



HOW TO CREATE PARTICIPATION AND SALES

WITH NATIONAL SHOOTING SPORTS MONTH®

CONTENTS

2 INTRODUCTION

3 WHY PARTICIPATE?

4 PAST SUCCESSES

5 HOW TO GET STARTED

9 **STEP 1:** Decide what events, classes and promotions you will create or tie in with this campaign.

13 **STEP 2:** Prepare Messaging

20 **STEP 3:** Register Your Business

22 **STEP 4:** Promote The Month and Your Events

26 **STEP 5:** Event Day

29 **STEP 6:** Let us know how it goes!

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INTRODUCTION

Let's face it, the summer months can be challenging. Many of your regular customers are enjoying other activities, and for some, attracting new customers to your store or range can be difficult.

That's why in 2017 NSSF® created National Shooting Sports Month, a celebration to promote shooting sports throughout the year to help you increase participation and generate new customers.

In this guide, we give you the steps you need to leverage this nationwide event that will help you increase sales while growing participation and our industry.



WHY PARTICIPATE?



1. THE INFLUX OF NEW GUN OWNERS

This year the shooting sports industry has seen an influx of new gun owners. You most likely have had to deal with product delays from manufacturers, long lines and ammo shortages. Most of these new gun owners had never considered buying a firearm before.

New gun owners are eager to get started on building their skills to kick start their shooting sports journey. For this reason, NSSF encourages gun retailers and ranges to make the most of this opportunity to welcome these new patrons into the shooting sports community. By doing so, we have a chance to share our values, heritage and support for the Second Amendment.



2. ATTRACT AND TEACH NEW /PRESENT GUN OWNERS

As responsibly armed citizens, recreational shooters, hunters and enthusiasts, we must always be proactive in our training and safety practices.

By conducting training classes and events, you are adding to your patron's skills that will improve their safety and enjoyment of the shooting sports for a lifetime.

VISIT [SHOOTINGSPORTSMONTH.ORG](https://shootingmonth.org) TO LEARN MORE





3. NEW CUSTOMERS AND INCREASE SALES

By partnering with the NSSF in this nationwide event, you will increase the recognition of your range/retail location and brand. The same for organizations. By leveraging this highly publicized event, you will be able to bring more awareness to your brand or business.



4. CELEBRATE AND PROMOTE THE SHOOTING SPORTS INDUSTRY

August is our time as an industry to celebrate our heritage, patriotism and promote pro-Second Amendment values. We want our voices to be heard—individually and collectively.



5. GIVE YOUR PATRONS A FUN AND UNIQUE WAY TO INVITE FRIENDS AND FAMILY

National Shooting Sports Month gives your patrons a reason to be pro-active in reaching out to their networks about the shooting sports, which makes it easier for them to teach new shooters how fun the shooting sports can be!

Offer +ONE® Challenge themed events or promotions that encourage your patrons to take the pledge to introduce someone new and reward them for doing so with incentives such as a free shirt, hat or +ONE Mentor Challenge Coin.



PAST SUCCESSES

BRISTLECONE COLORADO

National Shooting Sports Month: “It All Worked!”

“Last year we did a variety of things,” says Jacquelyn Clark, as she recalls the events the center hosted for last year’s National Shooting Sports Month. “For us, it was all about the family aspect of sport shooting and introducing newer people to the sport, something that would give them a lifelong activity or something that they could do together.”



BREAK-A-CLAY DAY

#LetsGoShooting and Break-A-Clay!

“It brings people who never knew this range was here, so they join the gun club or they come up and shoot and, over time, some of them purchase a firearm,” says Mike Borg.



National Shooting Sports Month “All Successful” At Deep River

“The whole month and the events here, they were just all successful,” says Ed Strickland, of last year’s inaugural National Shooting Sports Month. We couldn’t ask for any more than that—and that’s our goal again this year, to try and make it successful and live the mission to bring #LetsGoShooting to the forefront in this area.”

