

TOOLKIT 2014



Dear Fellow Advocates:

Thank you for joining the movement to Finish the Job and expand Brady background checks to all gun show and online sales. You are an important part of a network of passionate individuals from across America, embarking on a campaign to create a better nation where fewer lives are lost to gun violence.

We know that commonsense solutions, like background checks, are proven tools that help reduce the number of people killed or injured by guns each year.

I'll be honest with you, sometimes these solutions are not easy to come by and it can take time to see the policy changes we desire. In fact, it took six votes over seven years to pass the original Brady law. But we know that background checks work and it's worth the fight.

Seeing real change in this country is possible, but it relies on Congress hearing from the voices of people across America; people like you who support expanding Brady background checks to all gun show and online sales.

This is where you and your advocacy efforts come in! Every letter you write, every phone call you make, and every tweet you send will have an impact on this campaign.

Thank you for committing your time and energy toward creating the safer nation we all want and deserve.

Let's Finish the Job!

A handwritten signature in black ink that reads "Sarah". The signature is written in a cursive, flowing style.

Sarah Brady

HISTORY OF THE PROBLEM

The purpose of the Finish the Job Campaign is to build pressure on elected officials to extend background checks to those gun sales that currently go without a check. **Many Americans don't realize that there are thousands of guns sold each year to individuals without a background check.** We know that background checks save lives by catching dangerous people prohibited from owning firearms—convicted felons, domestic abusers, the dangerously mentally ill, and terrorists—just to name a few.

In response to the assassination attempt on President Ronald Reagan and the rising rates of gun violence, Congress passed the Brady Handgun Violence Prevention Act 1993. The law requires that an individual pass a background check before purchasing a gun from a federal firearms dealer. **Since the Brady law's implementation in 1994, Brady Background Checks have stopped more than 2.1 million attempts by prohibited purchasers to buy guns.**

Unfortunately, when the bill was created legislators could not have dreamed of the booming internet market and rising gun shows as a means for gun sales. Current law does not require a background check through these venues, meaning that a dangerous person could order a firearm online, meet someone in a parking lot to pick it up, and commit a crime that same day. In fact, there are several instances of this exact tragedy happening.

By expanding Brady background checks, we know that we can save lives. Between smarter guns laws, and a cultural change, we believe we can reduce gun deaths by 50% in the next 10 years.



1,000s

of guns sold per year without a background check

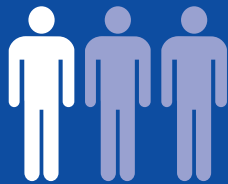


2.1 million

attempts stopped by prohibited purchasers

1 in 3

people know someone who has been shot



Gun violence kills 31,537 people every year



FINISH THE JOB: CAMPAIGN GOALS AND OBJECTIVES

OUR GOAL

Our goal is to pass federal legislation to expand Brady Background Checks to the 40% of gun sales that currently go without a check. These are commercial gun sales happening online at websites like, Armslist.com, and at gun shows.

HOW WE GET THERE

If we are going to pass this legislation, you need to raise your voice and tell our elected leaders that gun violence is a critical issue.

TACTICS

We're going to make sure building this drumbeat of voices remains a priority and work to build support for legislation by engaging in a variety of tactics:



CALLS



HOUSE PARTIES



LETTERS TO THE EDITOR
OF YOUR NEWSPAPER



ONE ON ONE
MEETINGS



WRITTEN LETTERS TO SENATORS
AND MEMBERS OF CONGRESS



STATEMENTS
OF SUPPORT



SOCIAL MEDIA:
FACEBOOK AND TWITTER



EARNED MEDIA
EVENTS

Many of these tactics can be employed in an ongoing basis and can be done daily or weekly. Some of them may be a little more labor intensive, and will yield the best results if they're focused on a certain date or dates.

We've outlined a calendar below to highlight important national days of action. Early this year, we'll want to make the most of the 20 year anniversary of the enactment of Brady Background Checks. As we approach the election this November, we'll want to ensure voters know where their elected officials stand on requiring background checks before purchasing a gun.

Whether your elected officials are supportive of background checks or not, it's important to reach out. For those members of Congress who have publicly supported checks, we want to thank them. For those who have not come out to support checks, we want to increase our pressure on them and urge them to publicly sponsor background check legislation, H.R. 1565.

