to familiarize themselves with the club in a relaxed social atmosphere. These open house meetings could induce your guests to become active members.

CONDUCTING THE MEETING

The best meetings start and end on time. A balance must be struck between moving the meeting along at a reasonable pace and allowing the members to participate fully in the discussions and decisions. Committees can best pursue many of the details necessary for good club operation with only the results being reported at the meeting. When matters of extraordinary importance are to be acted upon (large expenditures of funds or major amendments to the bylaws), time should be allotted for every member to express his or her views fully.

The president should plan to meet separately with club officers and committee chairpersons prior to the meeting in order to talk over the agenda and request advice on various types of situations that might arise. The meeting should be called to order as close to the published time as possible. The president generally opens the meeting with remarks about the agenda and what he or she expects to accomplish. It is wise to schedule all guest speakers to make their presentations *before* the business portion of the meeting begins. Such scheduling allows speakers to deliver their presentations and then leave, if they wish, without being required to attend the entire meeting.

Following are suggested guidelines for the order of business at a typical club meeting:

1. Roll call.
2. Minutes of last meeting (read by the secretary).
3. Officers reports.
4. Committee reports.
5. Old business.
6. New business.
7. Announcement of the next meeting.

Be sure that the club secretary takes accurate and useful notes of the meeting (including writing out all motions completely, specifying by name the maker and seconder of all motions, and recording the action taken on the motions).

RULES OF ORDER

Not every individual who is elected or appointed to a club office is familiar with parliamentary procedure. However, depending on the formality of club meetings and the number of members attending, every meeting should be conducted as an orderly assembly.

It is also a good idea for the club to have a copy of *Robert's Rules of Order*. The president should have a copy within reach during a meeting because there is always the chance of a dispute on parliamentary procedure. Such disputes could stall a productive meeting and turn off or confuse the members in attendance.

CHAPTER 6: CLUB FINANCES

Club operations depend on a steady income. Financial planning and promotion are vital considerations for club officers. A meeting should be held to decide which programs will be conducted during the year and how much each activity will cost.

After this meeting, an operating budget should be prepared. When preparing a budget, attention should be given to the clubhouse and range, equipment, insurance, maintenance, printing, office supplies, and fees. In addition, promotional efforts are required for membership maintenance, meeting attendance, and program participation. The use of club funds for newsletters, bulletins, post cards, Web sites, and phone calls will keep members aware of the progress of the club and enlist their support. It is also important that funds be allocated for the cost of obtaining new members and the expense of sending renewal notices to existing members.

Be sure to see the **Taxes** section below concerning taxes on club income.

DUES

After the operating budget has been planned, the dues structure can be established. In many clubs, the main source of income is from membership dues. Funding club operations by establishing dues that are too low is no favor to club members. Most shooters have invested hundreds of dollars in equipment. This investment is negated if the club does not make adequate provisions for its members. By the same token, if the club is making a determined effort to provide the club with the best possible facilities and programs, it should receive the necessary support from the dues structure.

Large shooting clubs often have a graduated scale of membership dues, such as 2-, 3-, and 5-year memberships, as well as life memberships. Other clubs have voting and non-voting memberships in which higher fees are charged to voting members. Still others sell stock in the club in addition to annual fees. You must consult your accountant and attorney in regard to these matters because they have serious tax consequences. Your dues structure will depend on the size of your club's membership, its legal structure, and its bylaws.

NON-DUES INCOME

Other sources of income for a club can include sales of various items, food and beverage concessions, advertising, raffles, turkey shoots, match fees, sighting-in days, range fees, and contributions. (Remember to budget for all expenses related to fund-raising activities. Again, you should consult your accountant and attorney before undertaking these activities as they may have serious tax consequences.)

Suggestions for some of these activities are listed below:

Sales

Selling selected items to members as a fund-raising activity is often profitable. Attractively designed club brassards and decals, T-shirts, jackets, and other club items will appeal to

all members. Other items that can add income are specialty items such as jewelry, coffee mugs, and novelty pieces.

Because ammunition can often be purchased at a significant discount in large quantities, club income can be derived by selling it to members at a price slightly higher than your cost, but less than full retail. You should also check with a knowledgeable local attorney about applicable state and local laws and regulations, including licensing requirements, zoning restrictions, storage regulations included in the local fire code, and so forth.

Concessions

Leasing club food concessions to a local caterer or to an organization composed of members will not only relieve food service problems, but can produce significant income. The same arrangement can be made for club social activities. Charges must be such that the club will derive income after all caterer's fees have been paid.

The installation of food and soft-drink vending machines in the clubhouse and on ranges can also yield income. The amount of income will vary according to contractual agreements and how much the members use the facilities. It is advisable to contact several vending contractors to compare prices.

Raffles

The raffling of guns and shooting equipment several times a year is an excellent method of raising funds. Raffles can be easily promoted at meetings and in the club newsletter. When using a mail campaign, send every member several books of tickets, urging the member to either donate his or her own funds or have friends donate funds. Information on obtaining additional tickets should also be included. Distribution of tickets and promotional posters to local gun and sporting goods dealers is also wise. Suitable recognition of the person who markets the most tickets will aid in the promotion of your next raffle.

You must consult with an attorney licensed to practice law in your state to determine whether your club may legally undertake a raffle and to comply with any federal, state, local laws and regulations before planning a raffle.

Range Fees and Assessments

Range maintenance and improvements can be partially financed by fees charged for range use. Range fees should be sufficient to show an operating profit, but not so high that costs will discourage members from practicing. Equitable fees should also be charged for range use by non-members. Some clubs prefer not to charge junior groups, or charge juniors less than the usual fees. You should consult your tax advisor about these matters because the practice of charging different groups of members different fees may have tax consequences.

One method of obtaining fees in advance is to offer the use of the range to club members for a flat yearly fee. To make the offer attractive, the yearly fee should be based on taking the average number of times members use the range during the year, and then making the yearly fee slightly less than the total they would be paying if they paid an hourly rate each time they fire.

Leasing club facilities to other organizations or clubs for their matches can raise additional income. Such leasing can be done on a flat-fee lease basis or in return for a percentage of the entry fees.

Major building programs can often be effectively financed through member assessments. Assessments should be approached with caution when the club is considering costly construction or improvements, and a vote of the members should be required before an assessment is imposed. In order to be equitable, assessments should be extended through the life of the original financing arrangement, rather than seeking a large one-time payment. These extended payments will help eliminate any hardships that the members might have in paying off an assessment. In regard to these matters, you must also comply with your club's articles of incorporation and bylaws, if applicable.

It is beneficial to publish in the club newsletter a running total of the assessments collected and the amount paid on the financing. Your members need to be kept informed as to how their money is being used for their benefit. Announcements at meetings are also effective in reminding members of dues payments and for reporting progress in completing financing arrangements.

Contributions

Contributions of money, materials, and property are often overlooked in fund raising activities. Many persons are reluctant to request contributions because they feel that it places the stigma of begging on the club. Nothing could be further from the truth. Many members will contribute funds if properly approached and adequately recognized. By approaching leading businessmen in the area in person or by mail, you will find that many of them will be willing to contribute in some manner to your activities. Such willingness is especially true for perpetual trophies or awards for marksmanship.

Establish memorials, such as a yearly match, in the name of a person, organization, or business as recognition of major contributions to the club. In many instances, business firms and individuals will be willing to contribute annually for matches named in their honor.

Approach donors about specific contributions. If they are unable to contribute money, they may be able to donate merchandise, such as equipment for junior shooters, furniture for the clubhouse, or other useful items.

Contributions are essential to club operations. Help received from any person, business, or organization should always be appreciated and publicly recognized.

Before requesting donations, you must consult your tax advisor and attorney. Besides other regulations, federal law requires that certain disclaimers accompany a solicitation for a donation. If you are not a 501 (c)(3) organization, any solicitation for a contribution must state that contributions are not deductible as charitable contributions for federal income tax purposes.