National Shooting Sports Month A Big Boom for Texas Range

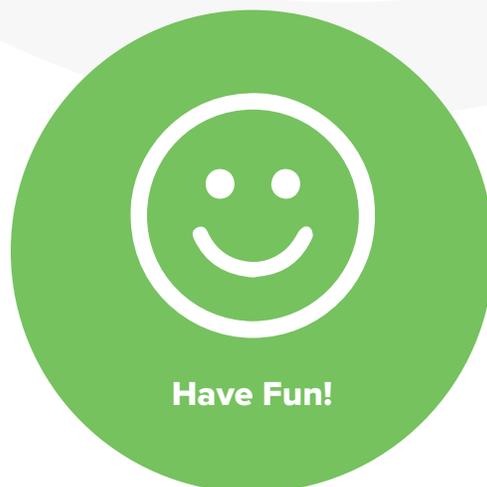
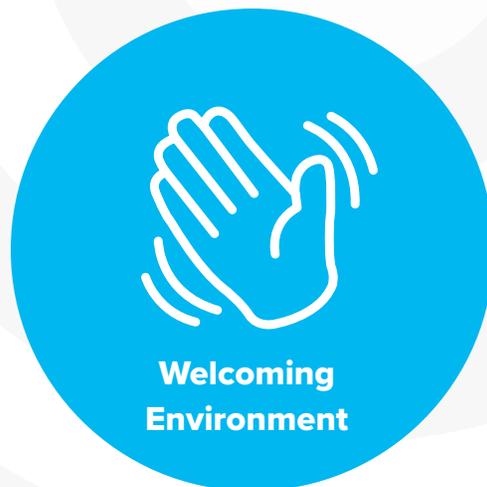
Both the gun giveaway and live Facebook streaming of National Shooting Sports Month events brought considerable growth to their social media followings, says Will James. “We definitely saw the needle move. Our live stream of the women shooting during the Ladies Shoot ‘n’ Sip was our most watched live stream up to that point, with over 3,000 people tuning in. That was soon eclipsed by our Gen5 GLOCK Reveal live stream on the 26th, which got over 16,000 views.



HOW TO GET STARTED

First, we want to encourage you to commit to National Shooting Sports Month's four core values. These values will help set your events, classes and promotions up for success.

- **Safety First**
- **A Welcoming Environment**
- **A Teaching Spirit**
- **Have Fun!**





STEP 1

DECIDE WHAT EVENTS, CLASSES AND PROMOTIONS YOU WILL CREATE OR TIE IN WITH THIS CAMPAIGN.

There are many ways to participate and get involved in National Shooting Sports Month, whether you are a retailer, shooting range, manufacturer or organization. Below are some ideas as you consider your level of involvement:

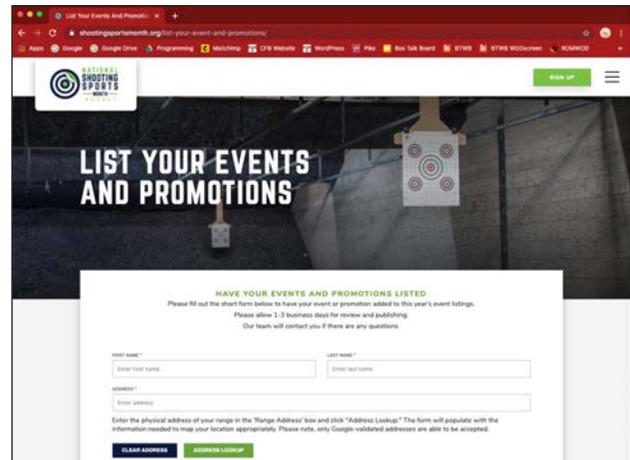
- Firearm Retailers
- Shooting Ranges
- Manufacturers and Organizations



FIREARM RETAILERS

As a firearms retailer, you serve a critical role in the continued growth of gun ownership and shooting sports participation. Join us this August for National Shooting Sports Month. Here are some ways to get involved:

- Host an event at your store such as a sale, open house, safety class or gear promotion. Or consider partnering with a local range.
- List your business and hyperlink to shootingssportsmonth.org/list-your-event-and-promotions/ on the National Shooting Sports Month host venues map.



