



# NRA-ILA

· 11250 Waples Mill Road · Fairfax, Virginia 22030 · 800-392-8683

## Elements Of Successful Activism

Marching in step with the national anti-gun movement, many in the so-called "mainstream media" would have Americans believe that NRA is a monolithic "special interest group" that succeeds only because of its financial resources.

When it comes to the media's "reporting" on NRA, however, nothing could be further from the truth. The engine that drives the NRA machine is the grassroots strength of our members -- nearly three million strong -- who are willing to actively engage themselves in the legislative and political processes to protect our freedoms. While having a large membership base is important, what is more important is the dedication exhibited by NRA members and gun owners when our rights are under attack.

By taking on a leadership role in your own community, you can spell the difference between victory and defeat in this critical battle to preserve liberty. But don't take my word for it. Take the words of our opponents, which speak volumes about the effectiveness of our members.

Here's what anti-gun Representative Barney Frank (D-Mass.), who sits on the House Judiciary Committee, had to say about NRA's grassroots lobbying efforts:

"The NRA does the best job of any group in lobbying members. They don't have marches, they don't have demonstrations, they don't shoot their guns in the air. It's just good, straight democracy."

Think back to just a few years ago. Bill Clinton -- a man who has made a career of supporting restrictions on our rights by twisting and distorting the truth as he thumps his chest to score cheap political points on the backs of law-abiding gun owners -- noted how his aggressive, anti-gun campaign cost his party control of both houses of Congress in the 1994 elections. Who can forget the blaring headline of the Cleveland Plain Dealer following that resounding rejection of the Clinton-Gore gun grabbing agenda: "Clinton Blames Losses on NRA"?

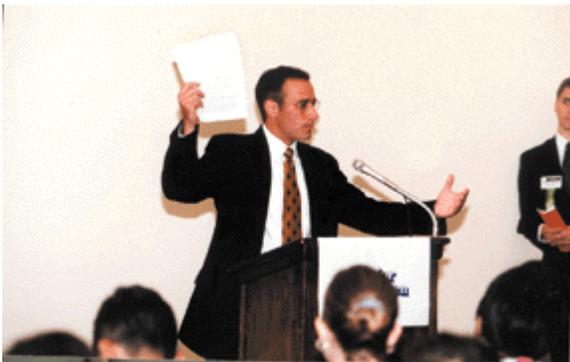
But we needn't even go that far back in history to show what we can accomplish working together. In the recent elections of November '99, 90% of NRA-PVF-endorsed candidates were elected to office! In Virginia, no incumbent, challenger, or open-seat candidate who was targeted for defeat because of his opposition to gun control and support for the Second Amendment lost. Not one!

**Our active membership is the engine that drives the "NRA machine." Here's what you can do to safeguard our right to keep and bear arms in your community.**

The NRA that Bill Clinton and Barney Frank are talking about, and the NRA that succeeded on Election Day, is you. Without your dedication and commitment, we can't achieve our goals. If we are to continue to prove anti gunners correct when it comes to our grassroots power, we need you to take on a leadership role in your community.

While every gun owner can't be expected to do everything in the defense of our freedoms, there are enough simple methods of effective activism to ensure that every gun owner can do something. The NRA-ILA Grassroots Division administers a host of volunteer activities and programs in which NRA members and gun owners can take part. There is something for everyone, and below are just a few tips on how to become a more successful pro freedom activist in your community.

**Register To Vote.** Perhaps the simplest, yet most important, action gun owners can take is to make sure they are registered to vote. Only registered voters are eligible to cast their lot in an election. Are you willing to let someone else decide who will speak for you in Congress or your state capital? Your vote is your voice. Use it or lose it! For voter registration materials for you, or to share with your fellow Second Amendment supporters, contact the NRA-ILA Grassroots Division. Gun shows, ranges, gun club meetings and gun shops are great places to register pro-freedom voters. Remember, don't stop there. Go out into the gun-owning community in your area and actively help us register additional voters.



*Dedicated to arming activists with the information they need to help combat the anti-gun movement, the NRA-ILA Grassroots Division hosts numerous election seminars and other special events across America to help educate gun owners on how to get involved and communicate their views to their lawmakers, the media and the general public.*

**Become an NRA-ILA Volunteer.** To be an effective activist, you must be informed of the latest developments in our battle. Through our "Grassroots Network," NRA-ILA has recruited hundreds of thousands of NRA-ILA volunteers. Each receives a free weekly political FAX Alert and monthly newsletter ("Freedom's Voice"), direct access to NRA-ILA staff via our toll free hotline ((800) 392-8683), inclusion on a "hot" list of volunteers invited to special election seminars and other events, and access to free materials to distribute throughout the community. Arm yourself with the ammunition you need to combat the anti-gunners and their propaganda. Contact the NRA ILA Grassroots Division and request your [NRA-ILA Volunteer Information Form](#) so we may enroll you in the Grassroots Network and let you take immediate advantage of our resources.