TAXES

All organizations, including shooting clubs, are subject to federal income tax unless they have a specific exemption under the provisions of Section 501 of the Internal Revenue Code of 1954. An organization claiming exemption from federal income tax, unless already in receipt of a determination or ruling letter from the Internal Revenue Service establishing such exemption, is required by Treasury Department regulations (Revenue Ruling 54-164) to file an application for exemption with the key district in which the organization maintains its home office.

The National Rifle Association of America has a specific exemption from federal income tax under Section 501(c)(4) of the Internal Revenue Code of 1954 as "... an organization not organized for profit, but operating exclusively for the promotion of social welfare." This exemption does not, however, extend to clubs or other organizations that may be affiliated with the NRA.

Internal Revenue Service regulations provide that, in general, a civic league or organization described in Section 501(c)(4) of the IRS Code may be exempt if: (1) it is not organized for profit; and (2) it is operated exclusively for the promotion of social welfare. An organization is "...operated exclusively for the promotion of social welfare..." if it is primarily engaged in promoting in some way the common good and welfare of the community. Consult a local attorney or tax accountant for specifics.

Basis for Tax Exemption

Non-profit organizations affiliated with the National Rifle Association of America have successfully used one or more of the following activities as a basis for claiming exemption:

- Participation in the Civilian Marksmanship Program (CMP). The CMP is covered in Title 36 of the U.S. Code, §§40721-40733, and falls under the Corporation for the Promotion of Rifle Practice and Firearms Safety.
- Conducting NRA Hunter Safety courses, Basic Marksmanship Courses, and Sighting- In Days as a public service to the community.
- Sponsoring a junior shooting club to promote firearm safety education and marksmanship training.
- Permitting use of club shooting facilities by other community groups, such as the police, National Guard, Boy Scouts, etc.

Federal Income Tax Booklet

The Internal Revenue Service of the U.S. Treasury Department publishes a booklet entitled *How to Apply for Recognition of Exemption For An Organization*. This booklet describes the rules and procedures pertaining to clubs and organizations that seek exemption from Federal income tax.

Your club can obtain this booklet by writing to the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Ask for the most recent edition of Publication 577.

State Income Taxes

Regulations concerning state income taxes vary from state to state. In some states, the requirements follow the pattern of federal regulations, while in other states there are entirely different criteria. Information on state taxes may be obtained by writing to the income tax division of the department of revenue for your state.

You must consult with your tax advisor and attorney in order to comply with federal, state and local tax laws.

INCORPORATION

Corporate law is governed and determined by each state. Usually Articles of Incorporation are filed with the state's agency along with a filing fee. Once the Articles are approved, then the business, range, association or gun club is incorporated.

Most states ask that the corporation keep Bylaws, and hold and keep minutes of annual Board meetings and so on. This information will need to be kept on file with the corporation and does not need to be filed with the state.

An attorney should be sought to incorporate the business, range, association or gun club. Or the state agency could be contacted on how to handle incorporation on an individual basis. Costs are minimal for an attorney to handle this type of procedure. For more information, request a brochure by calling (800)NRA CLUB or email clubs@nrahq.org.

FINANCIAL ASSISTANCE GRANTS

The NRA Foundation Grants

The NRA Foundation Grants support communities by funding programs such as Boy Scouts of America, 4-H, FFA, Jaycees, local clubs, educational institutions, associations and police departments in the areas of training, education and safety as well as supporting programs for wildlife and natural resource conservation.

The NRA Foundation is a 501 (c)(3) tax-exempt organization that raises tax-deductible contributions to support qualified educational, training, and developmental programs. The *Friends of NRA* program raises money through dinners and auctions. Half of the monies raised are utilized by The NRA Foundation nationally, with the other half invested in the state in which the money was raised. Each state has a *Friends of NRA* State Fund Committee that review grant applications and recommends grant funding to The NRA Foundation's Board of Trustees for final review.

For more information about grants or to obtain a grant application, contact The NRA Foundation at (703) 267-1131 or (800) 423-6894. You may also download the grant application form from The NRA Foundation's website at www.nrafoundation.org.

NRA Range Grants

Range Grant funds are made available at the NRA's sole discretion to qualifying NRA-affiliated clubs and associations by approval of the Range Development Committee – a standing committee of the NRA Board of Directors. The Range Grant Subcommittee reviews grant applications from qualifying NRA affiliates, and it submits recommendations to the Range Development Committee for approval. Range Grants will be awarded concurrent with the fall NRA Board of Directors meeting.

At the NRA's sole discretion, grants are awarded to qualifying NRA affiliates to assist with acquisition, development and improvement of shooting facilities. Grants are also awarded to assist qualifying NRA affiliates with projects designed to improve community relations and to address environmental issues related to range operations.

Range grant applications are due on August 1st of each year. Visit <http://www.nrahq.org/shootingrange/grants.asp> or contact NRA Range Services at (703) 267-1276 for more information.

CHAPTER 7: MEMBER RECRUITMENT AND RETENTION

MEMBER RECRUITMENT

Progressive clubs constantly seek ways to attract new members. New members are the key to an active, growing club. With this understanding, attention should be centered on membership drives.

Membership Benefits

The more diverse the benefits offered by a club, the more people will want to join it. Access to a shooting range and the opportunity to participate in scheduled shooting events are probably the two most meaningful benefits that can be offered when a club is newly organized. When establishing benefits for the promotion of the club, be sure that these benefits can be continued on a regular basis and that they are low in up-front costs. Following are some suggestions for benefits that your club may wish to offer:

- Range use.
- Shooting events.
- Training workshops.
- Women's programs.
- Legislative information.
- Attractive membership cards.
- Club newsletter.
- Social events.
- Community service activities.
- Junior programs.
- Affiliation with the NRA and NRA State Associations.

Membership Promotion

There is no better advertising for your club and its activities than satisfied members. Try a "member-get-a-member" promotion campaign. Get your members out talking about your club and all its benefits. Suggest that they call a friend, a fellow worker, or other acquaintances who are interested in shooting and hunting. Talk to local merchants, especially those who handle firearms or sporting goods. Offer an award for the person who signs up the most new members. If you can infuse others with your own enthusiasm, this method of promotion will be an unqualified success.

Displays, Exhibits, and Web Sites

With a little effort and minor expense, attractive promotional displays and exhibits about your club can be created for use in your local area (store windows, check-out counters, etc.) or on your own website. Sign-making kits, lettering sets, and even hand lettering can

create attractive posters for public display. Displays can be developed using club firearms, scopes, shooting trophies, game mounts, photographs, and other similar materials.

Local sporting goods dealers and owners of shops on heavily traveled streets may permit your club to erect displays or posters in their shop windows. Your display may enhance the appearance of the owner's building and help the owner to promote the store. For example, tying your display into a store's fall sales event may help both the storeowner and your club.

Local sportsmen's shows, fairs, and carnivals also offer excellent opportunities for manned exhibits. Club materials, shooting accessories, and hunting gear can easily be displayed. Club members can man the exhibit and answer questions.

Semi-permanent displays can be placed in local gun shops, hardware stores, and the sporting goods departments of large stores. Make attractive arrangements of photographs of club members and shooting activities. Title the displays with eye-catching copy. This type of display can be easily changed, and can be used for promoting membership, advertising upcoming shooting events, and informing the public of other club activities. Remember to make sufficient supplies of membership folders and applications readily available in the display area.

MEMBER RETENTION

Existing members are an important club asset, and every reasonable effort should be made to keep members active. They should be positively reminded when memberships come up for renewal. The club secretary or membership chairman should follow-up with reminders to members who don't renew. Letters, phone calls, or, even better, a personal visit to the lapsed member should be used to encourage the member to renew.

If some members are not taking full advantage of the various opportunities offered by the club, be sure to emphasize to them that their dues are supporting many other worthwhile programs besides those in which they are taking part. If they are reminded that their dues are supporting many valuable programs, they may be more willing to renew their membership.

Important and useful information about the club can be gained by talking to a lapsed member at this time. A lapsed member's evaluation of club programs will provide insight into what can be done to improve member satisfaction.