The screenshot shows a web browser window with the URL shootingssportsmonth.org/list-your-event-and-promotions/. The page features a dark background with a target graphic and the text "LIST YOUR EVENTS AND PROMOTIONS". Below this is a white form titled "HAVE YOUR EVENTS AND PROMOTIONS LISTED". The form includes fields for "FIRST NAME", "LAST NAME", "ADDRESS", and "ENTER ADDRESS". A "CLEAR ADDRESS" button is located at the bottom left of the form, and an "ADDRESS LOOKUP" button is at the bottom right. The form also contains instructions: "Please fill out the short form below to have your event or promotion added to this year's event listings. Please allow 1-3 business days for review and publishing. Our team will contact you if there are any questions."



- Help spread the word about the event(s) you're planning to host by utilizing the resources within the promotional toolkit.
- Display the National Shooting Sports Month logo on your website, in your promotions and on social media.
- Encourage active customers to invite family and friends to come check out the great deals you're offering this August.

SHOOTING RANGES

As a shooting range, you play a key role in the continued growth of gun ownership and shooting sports participation. We urge you to join us this August for National Shooting Sports Month. Here are some ways to get involved:

- Host an event or a series of events that are geared towards attracting different audiences.
- [List your Range/Club](#) on the National Shooting Sports Month website.
- Help spread the word about the event(s) you're planning by utilizing the resources within the promotional toolkit.
- Display the National Shooting Sports Month logo on your website, in your promotions and on social media.
- Encourage active customers/members to invite family and friends to go target shooting.



MANUFACTURERS AND ORGANIZATIONS

As a manufacturer or organization, you serve a critical role in the continued growth of gun ownership and shooting sports participation. We urge you to join us this August for National Shooting Sports Month. Here are some ways to get involved:

- Become an [OFFICIAL SPONSOR or PARTNER](#) of this month-long celebration to strengthen your company's brand loyalty and build brand awareness while helping ensure the campaigns ongoing success.
- Ways your company can support National Shooting Sports Month include:
 - Promote National Shooting Sports Month by displaying the campaign logo on your website and social media channels while directing viewers to LetsGoShooting.org to find participating businesses in their community.
 - Offer special pricing/promotions throughout the month on products and display the campaign logo and/or words "In celebration of National Shooting Sports Month" in your customer promotions.
 - Actively promote the month on your social media channels and using the National Shooting Sports Month Social Media Helper. Encourage your followers to go shooting during August and to take the [+ONE® Movement Pledge](#). Use the [#letsgoshoooting](#) and [#plusonemovement](#) hashtags.
 - Encourage other industry stakeholders (i.e. manufacturers, ranges, retailers, organizations and state agencies) you work closely with to get on board with too. Or better yet team up on events/promotions you can rollout together and add the venue/s to the host range and retailer map to the [national calendar at shootingssportsmonth.org](https://nationalcalendaratshootingssportsmonth.org)



BECOME A SPONSOR OR PARTNER



STEP 2

PREPARE YOUR MESSAGING

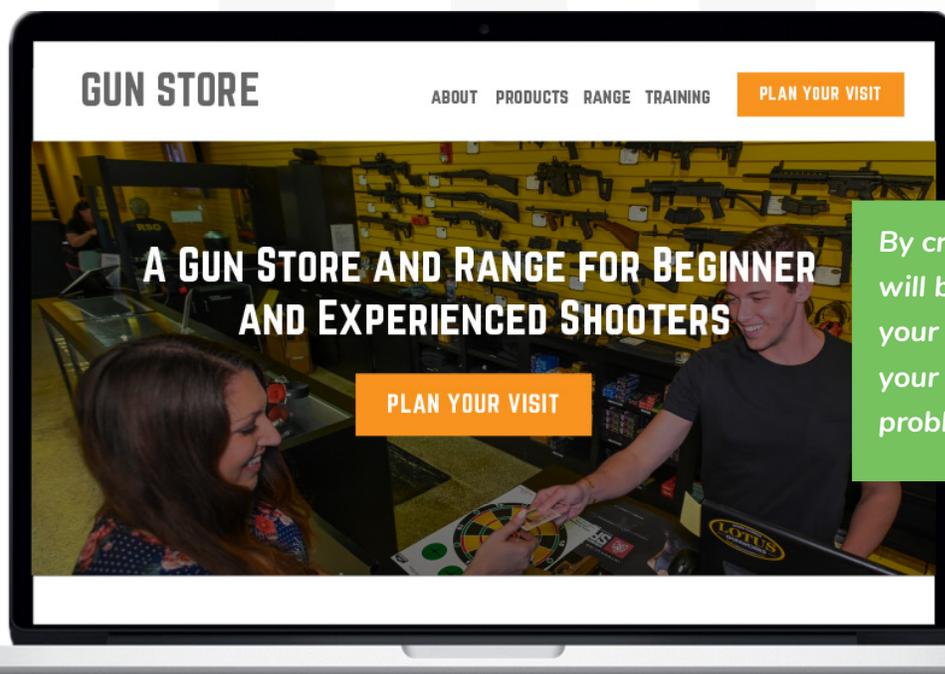
Most businesses struggle to communicate clearly. Prospective customers need to understand—in a simple way—what you offer and how you help them. For this reason, we want to give you three easy ways to improve your messaging to maximize your marketing and sales efforts during National Shooting Sports Month and throughout the year.