*Left: With so much to be proud of, NRA activists take pride in their activism and accomplishments as shown here. Right: Glen Caroline, Director of the NRA-ILA Grassroots Division, greets supporters and shares ideas after a recent debate.*

**Participate In the Election Volunteer Coordinator (EVC) Program.** Each election cycle, NRA-ILA works to identify and train an NRA member in each local congressional district to serve as that district's EVC. EVCs work with the various pro-gun campaigns in their areas, providing critically-needed volunteer support for a variety of activities, such as phone banks, precinct walks, literature drops, and voter registration drives. In "off election years," we also work with the EVCs to promote our legislative agenda at the federal and state levels. As the 2000 elections rapidly approach, NRA-ILA is looking to

finalize its EVC network for these critical contests. To become an EVC, or to find out how to contact the EVC leading our volunteer efforts in your congressional district, contact the NRA-ILA Grassroots Division.

**Contact Your Elected Officials.** More than anyone else, elected officials pay attention to the views of their constituents. The very essence of our legislative system is based on the notion of an active citizenry engaged in the legislative process. Whether by phone, letter, fax, e-mail, or personal meeting, you must continue to inform your elected officials, both in Washington, D.C., and in your state legislature, of your opposition to more gun control laws. Tell your lawmakers that rather than passing additional useless gun restrictions, you want them to enforce the tens of thousands of existing laws on the books against criminals! We can provide you with information on how to successfully communicate your views. This information is also available on our website -- [www.nraila.org](http://www.nraila.org) -- on the Grassroots page. You can also use ILA's "[Write To Congress](#)" feature on our homepage to identify and contact your federal and state lawmakers directly from this site. To get started, here is some helpful contact information to keep handy and share with other Second Amendment supporters:

**Contacting Your U.S. Senators:**

The Honorable (Name)  
United States Senate  
Washington, D.C. 20515  
(202) 225-3121

**Contacting Your U.S. Representatives:**

The Honorable (Name)  
United States House of Representatives  
Washington, D.C. 20510  
(202) 224-3121

**Monitor the Media and Write Letters to the Editor.** We as NRA members and gun owners are all too familiar with the media's bias against us. Unfortunately, NRA staff can't possibly monitor every slanted report and respond to every misstatement. Therefore, by monitoring your local media and responding when you see attacks on our Second Amendment rights, you can play a leading role in combating this blatant media bias and in educating your community about the facts surrounding this most important debate. We have compiled information to help you effectively get your views across in the media, which is also available on our website.

**Attend Town Hall Meetings.** During congressional recesses, most lawmakers go back to their districts and host town hall meetings. These meetings present excellent opportunities for you -- NRA members and constituents -- to meet face-to-face with your lawmakers and express your position on gun related issues. Ask your lawmakers to include you on their list of town hall meeting announcements, and keep an eye out on our website for similar postings. Whenever you are notified of one of these meetings, be sure to provide the information to us as well so we may inform your fellow NRA members.

**Take Advantage of NRA-ILA's Electronic Services.** In addition to the information posted on our website (such as the ability to identify and contact your lawmakers), you can also sign up to receive our [free e-mail alerts](#).

**Spread the Word.** You are on the front lines of this battle every day. You are our "ground troops" in every community in America. It is up to you to help us educate your family, friends, and fellow firearms owners of the importance of getting involved, and empower them with the tools to do so. We can't

possibly reach every Second Amendment supporter from NRA Headquarters, so we are looking to you - - committed, informed NRA members -- to help recruit volunteers in your area into our grassroots army.

Working together, we can ensure that our precious liberties are preserved for generations to come. But as it has often been said, "the price of liberty is eternal vigilance." Rest assured if we become complacent and sit back on our heels, the anti-gun, anti-freedom forces in this nation will pounce on the opportunity to further whittle away our freedoms. However, by educating and empowering the pro-Second Amendment community from coast to coast, we can enhance our formidable corps of lawful citizens actively engaged in the democratic process to protect our right to keep and bear arms.

We are looking to you to answer this call. To learn more about how you can take on an even more effective role in defending our freedoms in your community, contact the NRA-ILA Grassroots Division at (800) 392-8683, visit our website ([www.nraila.org](http://www.nraila.org)), or write: NRA-ILA Grassroots Division, 11250 Waples Mill Road, Fairfax, VA 22030-9400.

---

Find this item at: <http://www.nraila.org/ActionCenter/GrassRootsActivism.aspx?ID=7>