CHAPTER 8: INDIVIDUAL NRA MEMBERSHIP

One of the most effective ways to stimulate interest and activity among club members is to encourage individual NRA membership. Among numerous other benefits, NRA members can elect to receive one of the NRA's magazines (*American Rifleman*, *American Hunter*, or *America's 1st Freedom*), read NRA Legislative Bulletins, and use NRA information services for advice on hunting and shooting subjects. It has been found that such club members are generally more active in club activities.

Enrolling your club in the NRA Recruiting program can dramatically aid your club's treasury. By becoming an NRA Recruiting Club, your club can earn up to \$10 for every new membership and \$5 for renewals sold through your club. In addition, the NRA Recruiting Department will provide your club with the necessary materials to facilitate NRA membership recruitment.

To obtain an application for enrollment, please visit www.nra.org/Recruiter, email recruiter@nrahq.org, or call (800) 672-0004.

CLASSES OF NRA MEMBERSHIP

Annual

Individuals who are at least 18 years old can apply to become an **Annual Member**. Dues are \$35 for one year, \$60 for two years, \$85 for three years, and \$125 for five years.

Persons age 65 or older can apply to become special **Distinguished Annual Members** at discounted rates. Dues are \$30 for one year, \$55 for two years, \$80 for three years, and \$100 for five years.

All **Annual Members** and **Distinguished Annual Members** will receive one of NRA's magazines. Persons who have five years of consecutive membership are eligible to vote in all NRA elections.

Junior

Persons under 18 can qualify as **Junior Members**. Annual dues of \$15 entitle a member to receive a monthly subscription to *InSights* magazine (NRA's publication for juniors). Annual dues of \$24.95 entitle the member to receive one of NRA's magazines in addition to *InSights*.

Associate

Associate Members enjoy the same benefits as Annual Members, but cannot vote in NRA elections and do not receive any of NRA's magazines. Dues are \$10 per year.

Life

Life Members pay a one-time fee for membership. (The unused portion of an existing membership may be applied to the life membership fee.)

All Life Members automatically become eligible to vote in all NRA elections.

Classes of life membership include **Regular**, **Junior**, **Senior**, and **Disabled U.S. Veteran**:

- **Regular Life Member** -- membership fee of \$750.
- **Junior Life Member** -- membership fee of \$550. (Available for youngsters who are less than 18 years old. A Junior Life membership will automatically convert, without any additional payment of fees, to a standard Regular Life membership when the junior reaches 18 years old.)
- **Senior Life Member** -- membership fee of \$375.
- **Disabled U.S. Veteran Life Member** -- membership fee of \$375.

The membership fee may be paid in quarterly installments using NRA's Easy Pay Life (EPL) program. Under this program, a fee of \$25 is paid each quarter toward the cost of membership. Life membership credentials are not issued until the final EPL payment is made.

Contributory (Endowment, Patron, and Benefactor)

These contributory categories are designed for Life Members who wish to donate funds to the NRA over and above their regular life membership fee.

- **Endowment Member** -- membership fee of \$1,500.
- **Patron Member** -- membership fee of \$2,500.
- **Benefactor Member** -- membership fee of \$4,000.

These memberships are essentially "Super-Life" categories, and life members are entitled to a credit based on the current value of whatever level of life membership they now hold. For example, a person who is already an Endowment Member (currently valued at \$1,500) would only need to pay an additional \$1,000 to reach the \$2,500 Patron Member level.

NRA Golden Eagles

This special category is an annual membership program in which members contribute a \$200 annual fee in support of numerous NRA educational, legislative, media, and outreach programs, including hunting and shooting programs, Refuse To Be A Victim® seminars, law enforcement training programs, *Friends of NRA*, the Eddie Eagle GunSafe® Program, etc. **Golden Eagles** members receive numerous benefits, including an annual subscription to one of NRA's magazines. Golden Eagles memberships can be held as a sole membership or in addition to any of the Life Member categories.

Golden Eagles membership requires an annual contribution of \$200, which can be paid in quarterly installments of \$50. Installment members of the Golden Eagles must have fulfilled at least three-quarters of their membership commitment to qualify for full benefits.

NRA Second Amendment Task Force

This special category is an annual membership program in which members contribute an annual fee of \$120 to help the NRA uncover and refute anti-gun bias in the news media, and is also an instrumental component of the NRA's gun owner outreach effort to motivate gun owners and freedom-loving Americans to join in the struggle to defend our freedoms. **Second Amendment Task Force** members receive several benefits, including an annual subscription to one of the NRA's magazines. Second Amendment Task Force memberships can be held as a sole membership or in addition to any of the Life Member categories.

Second Amendment Task Force membership requires an additional contribution of \$120, which can be paid in quarterly installments of \$30. Installment members of the Task Force must have fulfilled at least three-quarters of their membership commitment to qualify for full benefits.

CHAPTER 9: PUBLIC RELATIONS

The benefits of a well-conducted club public relations program are numerous. A good program can help erase misunderstandings about guns and can show the sport of shooting as a healthy, constructive activity for the whole family. Establishing a friendly working arrangement with the local news media will promote understanding and cooperation in the community, and help attract new members.

Who should handle public relations for the club? First, your public information director should be someone who is sincerely interested in club activities. Next, the person should be able to gain the respect of newspaper, radio, and TV people. The person must also have good oral and written communication skills. In addition, the person should be a responsible representative of the club. Above all, the person should be someone who is able to spare the time to do the job personally and correctly.

When you have chosen your public information director, he or she should be invited to participate in all club activities at the top level. This person should be present at the board meetings and other policymaking discussions so that he or she is well informed on every aspect of club operations. Only then can your public information director be effective in dealing with the media. Your public information director should seek to establish cordial relations with local newspaper staffers, plus radio and television people. Outdoors writers, news commentators, sports writers, and feature editors will most often be receiving club material and deciding on its use.

The ideal approach to meeting these media people is to have someone who already knows these people introduce your public information director to them. If such an introduction is not possible, call the media offices to arrange a brief visit to get acquainted and to furnish them with some background material on the club. At this meeting, also discuss the type of material that the particular media representative can use.

Expensive gifts, cocktail parties, and the like are not only unnecessary for establishing good media relations, but are also absolutely counterproductive! Responsible journalists abide by a strict code of ethics, and react in a very negative way to anything that seems to be an effort to buy their favor. Interesting stories, dependability, and courtesy are the key ingredients for a profitable working relationship with the media. Media persons will usually appreciate a carefully worded thank-you letter after your story has been used.

Invite the media to visit the club, especially when there are interesting events taking place. Offer the use of the club's facilities and, where appropriate, send complimentary passes. Whenever the media show an interest in the club's activities, a good public information director will be prepared to develop this interest.

THE NEWS STORY

Write a story whenever there is interesting news to tell! You won't ever bat 1,000 on getting your stories used, but the more information you provide, the better your chances. However, stories should not be written just to get the club name or a member's name in the paper -- stories must contain **news** or they will not get used. The following events or activities are a good base for sending out a news release to your local media:

- A club public service project, such as hunter safety classes, a Hunter Sighting-In Day, or junior instruction classes.
- An interesting club meeting or speaker program.
- The opening of a new shooting range.
- A club shooting match.
- Match results when a club member does well in a match.
- An unusual game trophy taken by a club member.
- When undesirable legislation concerning firearms is being proposed.
- When there is a good human interest story, such as an exceptional junior shooter, a novelty shooting match, or an unusual firearm being used.

The media carries a news story for two basic reasons: (1) it is a matter of sensational and/or controversial impact; and (2) it is a current point of interest and information for the reader, viewer, or listener. Much as we might wish it otherwise, the degree of sensationalism and urgency (or current activity) usually dictates whether the story will be used.

No one can guarantee the printing of a story in the daily press. But the chances of having coverage of your event will be improved if you follow the steps in this guide. While there are many friends of the shooting sports in the public media, there are also many persons who are not sympathetic toward our cause. Your personal attention to journalists will help overcome that attitude.

The Advance Story

When you decide to hold a newsworthy club activity or program, notify the newspaper, radio, and television media with a short *advance story*.

Be sure to keep your advance story short -- it should contain only the specifics and facts. Name the sponsor, type of program, date, place, and entries (if it is a shooting event). The name and phone number of a contact person in the club **must** be included. Normally, the contact person is the club secretary or public information director.