WEBSITE RECOMMENDATIONS

Data indicates that over 80% of new customers will visit your website before stepping foot in your store or range. People like to know beforehand what to expect before taking the time to travel to your location. The best way to inform your prospective customers is through your website.

1. TELL YOUR WEBSITE VISITORS WHAT YOU OFFER CLEARLY

Your website should clearly state what you offer. When people visit your site, you want to tell them what's in it for them. Think about how your gun store or range helps them become safer, become more experienced, get training or find that perfect piece of equipment or firearm.



By creating a clear header, you will be able to communicate your offering better and help your customers solve their problems quicker.

Examples of a clear header:

- “A Gun Store and Range for Beginner and Experienced Shooters”
- “Your Firearm Training and Firearm Resource.”
- “The Largest Selection and Best Firearm Training.”
- “Everything You Need to Start Your Firearm Training.”
- “Your Friendly Indoor Range and Gun Shop.”
- “Guns, Ammo and Training”



If possible, add pictures of smiling patrons or staff to your website. This works better than just pictures of guns. By creating a positive and welcoming image you will help attract more new customers and keep current ones coming back.

2. TELL YOUR WEBSITE VISITORS WHAT YOU WANT THEM TO DO

Most websites don't tell their visitors what to do. It's essential to create a prominent button on your site that makes your visitor make a decision.

Here are a few examples:

- Plan Your Visit
- Call Now
- Book a Time
- Contact Us With Your Questions
- Reserve a Shooting Lane
- Sign Up
- Visit us Today! (Link to your address or map or search engine)
- See Upcoming Events and Classes

A clear call to action will help you move your customers to make a purchase decision.

