



IDEA LIST

Resources provided by National Shooting Sports Foundation®



LOOKING FOR IDEAS for National Shooting Sports Month events this August? **KICK-START YOUR PLANNING** with what worked for businesses last year!

We all know promotions and discounts get people through the door; check out each category below for some different activities to work into your August 2020 calendar:

Family Days, Customer Appreciation Days

- **August is HOT** - “Summer Night” events keep it cooler and more fun!
- **Have a carnival** - Who doesn't love shooting bowling pins, golf balls, playing cards, ducks, steel, zombies, splatter targets?!
- **Food and fun** - Hot dogs, corn-on-the-cob, a fish-fry; feed them and they will come!

Social Events, Charity Events

- **Promote your range's shooting leagues**; add their meetings and range time to our National Shooting Sports Month national calendar for August!
- **Military/LE/First Responders Appreciation Days**. Show this community you appreciate all they do and have done.
- **Invite a local charity to any event** – food drives, blood drives, veterans' groups. Have your customers bring items to donate as “admission” or simply to help.

Manufacturer / Product Demo Days

- **Invite your local manufacturer reps** to set up a booth for your customers to visit and see what's new! Offer promotions or discounts if possible.
- **Demonstrate certain brands** and/or firearms on the range; let your customers give it a try!
- **“Try Before You Buy”** Let your customers try out whatever they'd like at a discount – maybe 5 shots for \$5?



Need a little more help?

CONTACT US

Visit: ShootingSportsMonth.org

Contact: **Ann Gamauf**

Retail & Range Business Development Coordinator

National Shooting Sports Foundation

✉ agamauf@nssf.org ☎ 203-426-1320 ext. 247



IDEAS A-Z

Resources provided by National Shooting Sports Foundation®



LOOKING FOR IDEAS for National Shooting Sports Month® events this August?

\$ off lane rentals

+ONE Challenges, Weekends or Wednesdays

% off anything you sell

A Girl & A Gun League class, meeting or social event

Action Pistol league, match or shoot

Advanced classes

Annual event

(ex: 5th Annual Customer Appreciation Day!)

AR builds, classes

Basic and/or Beginner classes

Bowling Pin shoots

CCW classes

College Student Day(s)

Couples Nights / Date Nights

Cowboy Action matches, shoots

Customer Appreciation Day(s)

Defensive Classes

Demo Days

(have your local reps demo their products to your customers)

Family Fun Days, events, nights

FIRST SHOTS classes, events

Food & Fun at any event

FREE range days, seminars, shoots

Gifts - cards, giveaways, with purchase

GSSF matches, shoots

Gun Cleaning classes

Half-price discounts, promotions

“Happy Shooters Hours”

(no alcohol, obviously!)

Holster drawing & shooting classes

Home defense classes

Hunter education classes

IDPA matches, shoots

Intermediate classes

Introduction classes

Junior classes, events, shoots

Kids camps, classes, events, shoots

Ladies days, classes, events, nights

Learn to...

License to carry classes

Long range classes, clinics

Manufacturer Days

(goes along with Demo Days)

Members only classes, discounts, promotions

Membership Drives

Military / LE / First Responders discounts, promotions

National Shooting Sports Month discounts, promotions

Open Houses

Rimfire Challenges

Senior's Days

Skeet matches, shoots

Sporting Clays matches, shoots

Steel challenges, matches, shoots

“Summer” days, nights events

Tactical classes

The Well-Armed Woman League class

(meeting or social event)

Trap matches, shoots

USCCA events

USPSA events

Veterans days, discounts, promotions

Women's events

Youth events