Address your story to the sports editor (by name). Your story should be prepared and distributed to hometown outlets and those in surrounding communities about one week prior to the event.

The Pre-Program Story

The *pre-program story* is actually a re-write of the advance story, but with a few additional facts to update the event. For example, in the case of a tournament, you can now add the actual number of entries, how many out-of-town competitors are entered, the number of competitive rounds the participants will fire in the tournament, the names of the defending tournament champions, etc. To add a little color, you can also give the names of the people who hold the record scores for this event, and mention whether they are entered in the tournament. Always invite the public to attend, and send a special invitation, followed by a personal phone call, to the sports editors of your local newspapers and broadcast media. Approximately 200 words should be sufficient for this type of story.

You should plan to have this story arrive in the sports department of the news outlets at least two, but not more than four, days before the program.

The Program Story

The *program story* is a day-to-day report of the program's progress. Your public information director must know the story submission deadlines of the media, and make sure that there is ample time to meet them. The various media deadlines can be obtained when the public information director makes his or her first introductory visit with the various media contacts, or at the time that contact is made with the advance story.

To get your story in the news, it is **absolutely** necessary that you meet deadlines. Statistical people must be aware of this requirement if you are covering a tournament. Plan carefully before the event begins, and know exactly **what** information will be needed and **when**.

The final deadline for afternoon papers is usually about 9:00 a.m. For morning papers, the deadline is usually about 8:00 p.m. the previous evening. Primary news blocks for broadcast are normally 7:30 a.m., 6:00 p.m., and 10:00 -- 11:00 p.m. Broadcast media very often use an *actuality* -- a telephone interview with someone giving the results and color.

WRITING THE STORY

Always write at least one rough draft to use as a working copy. When you are ready to submit your final version to the media, be sure to submit a clean, typed (double-spaced), and complete version.

Almost everyone is familiar with the *Five W's* (and one *H*) formula that news journalists follow: *who*, *what*, *when*, *where*, and *why* (plus *how*). Editors will look for these basic elements in your story. These elements need not be in any specific sequence, but it is important that they all appear in your story. When you have finished your first draft, read it thoroughly to make sure that all these elements are in the story:

- *Who* -- This element is primary to most news stories. Readers are always interested in *who*. All names **must** be spelled correctly. Never use just an initial and surname -- always use first names (or two initials) with a last name. Along with names, use titles or other identifying information. In the case of stories about firearms and/or shooting events, avoid using the actual street addresses of individuals for security reasons.
- *What* -- What is the event or occasion? What is unusual or important about it? Give the complete and accurate name of the event or occasion.
- *When* -- Did the event happen on Monday or Wednesday, morning or afternoon? Was the event or result a surprise, and did it take place suddenly, or was it a development covering a period of time? Never say *recently*. Be specific and give the exact date.
- *Where* -- Be specific. Examples: *At the Middletown Gun Club* or *the 29th Street Police Range*. If the specific location is not easily identifiable, name some nearby place that is well known.
- *Why* -- Was the event the result of carefully made plans? Is it a traditional occasion?
- *How* -- How did "Joe Shooter" win the match? Give the details as to how something happened or how it was done.

Write only the facts. Keep the story brief. Don't editorialize or use extra adjectives or superlatives. Remember, news editors don't like cute grammar. Avoid all jargon -- it is absolutely imperative

that you use **non-technical** language to make your story easily understood by the editor and the general public.

Compare the following paragraphs carefully. Notice what a difference the use of the above writing tips can make!

Do this:

Peter L. Smith of the Middletown Shooting Club won the .22 caliber rifle championship today at the 20th Street Range. Smith scored 1595 out of a possible 1600, four points under the Middletown match record. Wind gusts up to 15 miles per hour cost the champion five points on the 100-yard range. He fired perfect scores on the shorter ranges.

Not this:

The smallbore aggregate winner was P. Smith with 1595-15X's. Smith missed his possible in the Dewar because of a three o'clock wind gust, but ended up only five down after working on the sighter bull.

Always remember to observe the following guidelines:

- Type your story double-spaced on one side of plain 8 " x 11" white paper. Never submit a story in longhand.
- Use at least 1 inch right and left margins. (This space is useful for editing purposes.)
- In the upper right-hand corner, give the name of your club and the name, address, and phone number of the person who should be contacted for information and assistance.
- Always give a dateline (place of origin of the event) and a "slug" headline that will attract the editor and will indicate the content.
- Start the story at least a fourth of the way down the page, leaving room at the top for the editor to write his instructions to the re-write desk.

Be prepared to furnish additional background information if the news media should call. In all cases, respond promptly and courteously to every request from the media for additional information or assistance.

Study the example on the next page of a sample news release:

NEWS RELEASE

**For Immediate Release
May 11, 200X**

**For More Information, Contact:
John Bugle, Public Information Director
Middletown Rifle & Pistol Club
4718 Oak Street
Middletown, Ohio 55555
Phone: (703) 555-1531**

Annual Blue Valley Rifle Shoot to be Held at Local Club Range

(Middletown, OH) -- Sam Jones, President of the Middletown Rifle & Pistol Club, announced today that the 14th Annual Blue Valley Smallbore Rifle Shoot will be held at the club's range (16th and Maple Streets) on Sunday, May 4. Eight shooting events are scheduled, including special competitive events for youngsters 14-18 years old. Firing will start at 10 a.m. and will end at 3:00 p.m.

This event, which is open to the general public, attracted a field of more than 100 competitors last year from all parts of the state. More than 150 competitors are expected to participate in this year's matches. John Taylor of Adamsburg, Ohio, has won the adult championship for the last two years in a row, and will be competing again in Sunday's matches. The shoot is registered with the National Rifle Association, and local sponsors include Post 114 of The American Legion, the Middletown Police Officers Youth Club, and the First National Bank of Middletown.

Following the matches will be a raffle featuring ammunition, rifle cases, and gun cleaning supplies donated by Whitcomb's Hardware and Garden Center in Middletown. Food and soft drinks will be available throughout the day, and families are welcome.

To obtain more information about the event, or to purchase raffle tickets, contact match director Jim O'Brien at (703) 555-2212.

PHOTOGRAPHS FOR THE STORY

Editors will require high quality photographs. (You should check with the editor to see if digital photos are acceptable.) The photos should have definite news or human interest value, and action should be emphasized. Always try to show people who are **doing** something, not just standing around looking at the camera!

If your club has an experienced photographer, fine. If not, ask your local newspaper editors about securing the services of a good photographer.

Photographs should be color glossy prints, preferably 8" x 10" (but no smaller than 5" x 7").

Always include a caption with each photo. The caption should explain what is taking place in the photo, and should be no more than a few lines in length. Identify each person in the photo, and be sure to identify your contact person at the end of each caption.

PUBLIC SPEAKING EVENTS

Establishing a good working relationship with members of the media is vital, as is providing the media with appropriate, well-written news stories. But an effective club public relations program will also include dealing **directly** with the general public. Clubs need the understanding of both the non-shooting and shooting portions of the community. Telling the townspeople about your club's work and activities is an excellent way to promote good community relations. Interesting, informative talks presented by your club will help to give townspeople a favorable impression of your club's activities.

It takes work to prepare a talk. Clubs need to develop members who are adept at making speeches or organizing presentations for the public. It is important that your presentations address current issues that the local community can relate to, and identify with, in their daily lives.

An accepted length of time for a speaker is usually 20-30 minutes. Movies and slides are wonderful visual aids in a speech. The speaker can also plan a brief period to answer questions from the audience.

Be sure to choose interesting topics. For example, you may have an outstanding shooter in your club who can demonstrate safe, but intriguing, shooting. The shooter might perform demonstrations of accuracy while also explaining and emphasizing the safe handling of firearms. In presenting such demonstrations, remember -- **safety first.... always!** This type of presentation can be entertaining and educational to those unfamiliar with shooting practices, and may even encourage persons to enroll as members of your club.