PLAN YOUR VISIT

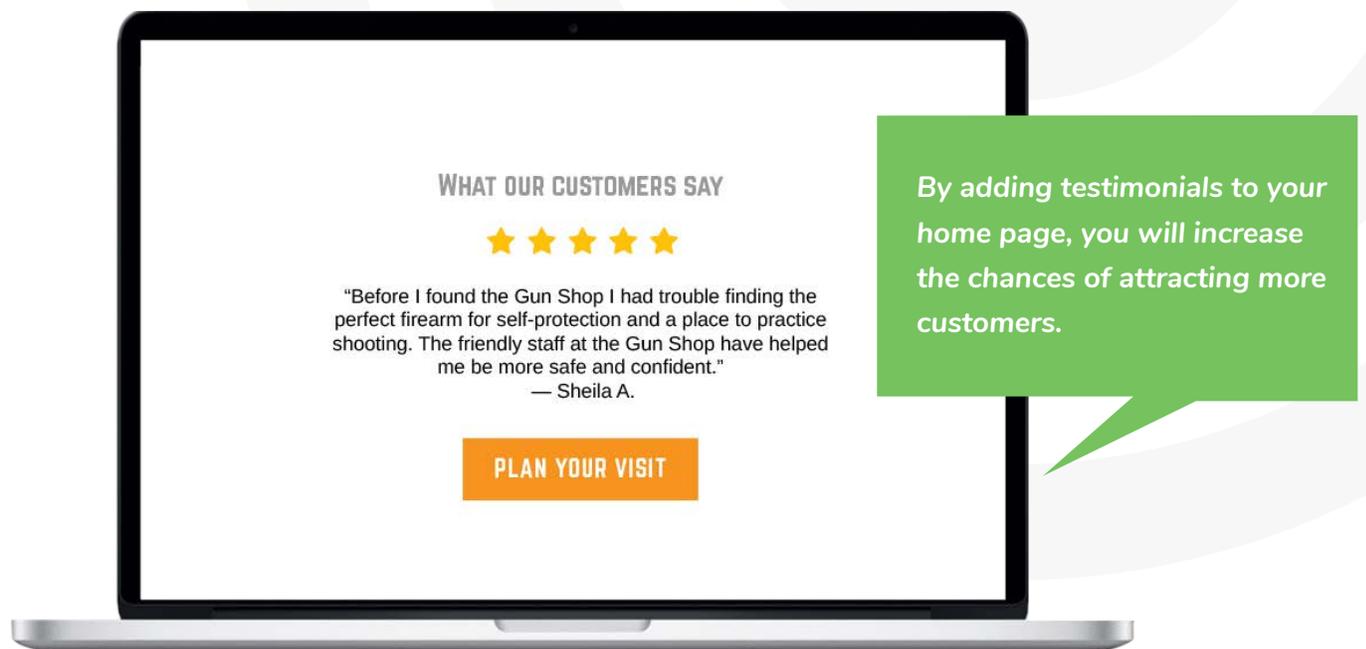


3. ADD CUSTOMER TESTIMONIALS

Customers naturally trust each other, which is why testimonials are an essential part of building your reputation. Testimonials add legitimacy and make people more willing to buy from you. However, not all testimonials are the same.

To start, ask your customers these questions:

- How have we helped you today?
- What problem did we help you solve?
- What's the main reason you would recommend us?

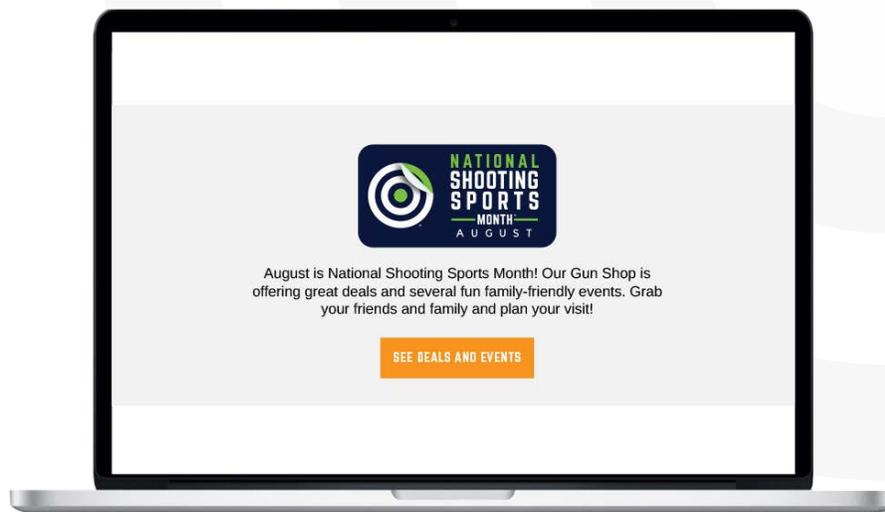


Add the responses to your home page. We recommend at least three to start.

You should be proactive in gathering feedback from your most loyal customers. You'll find that most are more than willing to help you out.

4. DISPLAY NATIONAL SHOOTING SPORTS MONTH LOGO

To create continuity between National Shooting Sports Month advertising and your business, you'll want to utilize the resources below. Place the National Shooting Sports Month logo in a prominent location on your home page. You can also create a webpage on your website dedicated to the events, classes and promotions you'll be offering.



5. HOW TO TALK ABOUT NATIONAL SHOOTING SPORTS MONTH

Firing a gun or walking into a gun store for the first time can be intimidating for new shooters. That's why it's important to give your patrons ways they can invite their family, friends and neighbors to your retail location or range, especially if it's their first time. Below are a few sample scripts you can use to talk about National Shooting Sports Month.