Another type of presentation might be historical in nature. Using a few antique guns from the collections of your members, this type of presentation can be a blend of historical information, facts about guns, and anecdotes. Perhaps the speaker can talk about some of the past greats in the gun world, such as Samuel Colt, Henry Deringer, Horace Smith and Daniel Wesson, Eliphalet Remington, and Oliver Winchester illustrating the talk with examples of the firearms invented by these famous men. When you speak to your audience about such topics, you will make them aware of the great role that firearms have had in American history.

If you want to speak to a specific organization, be sure to contact that group's program chairperson. He or she can tell you what topics and length of time are appropriate for the group. Be sure to provide the program chairperson with a brief, but complete, summary of your club's history and activities. Also include appropriate contact information for your club. When you select a speaker, be sure to provide the group's program chairperson with information about your

speaker, including name, occupation, other organizations to which your speaker belongs, honors and awards received, etc.

Remember that any speech or presentation on behalf of shooting and the right to bear arms will strike an important blow for the shooting sports and for our country as well. Educate the public and they will be more likely to support your programs!

CHAPTER 10: HOW TO RUN A COMMUNITY SHOOTING EVENT

RECRUITMENT

Community involvement is a great networking and recruiting tool for your club and club's events. There are several places and opportunities to recruit people, such as churches, business organizations, sports groups, civic organizations, local politicians and other places unique to your area. Become involved in your community by volunteering to speak at schools and participating in school Career Day activities. Build relationships on a personal level.

Another place to meet possible recruits is at shooting ranges, but don't forget about people who attend various firearm-related events like firearm instructors or coaches. You can request a list of NRA instructors from the NRA Training Department by calling (703) 267-1391 or email training@nrahq.org. Tell them what you are trying to do and ask them to join in and help.

ORGANIZE EARLY

Gather as much information as you possibly can **before** you call your first meeting. Research the interests of the general public and gather pertinent information to help plan the event. Write goals and objectives that your club wants to accomplish with the event. When you have your first meeting, try to bring together those people who are active in other projects and who have been making other events a success.

PUBLICITY

A good program makes great copy for a news release. The sports section of your local newspaper is an excellent outlet to announce your event. You can also pass out flyers in your local stores and buy airtime on local radio/tv stations. Don't forget about publishing your events in the NRA magazines or list your event on the NRA National Registry of events by calling (800) NRA-CLUB.

EVENT COMMITTEE

Set up an event planning committee and discuss the several positions that need to be filled (food services, range control, first aid, welcoming, administrative, etc.) Discuss the tasks, and as a committee, set timeframes for the work to be done. Get all committee members to contribute something in the initial stages.

Keep the lines of communication open at all times. Hold as many meetings as necessary to ensure that everyone is on the same page.

Determine the critical components of the project and set deadlines as to when these components must be completed. Have alternate solutions ready to go if one component is unaccomplished.

Be receptive to the concerns of your workers and make them feel that they are part of the planning process. Keep them talking and encourage them to offer their opinions as to how things can get done.

APPRECIATION

Show your workers that you appreciate their level of participation. Get some small gifts or mementos for everyone, and **always thank them** for what they do.

SOLICIT DONATIONS & GRANTS

Work at obtaining donations and or financial support all year round. Use your sign-in sheets from previous events, businesses and suppliers you have used, charitable organizations, the firearm industry, and individuals.

Most importantly, apply for grants! In the majority of cases, you have to apply well in advance for support from major organizations. Find out what their grant application cut-off dates are and submit your request on time. Provide news clippings, pictures, testimonials, and follow-up your application with letters, e-mail, and telephone calls. Don't forget about NRA Foundation grants! (refer to Chapter 6: Club Finances)

PRE-REGISTRATION

Have the attendees pre-register for your event. The pre-registration form may ask for a name, address, telephone number, and e-mail address, and should include a hold-harmless release for the attendee to sign, which may be obtained by contacting a local attorney or your insurance provider. Also ask each attendee to furnish the name and contact information for a person who will vouch for the attendee's good character. This pre-registration process is helpful in four ways: it creates in the attendee's mind a commitment to attend; deters participation by unwanted guests; gives you an estimate of what your head count will be; and eliminates paperwork on the day of the event.

SAFETY

Go out of your way to show the attendees that they are safe at all times and make sure every precaution is taken to ensure the safe actions of others. Hand out an itinerary of the day's events, explain hot areas and safe areas. Point out restroom facility, lounge areas, and a first aid station. Explain what their day will be like, and point out the location of the conveniences.

INSTRUCTION

Stick to the basics! Your goal is not to produce sharpshooters, but rather to instill the basic firearm safety rules. Hold an instruction session of the safety and range rules to newcomers. Keep it interesting and keep it moving. Tell the attendees how much fun they are going to have once they get out on the range.

RANGE CONTROL

Have one NRA Certified Range Safety Officer (RSO) conduct the live fire exercise on each range. If multiple ranges are used, assign a Chief RSO to be responsible for control of all live fire ranges.

It is ideal to have a one-to-one ratio of instructors to attendees, but that is seldom the case. Strive to have at least one instructor at each station on the range for every five attendees.

WORK THE CROWD

As mentioned earlier, try to recruit new members from the attendees. Keep the sign-in sheets and hold-harmless statements for a mailing list. See if the attendees have additional contacts that can lead to more people for your next event. Invite attendees to come back to the club for additional shooting/training.

FEEDBACK

Give the attendees evaluation sheets to fill out. Read what they have to say. If it makes sense, make the changes recommended.

TAKE- HOME STUFF

Attendees need stuff to take home and pass around to their friends. Do not let them go home emptyhanded.

Give them information about your organization, state firearm laws, places to shoot, how to purchase a firearm, and training classes. Many companies in the firearm industry will supply items bearing their logo at no cost to you. All you have to do is ask.

CHAPTER 11: CLUB SHOOTING PROGRAMS

Each club should gear its activities to the size of the club, membership support, and finances. However, club programs and activities will be a determining factor in whether a club reaches its full potential. If your club's promotional activities are planned carefully, they will offer the best opportunity for increasing the strength and vitality of the club. Plan programs that lend themselves to the club's best capabilities.

NOVELTY MATCHES

Every club has members or prospective members who don't care for straight or formal target shooting. There are many interesting types of matches for these shooters. Even experienced conventional target shooters will welcome variety. Conduct some novelty matches to attract new members for the club, increase the interest of present members, and/or raise club funds. Following are some suggested matches for everyone:

Turkey Shoot

The turkey shoot is the most common of all the novelty matches. While they are usually associated with Thanksgiving and the Christmas holidays, these shoots are of interest in every season of the year. Turkey shoots may be fired indoors and outdoors.

The first step in planning a turkey shoot is to determine the cost of the turkey. For example, if the cost of each turkey is \$20 and you want to realize a profit of \$10 per turkey, you would have to charge an entry fee of \$2 and require 15 entries for each match. Each competitor would be allowed to purchase one or more entries. One turkey is allotted for each squad of 15 entries, so that someone in the group will win each time. Several club members should be selling entries when the firing is going on so that one match can follow another in rapid succession.

Prizes need not always be turkeys. To add interest and to fit the different seasons, use hams, roasts, steaks, fruit, chicken, fish, etc. The cost of the prize will determine the amount of the entry fee and the size of the squads.

Shotgun Paper Target Match

Matches fired with shotguns interest many people. Less space is required and a temporary range can be established in a convenient location near a popular highway where it will attract customers. To handle a large crowd, schedule one-shot matches where each shooter fires one shot.

The distance should be 30 to 40 yards. A large white paper or board about four feet square should be used for the target. More than one target can be used. Place a small piece of paper about three inches square on the target showing the competitor's name. Near the center of the paper place a small cross. Each competitor in the squad fires one shot at his piece of paper. The one having a pellet nearest the center of the cross wins. To assure equal conditions, the club should furnish shells. Some extra shotguns should be available to accommodate interested shooters who stop by without their guns.

Shotgun Trap Match

Another type of shotgun match uses a trap and clay targets. Each member of the squad will fire at a required number of clay birds, usually 10. The one breaking the most birds wins the prize. This match may be fired on a regular trap field or in any safe open area utilizing hand traps.