NEW GUN OWNER

Thanks for your purchase! I wanted to let you know about an upcoming event that's going on in August called National Shooting Sports Month. As a first-time gun owner, it can be challenging to find the training and the education you need to be safe. That's why we're going to be offering discounted training classes for first-time gun owners. Can I get your first name and email address so we can send you the details?

We also have the information on our website. Please invite any family members or friends. You will leave feeling more confident and safe. (Give them an [event flyer](#))



REGULAR PATRON

Hey Joe, thanks again for your business. I wanted to let you know about an upcoming event that's going on in August. As you might know, the gun industry has grown tremendously over the last few months, and we want to make sure new gun owners are safe and know how to use their firearms properly. If you know of any new owners, would you tell them that we are running a few classes and events this August for National Shooting Sports Month? It's also a great way to get your friends and family involved if they haven't shot in a while.



FRIEND / FAMILY / NEIGHBOR WHO'S NEVER CONSIDERED SHOOTING

“Hi Mary, how are things going? Would you be interested in learning how to shoot?”

“I wanted to let you know about an event going on in August called National Shooting Sports Month. I'm going to be taking a few friends to the shooting range and wanted to see if you wanted to come along?”

“My local range is excellent, has super friendly staff and is safe. I know you have been considering buying a gun to protect yourself. I'd be happy to teach you a few things so you can be better prepared.”

These are only a few examples. The point is to be proactive and make the effort. You'll find most people would be happy and excited to answer your request.





STEP 3

REGISTER YOUR BUSINESS/CLUB

Now that you have had some time to think about what kind of promotions you'd like to run and have some ideas on how to talk about National Shooting Sports Month, you'll now want to make it official and register your range, club or store at shootingsportsmoenth.org/listyourevent.

Please fill out the registration form on this page to have your business listed on the host ranges & retailers map.

Please allow 1-3 business days for review and publishing. Our team will contact you if there are any questions.

SIGN UP



Need ideas? Here is a list of different events and promotions businesses offered in 2019.

GET IDEAS

Once published, your business / club will appear in our directory that can be easily searched by national and local customers.



STEP 4

PROMOTE YOUR EVENTS

You will want to give yourself plenty of time to prepare promotions for your event(s). For this reason, we suggest starting as early as possible with the latest being the first week of July. If you start late, that's still OK, you can always promote your events during August, but the more time, the better.

There are many ways to promote your events:

- [Social Media](#)
- [Press Releases](#)
- [Digital Ads on your Website](#)
- [Event Flyers](#)
- [In-Store Posters](#)
- [Email your Patrons/Customers](#)
- [Local Advertising](#)

Here are a few examples of how other retailers and ranges promoted their event.

Range/Retailer #1

This range/retailer posted their events on Facebook. They added a banner to their website home page and created a dedicated page to their activities, classes and promotions.

Retailer #2

One retailer bought ad space in a local newspaper that ran the whole month of August that promoted its sales events and family day that included a jump house and free hotdogs and hamburgers.

Gun Club #3

A Gun Club conducted a charity event for wounded soldiers that raised money through a Sporting Clays Tournament. All club members received a free t-shirt for donating.

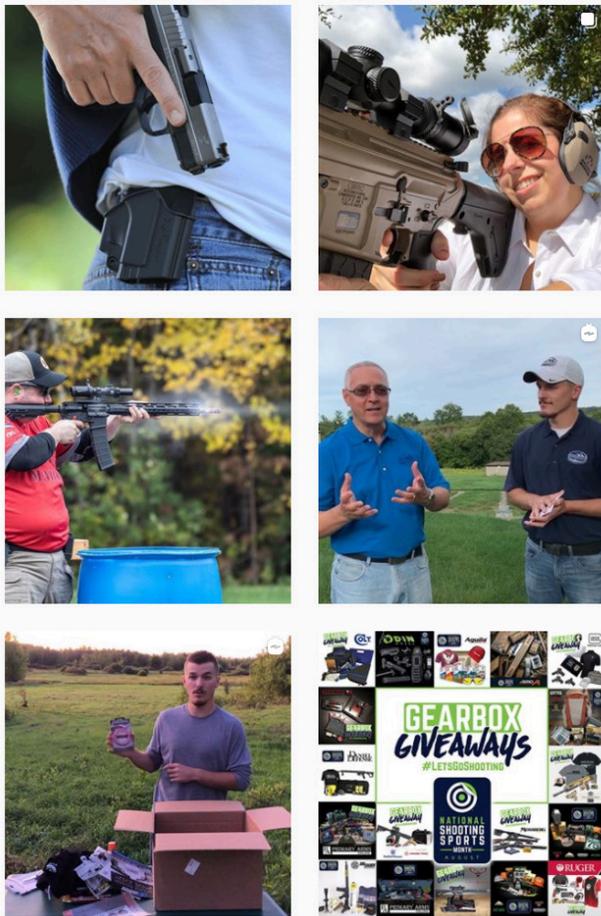
As you can see, there are many ways to promote your events. The key is to plan early and start promoting soon. Use the free sources provided by the NSSF to get started today!

READ SUCCESS STORIES

SOCIAL MEDIA

Social media is an inexpensive and great way to reach your customers. Use the month of August to push the FUN of the shooting sports to all Americans. Be inclusive.

Use the hashtag **#LetsGoShooting** in your posts as a way to encourage participation in target shooting and to become more discoverable by consumers and other supporters in the industry. NSSF will also be monitoring that feed for sharable content. To be discovered by NSSF/Let's Go Shooting and to be featured in news roundups, tag Let's Go Shooting social media accounts in your posts.



- Twitter: @LetsGoShootUSA
- Facebook: /LetsGoShooting
- Instagram: @LetsGoShooting



STEP 5

EVENT DAY

The big day has finally arrived! The key to a successful event consists of many factors—however, we suggest that a welcoming and fun environment, safety and follow-up are the most important. Let's take a look at each.

WELCOMING ENVIRONMENT

1. Reassure your customers they have come to the right place.
Welcome your customers with a smile.
2. If lines get long, keep them to a minimum. To keep customers waiting is essentially telling them they are not important to you. Make sure to staff your event with plenty of help.
3. First-time customers will need special attention.

You'll be able to see it in their faces. Be prepared to give your store's story, your current promotions and how to get started purchasing their first firearm and how to improve their training.

4. Your staff should become familiar with how to welcome first-time customers. Mention to them that new customers won't know as much as they do about guns or shooting and to be courteous, helpful, and patient.
5. First impressions still count! Make sure your storefront is clean, free of dust and debris, and organized. Customer interactions are interviews. Customers are deciding if they will purchase or purchase again. You only have one opportunity to make a great first impression.

Source: tcfcr.com

SAFETY

During your event, make sure your staff knows the safety protocols.

Explain to new customers the **10 Rules of Gun Safety** as outlined by the NSSF.

1. Always keep the muzzle pointed in a safe direction.
2. Firearms should be unloaded when not actually in use.
3. Don't rely on your gun's safety.
4. Be sure of your target and what's beyond it.
5. Use correct ammunition.
6. If your gun fails to fire, handle with care!
7. Always wear ear and eye protection when shooting.
8. Be sure the barrel is clear of obstructions before shooting.
9. Don't alter or modify your gun, and have guns serviced regularly.
10. Learn the mechanical and handling characteristics of the firearm you're using.



FOLLOW-UP

Follow up is an often-neglected practice after an event. Gathering information about your participants can provide much-needed information about what worked and what didn't. Not only that, but you can also send a follow up email or written note to express your thanks.

Next time they go shopping for ammo or that next firearm purchase, they'll remember you.





STEP 6

LET US KNOW HOW IT GOES!

As a participant of the National Shooting Sports Month, we are thankful that you are considering—or have decided—to join us in this unique initiative. Not only will you help build a better business but help increase participation in shooting sports.

Please send your results with pictures so we can post on our success stories page!

We believe there has never been a better time to grow your business and participation in the shooting sports.



**NATIONAL
SHOOTING
SPORTS**
— MONTH —
AUGUST

DON'T MISS OUT ON THIS FUN AND UNIQUE OPPORTUNITY!

The summer months don't have to be a time of sluggish sales. By participating in this annual event, you'll attract new customers, welcome new gun owners, increase sales and help increase shooting sports participation!

Lead the charge in growing the shooting sports industry and your business!

SIGN UP