Miss-and-Out Shotgun Match

This shotgun event requires each member of the squad to fire at clay pigeons until he or she misses one. Keep a record of the number of birds broken by each shooter. The one who breaks the most birds is the winner.

Lucky Circle Match

This shotgun match uses a large plain paper target about four feet square. Place at least 15 three-inch circles at random on the target. As entries are sold, have the shooter choose a circle and write his or her name in it. Each shooter will fire one shot. The shooter with the largest number of pellets in his or her circle wins. A pellet touching the line of the circle is counted as a hit in the circle.

Light Rifle Match

This .22 caliber rimfire rifle match can be held either indoors or outdoors. A light rifle is used to fire either 10 or 20 shots, offhand. Any distance may be used, with the appropriate target for that distance. The light rifle must be .22 caliber rimfire with a weight of not more than seven pounds (including sights). Trigger pull must not be less than three pounds. Schuetzen-type butt plates, palm rests, or slings may not be used.

Fast-Firing Rifle Match

This match is fired at 50 feet on any bullseye target using a smallbore rifle with metallic sights. Each shooter on the squad is allowed two minutes to fire. The shooter may fire as many shots as he or she is able to during that time. Use of a magazine is allowed. The highest score determines the winner. Many times, the better shooters lose this match by trying to fire too many shots.

Fast-Firing Pistol Match

This match is fired much like the Fast-Firing Rifle Match. Use any distance, any target, with any .22 caliber pistol or revolver. Have a two-minute time limit, firing as many shots as possible. High score wins.

Two-Shot Match

Each competitor on the squad fires two shots on the target. The match may be fired with rifle or pistol, indoor or outdoor. Any distance and any target may be used, provided the same type target is used for all shooters on the squad. The two shots that are closest together win the prize, regardless of their location on the target. For a smallbore rifle, it is best not to use the prone position. Metallic sights should be used. You can also hold a three-shot match for best group.

Two-Shot Doubles Match

This match is fired much like the Two-Shot Match, except it is fired by teams of two shooters (two men, two women, husband and wife, father and son, etc.). Each shooter fires one shot at the target, and the team with the best two-shot group wins.

Bingo Target Match

Use bingo cards for targets. Each competitor on the squad fires five shots on the bingo card. The competitor with the highest score is the winner. Shots touching a line count for the higher value.

Blank Target Match

Use rifle or pistol targets, indoor or outdoor, at the regular distance for the target used. Hang the targets backwards with the blank sides toward the shooters. Each shooter on the squad fires five shots on the target. High score is the winner.

Breakable Target Match

The use of a target that breaks when hit will add spectator interest and draw shooters who do not care to shoot at paper targets. Targets may be clay, balloons, poker chips, candy wafers, or anything that is reasonably priced and will break easily.

Hang up five breakable targets for each shooter on the squad. Set a time limit of one minute for firing using single-shot loading. A short whistle blast is a good signal for "Commence firing" and "Cease firing" commands. The shooter who has broken the most targets is the winner.

Air Rifle Matches

Even if you do not have a range for shooting with firearms, many of these novelty matches can be fired with an air rifle or pistol. A perfectly safe range can be established at only 15, 25, or 33 feet in a controlled area. It can be conducted at a police or fire department benefit affair, or at a church or school group meeting. This type of match will provide fun and a good means of raising funds for the club.

NRA CLUB CHAMPION TOURNAMENT MATCHES

Who is the best all-around shooter at your club or in your organization? The NRA Club Champion Tournament Match will help you find out, and your members will have a lot of fun through shoulder-to-shoulder competition. Proficiency with one firearm is easily attainable with hard work, but how good are you at three or more different disciplines? As a fund-raiser, annual event, or “fun shoot” this new NRA Postal Program will definitely bring the shooters out to see who the best all-around shot is at your club.

This is how the program works. Pick three or more courses of fire that your club can accommodate from the list provided below. Designate a date to hold the match, and on the day of the match your club members will shoot all of the different courses of fire. The shooter with the best overall score (aggregate) in ALL disciplines will be your Club Champ, and go home with the top prize.

The NRA will send awards to your club for Club Champion, 2nd, 3rd, High Senior, High Woman, and High Junior.

Tournament Administration

Deadline Dates

Event Packets may be ordered starting January 1st. Firing may be conducted anytime between January 1 and October 1. NRA must receive all participant Entry Forms, Match Reporting Form, and all other appropriate fees by November 1st. To obtain an event packet, please contact the NRA Club Champion Coordinator at (703) 267-1465.

Club Packets

After NRA receives the Contact Form attached to the back of this brochure, you will receive NRA Club Champion Event posters, entry forms, and the match reporting form. The NRA will send a press release that your club can submit to local media.

Fees

NRA entry fee will be \$10.00 per adult shooter and \$5.00 per shooter 17 years of age and younger. There is a \$125.00 minimum. Clubs will return an entry form for each shooter, and a match entry reporting form after the tournament. Payment **MUST** be received before NRA will send out the Club Champion Tournament awards.

Awards

The NRA will recognize the Club Champion, 2nd place, 3rd place, and High Senior, Woman, and Junior Champions. The Champion will receive a Montana Silversmiths Club Champion belt buckle, and a Club Champion patch. The 2nd, 3rd, and High Senior, Woman, and Junior Champions will receive NRA Competitive Shooting Sports medallions and patches.

Rules

The Event Coordinator/Match Director or club will pick a minimum of three different courses of fire from the list below. Remember, the more the better. All competitors must shoot each discipline, and the aggregate score will determine the Club Champion. In the event of a tie, the shooters will shoot-off for 1st place shoulder-to-shoulder. The match director will determine the course of fire for the shoot-off utilizing the match events originally fired. **Remember to adhere to ALL NRA gun safety rules and regulations.** If you need copies of the NRA Gun Safety Rules brochure please specify how many on your Club Champion Tournament form.

Courses of Fire (Rifle Disciplines)

Any Sight .22 Rifle

.22 caliber Smallbore rifle. Open to any sporter .22 rifle with any sights. Variable scopes will be taped at 4X or less. Trigger pull no less than 3 pounds, and no target rifle, or accessories will be allowed.

Course of Fire: 10 shots standing (offhand, no rests) in 10 minutes at 50 yards.

Target: TQ-4

Score: 100 Total Points

Indoor Reduced Target: TQ-2 at 50 feet.

Air Rifle

Rifle: Any standard production air rifle in .177 caliber or .22 caliber. No target rifles, optical or electronic sights, or accessories will be allowed at any time. Open sights only. Sighting shots will be allowed.

Course of Fire: 10 shots standing (offhand) in 15 minutes at 33 feet.

Target: A-32

Score: 100 Total Points

Any Sight Hunter Rifle

Rifle: Any standard short action, non-magnum hunting rifle in .243 caliber or larger. Any sight is allowed. Variable scopes will be taped at 4X or less. No target rifles, or accessories will be allowed.

Course of Fire: 10 shots standing (offhand, no rests) in 10 minutes at 100 yards.

Target: SR or SR-3

Score: 100 Total Points

Lever Action Rifle

Rifle: Any standard production lever action rifle that shoots .24 caliber or larger. Open sights only. No optical or electronic sights, and no target accessories.

Course of Fire: 10 shots standing (offhand) at 50 yards in 15 minutes.

Target: B-8

Score: 100 Total Points

Muzzle-Loading Rifle

Rifle: Any standard production hunting muzzle-loading rifle with open sights. No target rifles, optical or electronic sights, or target accessories will be allowed. Rifles must be .45 caliber to .58 caliber muzzleloaders that use flint or percussion ignition. Only black powder or Pyrodex allowed.

Course of Fire: 10 shots in 30 minutes from 50 yards.

Target: B-8

Score: 100 Total Points

Courses of Fire (Pistol Disciplines)

Big Bore Pistol

Pistol: Any standard production pistol or revolver with open sights .32 caliber or larger. One or two handed. No electronic or optical sights, and no target accessories.

Course of Fire: 3-5 shot strings, each string in 30 seconds intervals at 25 yards.

Target: TQ-4

Score: 150 Total Points

Reduced Program for Indoor Ranges: B-3 target at 50 Feet

.22 Smallbore Pistol

Pistol: Any standard production .22 caliber pistol or revolver with open sights. No optical or electronic sights, and no target accessories will be allowed.

Course of Fire: 10 shots standing (offhand), one or two handed, in 10 minutes at 25 yards.

Target: TQ-4

Score: 100 Total Points

Reduced Program for Indoor Ranges: B-3 Target at 50 feet.

Air Pistol

Pistol: Any standard production air pistol with open sights in .177 caliber or .22 caliber. No target pistols, optical or electronic sights, or target accessories will be allowed.

Course of Fire: 10 shots in 10 minutes, one or two handed, at 20 feet.

Target: A-32

Score: 100 Total Points

Courses of Fire (Shotgun Disciplines)

Standard Amateur Trapshooting Association, National Skeet Shooting Association, and National Sporting Clay Association Rules apply.

Standard Trap

Shotgun: Any 28, 20, or 12-gauge shotgun with stock, open sights. No tactical shotguns.

Ammunition: No more than 1 1/8 oz loads. No more than 3 drams of powder, must be 7 1/2 to 8 sized shot. Lead shot only, no steel shot may be used.

Course of Fire: 1 round ATA standard trap, 25 targets from 16 yards. 1 round of handicap trap at 23 yards. 2 rounds, 50 shots total.

Score: 100 Total Points (2 points per bird)

Target: Standard-sized, American clay target.

Standard Skeet

Shotgun: Any 28, 20, or 12-gauge shotgun with stock, open sights. No tactical shotguns.

Ammunition: No more than 3 drams of powder, 1 oz. of shot, and shot size no larger than 7 1/2. Lead shot only, no steel shot may be used.

Course of Fire: 2 rounds of NSSA, American skeet. 50 shots total.

Score: 100 Total Points (2 points per bird)

Target: Standard-sized, American clay target.

NSCA Regulation 5-Stand Sporting

Shotgun: Shotguns of 12 gauge or smaller, in safe working order, and capable of firing two shots are to be used in attempting all targets. No more than two (2) shells may be loaded in the gun at one time. No tactical shotguns. Lead shot only, no steel shot may be used.

Ammunition: Maximum loads for any gauge shall not exceed:

Gauge	Ounce Lead
12	1 1/8
20	7/8
28	3/4
.410 (2 1/2" Maximum)	1/2

All loads can be used. Shells can be factory ammunition or reloads. The use of reloads is up to the Match Director. NRA and the NSCA assume no responsibility in the connection with the use of reloads or commercially manufactured ammunition.

Course of Fire: 2 rounds of 25 targets. 50 shots total.

Score: 100 Total Points (2 points per bird).

Target: Standard-sized, American clay target.

NSCA Regulation Sporting Clays

Shotgun: Shotguns of 12 gauge or smaller, in safe working order, and capable of firing two shots are to be used in attempting all targets. No more than two (2) shells may be loaded in the gun at one time. No tactical shotguns. Lead shot only, no steel shot may be used.

Ammunition: Maximum loads for any gauge shall not exceed:

Gauge	Ounce Lead
12	1 1/8
20	7/8
28	3/4
.410 (2 1/2" Maximum)	1/2

All loads can be used. Shells can be factory ammunition or reloads. The use of reloads is up to the Match Director. NRA and the NSCA assume no responsibility in the connection with the use of reloads or commercially manufactured ammunition.

Course of Fire: 100 targets at 1 point per bird, or 50 targets at 2 points per bird.

Score: 100 Total Points (1 or 2 points per bird).

Target: Standard-sized, American clay target.

Wobble Trap

Shotgun: Any 28, 20, or 12-gauge shotgun with stock, open sights. No tactical shotguns.

Ammunition: No more than 1 1/8 oz loads. No more than 3 drams of powder, must be 7 1/2 to 9 sized shot. Lead shot only, no steel shot may be used.

Course of Fire: 2 rounds of 25 targets. 50 shots total.

Score: 100 Total Points (2 points per bird).

Target: Standard-sized, American clay target.

SIGHTING-IN DAY AND NATIONAL HUNTING & FISHING DAY

Sighting-In Day

Sighting-In Day programs consist of one or more days during which a club provides local hunters with range space, coaches, targets and assistance on sight adjustments. It is an excellent way of introducing sportsmen in the area to your club and its facilities. Club interest and support may increase because of the service the program provides to hunting safety and success. Because it is appropriate to charge for the service, this event can bring funds into the club treasury.

In addition to the active interest of NRA clubs and the hunters who attend, the NRA Sighting-In Day has received the support and endorsement of outdoor writers, state game departments, law enforcement agencies, and safety organizations. It is one more way that the NRA endeavors to bring shooting enjoyment and safe gun handling to our nation's sportsmen. The emphasis for Sighting-In Day is on safe shooting and humane harvest in the field. It is a positive step to help create community respect for the shooting sports. To make your club's sighting-in day serve a dual purpose, you can schedule it on the same day as the annual National Hunting & Fishing Day.

National Hunting & Fishing Day

National Hunting & Fishing Day focuses public attention on the role of America's sportsmen in conservation and outdoor recreation. It has provided the nation's sportsmen's clubs with a platform from which they can spread the word about the sportsman's role in conservation. Participation by your club will give your community the satisfaction of having made a good thing even better.

Information on how to plan your club's Sighting-In Day or National Hunting & Fishing Day may be obtained by writing to the NRA Hunter Services Division, 11250 Waples Mill Road, Fairfax, VA 22030.

CHAPTER 12: CLUB NEWSLETTER

A newsletter is one of the most important club services. Its main purpose is to provide news, such as announcing meetings, promoting activities and programs, giving recognition for achievements, and keeping the membership informed about ongoing club activity.

The newsletter is more than a promotional tool -- it is an information source. When used properly, it can help increase attendance at shoots and meetings, increase membership renewals, and develop the support of the membership for fund-raising projects, work parties, and social events.

SELECTING THE EDITOR

Selection of the editor will be a major factor in determining the effectiveness of the newsletter. Above all, the editor must be organized and competent. His or her editorial skill will be necessary for the job of shortening the copy so it can fit into a limited amount of space while retaining its meaning and appeal.

The editor must also be able to sell key members on supplying news according to newsletter deadlines. The regulation and flow of material is a primary concern for the success of the newsletter.

A newsletter should be fairly short and easy to understand. The editor is responsible for the decisions on the amount of copy used and the type of material that is important to a club when it is newly organized.

CONTENT

The newsletter is basically a paper and its contents should resemble the local newspaper. It should include announcements of programs and meetings, appointments, elections, and match results. It should also include news about the personal achievements of members, such as awards, hunting trophies, and records established. Use it to recognize your members' activities in business, community affairs, and honors bestowed outside of club activities.

The newsletter should cover essential items without many frills. A paid advertising section should be started only after a careful study to see if it is worth the effort. Continuing features or departments should be introduced only if it is certain that copy will be furnished on a steady basis. Certain non-time sensitive feature information can be kept on hand to round out a newsletter. Safe gun handling, marksmanship improvement tips, hunting information, and similar items are examples of the types of material that may be used. Much of this information can be obtained

from information distributed by the NRA. Permission is usually given by the NRA to reprint information printed in the NRA's official journals: *American Rifleman*, *American Hunter*, and *America's 1st Freedom*.

Contact information on club officers and the newsletter editor should be carried in every issue of the club newsletter. The name, address, and phone number of the club secretary will enable members to make contact on club business. The same information for the editor will enable members to report news items for publication.

A club membership application printed in every issue of the newsletter will assist members in signing up new members and in renewing their own memberships on time.

PUBLICATION FREQUENCY

Almost any club can manage a quarterly newsletter. If the needs of the club indicate an increase to bimonthly or monthly frequency, a stepped-up schedule should be instituted. The decision to publish monthly, bi-monthly, or quarterly will be determined largely by the amount of club activities which generate news and the funds available for publication. Whatever schedule is selected, it should be adhered to faithfully in the interest of readership appeal.

FORMAT AND PRODUCTION

If you are fortunate enough to have any combination of computer, copier, and/or printer in your club, production problems will be at a minimum. However, since most clubs are not this fortunate, the task of mechanical production will necessarily be the responsibility of the newsletter editor. The format of the paper can be as professional as the editor's talents and the club budget will allow.

Considerable planning and effort go into the publication of a newsletter. It is the standard means of communication. Without a newsletter or a similar publication, it is difficult for a club to grow and prosper. By keeping the newsletter lively, simple, and on schedule, it can be the club's most tangible benefit. You may find that a substantial segment of your members have access to the Internet. If this is the case, you may consider posting your newsletter on a webpage or e-mailing each issue directly to your individual members.

CHAPTER 13: NRA STATE ASSOCIATIONS

All 50 states are served by NRA State Associations. Their tasks of coordination and communication are quite different from those of local organizations. NRA State Association objectives are broader and their operations are more far reaching. They are the liaison between local clubs and the National Rifle Association. The NRA State Association is obliged to keep one eye on the specific interests of members and clubs at the local level, and the other eye on the myriad shooting events constantly taking place throughout the nation as well as the state.

Information is a prime product of any state rifle and pistol association. Shooters in one part of a state may have an interest in what shooters in other parts of the state are doing. Only NRA State Associations can supply this information. National publications do not have sufficient space to cover the news and personalities that are of interest to shooters solely in a particular state.

Firearm legislation must be continually followed for restrictions on the rights of citizens to own and use firearms. Such anti-firearm legislation often originates in the state legislature. NRA State Associations can perform a valuable service in reporting such proposals to clubs. There are times when it is necessary to attend hearings, contact individual legislators, and furnish information to the various news media. The effective legwork being done by NRA State Associations assist local clubs in their information services to their club members.

State shooting championships are popular with competitive shooters everywhere. Most NRA State Associations conduct their rifle and pistol championships through local clubs, although a few completely manage their own shooting championships. NRA State Associations determine the location, choose the events, and promote the championships. Some of them approve match officials, furnish the awards, and publish the results. They also handle tryouts for the selection of team members. Many NRA State Associations sponsor Regional, Sectional, Registered, and Approved tournaments, as well as leagues and pistol matches. By coordinating all types of competitive shooting activities within the state, NRA State Associations can help bring about better scheduling of matches, more interesting programs, and improved ranges.

Meeting annually is another important function of NRA State Associations. It is beneficial to all shooters in a state to have its leading shooters and club officers meet to discuss problems and programs common to all. Officers and committees report on their activities, new programs are planned, and elections are held. Through these meetings, the benefits to shooters statewide increases.

NRA State Associations assist in the guidance of conducting club events, improving shooting facilities, and conducting training courses. They also help the club to locate and train instructors. Individual NRA State Association members are furnished to help locate and join gun clubs in the state.

For more information about your NRA State Association visit www.nrahq.org/clubs/state.asp or call (800) NRA-CLUB.

CHAPTER 14: NRA CLUB AWARDS PROGRAM

PURPOSE

The NRA Club Awards Program recognizes noteworthy achievement by NRA-affiliated clubs nationwide in selected areas of administrative organization, member services, program development, and/or public service. The National Rifle Association on the recommendation of the Clubs and Associations Committee gives awards annually.

THE AWARDS

The NRA Club Awards are handsome certificates or plaques suitable for display at a club facility or other appropriate location. The awards are:

- Outstanding Club Award
- Outstanding Youth Award
- Outstanding State Association Award
- Public Service Award
- NRA Gold Medal Award

The president of the club selected to receive the annual Outstanding Club Award will be invited to attend the fall NRA Board Meeting where the award will be presented. The awards brochure and application are mailed to all NRA-affiliated clubs in the fall of each year. The application deadline is December 1 of each year. Club officers will be notified of Awards Committee decisions by February 15.

NRA Gold Medal Club Awards are presented to clubs which are members of their NRA State Association and which have 100% NRA membership, a newsletter, a Junior Shooting Program, and an NRA Recruiting Program. The application deadline for the Gold Medal Awards program is February 15 annually.

For more information on NRA Club Awards or to obtain an application(s), call (800) NRA-CLUB or visit www.nrahq.org/programs/clubs.

CHAPTER 15: HINTS FOR SPEEDY PROCESSING OF NRA ORDERS

GENERAL INFORMATION

- Always use an NRA Standard Order Form, advertisement coupon, or your program's special order form if at all possible.
 - Carefully print all requested information.
 - Use NRA item numbers. These numbers are essential!
- If you are charging your order to a major credit card (MasterCard, Visa, or American Express), supply the correct card number plus the expiration date. Otherwise, your order will be delayed.
- An *EXPEDITE* option is available, and is explained on the Standard Order Form. Selection of this option will result in your order being shipped via the quickest method available. Please be aware that you will be billed for extra shipping charges.
- Allow six weeks for normal delivery of your order. If your order is for supplies that are necessary to run a scheduled activity such as a class or a tournament, and you have not received the order 7 - 10 work days prior to your event, contact NRA Customer Service at (800) 336-7402. Have your order number available when you place your call.
- If your order is filled incorrectly or incompletely, be sure to call NRA Customer Service at (800) 336-7402 as soon as possible for corrective action. Have your order number available when you place your call.
- Most materials that you order can be returned for full refund or credit. This return policy assures you that you can place your order in a timely fashion, and in sufficient quantity, to meet your needs. Always include your original order number when returning items. The order number will expedite your refund or credit.
- Remember to include payment for state taxes and handling, packing, and shipping fees according to the schedule quoted on the price list and in advertisements. Failure to include these costs will delay fulfillment of your order.
- Consignment orders are available to clubs and camps for the purchase of qualification awards only (excluding award coupons).

CHAPTER 16: NRA PUBLICATIONS AND PRICE LIST

To assist you in obtaining NRA materials, we have listed below a few of NRA's current publications and their prices. Please note that prices are subject to change without notice. Prices do not include state taxes or handling, packing, and shipping fees.

<u>DESCRIPTION</u>	<u>ITEM NO.</u>	<u>PRICE</u>
Education and Training:		
<i>NRA Marksmanship Qualification Program</i>	EQ 09525	\$ 2.50
<i>NRA Basic Range Safety Officer Course</i>	EF 13520	\$ 17.00
Hunter Services:		
<i>The Hunter's Guide</i>	HR 06000	\$ 10.00
Range Development:		
<i>NRA Range Source Book</i>	AR 14840	\$ 59.95
<i>NRA Range Source Book on CD</i>	AR 14861	\$ 19.95
<i>NRA Range Rules (Poster)</i>	AR 14880	\$ 4.95
<i>NRA Range Flag</i>	AR 14835	\$ 23.50
<i>Range Perimeter Sign (10/pk)</i>	AR 14836	\$ 20.00
Law Enforcement:		
<i>Police Pistol Combat Rule Book</i>	LE 15100	\$ 2.50

CHAPTER 17: NRA CONTACT INFORMATION

Below is a listing of key contacts at NRA headquarters that may be able to assist you and your club with NRA programs, benefits, membership recruitment, grants and competitions in order to help your club become a leader in your community. For all other inquiries, please contact NRA headquarters at (800) 672-3888 to be directed to the appropriate division.

<u>DEPARTMENT</u>	<u>PHONE NUMBER</u>	<u>WEBSITE</u>
Clubs & Associations	(800) NRA-CLUB	www.nrahq.org/clubs/index.asp
Competitive Shooting	(703) 267-1480	www.nrahq.org/compete/index.asp
Education and Training	(703) 267-1411	www.nrahq.org/education/index.asp
Hunter Services	(703) 267-1522	www.nrahq.org/hunting/index.asp
Training	(703) 267-1431	www.nrahq.org/education/training/basictraining
Women's Programs	(703) 267-1399	www.nrahq.org/women/index.asp
Youth Programs	(703) 267-1596	www.nrahq.org/youth/index.asp
<i>Friends of NRA</i>	(703) 267-1356	www.friendsofnra.org
Membership	(703) 267-3700	www.nramemberservices.org/Default.asp
NRA-ILA	(800) 392-8683	www.nraila.org