**To stay connected and get important alerts,
join our text campaign! Text: Finish to 877877**

CALENDAR OF KEY EVENTS

FEBRUARY

Feb. 28, 20th Anniversary of the effective date of the Brady Handgun Violence Prevention Act

- Take photos of your events and post them to Facebook
- Call or write your member of congress and urge them to support expanding Brady Background checks or thank them for their support
- Share your actions: <http://www.bradycampaign.org/content/finish-the-job-reporting>

MARCH

Calls: This month we're focused on driving 1,000's of calls to members of Congress and we need your help! Make calls to your member of Congress and your two senators

- Encourage your friends and family to make calls
- Call again! Keep up the noise by making sure your members know—some people call **every day**. These calls are short, but highly effective

APRIL

Students and children need to be safe: This month marks the anniversary of both the Virginia Tech and Columbine High School tragedies

- Write your elected officials and tell them why we need background checks on all gun sales to prevent dangerous people from obtaining guns

MAY

Mother's Day: we'll use this day to talk about the important voice of mothers in this movement. If you are a mother, call your representative and tell them why you want to protect your family

- Get 8 of your friends to call as well to represent the 8 mothers who lose a child each day to gun violence

JUNE

Brady Campaign National Summit and Lobby Day

- Come to DC and join fellow activists and lobby members of Congress for expanded background checks.

AUGUST

Congress is on break and needs to hear from you

- Attend local town halls and ask them if they support extended background checks to prohibit dangerous people from buying guns
- Keep this issue in the public eye: write a letter to the editor about gun violence and background checks (see the Letters to the Editor pages for tips and a sample letter!)

SEPTEMBER-NOVEMBER

2014 Mid term elections November 4th

- GET OUT THE VOTE to make sure candidates that support background checks win at the polls



TIP SHEET: CALLING YOUR MEMBER OF CONGRESS

CALL YOUR MEMBER OF CONGRESS TODAY AND URGE THEM TO FINISH THE JOB AND EXPAND BRADY BACKGROUND CHECKS ON ALL ONLINE AND GUN SHOW SALES.

CALL: 1-888-920-8078 • FIND YOUR MEMBER: www.house.gov

By using this toll-free number, you will be connected directly to the U.S. Capitol Switchboard. Simply ask for your Member's office.

Why it is Important to Call Your Member of Congress:

Calling your member of Congress is an important tool to create momentum and apply pressure on Congress to support expanding Brady Background Checks.

There are Two Reasons to Call your Member of Congress:

1. To persuade Congress to Finish the Job and expand Brady Background Checks
2. To thank elected officials who support background checks and let them know we support them.

Tips on calling your elected officials:

1. Don't expect to speak to the official—the calls are typically answered by staff and you will not be able to speak to your member of Congress
2. Be sure to tell them where you are from in the district or state—this helps convey that this is an important issue in their district
3. Be specific and concise—you want the member of Congress to support expanding background checks
4. Don't feel like you need to be an expert—these calls are short and meant to register your support. The offices usually count the calls and report the number to the member weekly, so multiple calls are helpful!



Suggested Talking Points for **Persuading** Your Member to Support:

- Expanding Brady background checks to all gun show and online sales has bipartisan support and we urge you to join your colleagues in support as well.
- Background checks work. Since the Brady law went into effect 20 years ago, it has blocked more than 2 million gun purchases, including sales to felons and domestic abusers.
- The existing law needs updating because the current background check system covers only about 60 percent of gun sales, leaving the door open for prohibited people to still buy a gun. For example, domestic abusers with restraining orders can still go online and buy guns without going through a background check in most states. This is exactly why background checks need to be expanded to all gun show and online sales.
- 9 in 10 Americans support expanding background checks to online and gun show sales. This includes over 80% of gun owners and 74% of NRA members.

Suggested Talking Points for **Thanking** Your Member for Support:

- Thank you for your support to expand Brady background checks to all gun show and online sales.
- You and other supporters of the bill are in step with the American public who overwhelmingly supports expanding background checks and keeping guns away from criminals and other dangerous people.
- We urge you to speak with your colleagues who haven't offered their support and remind them why it's important to expand Brady background checks.
- This year marks 20 years since the effective date of the Brady law. Since then, the background check system has blocked more than 2 million gun purchases to convicted felons, domestic abusers and fugitives.



TIP SHEET: DECLARATIONS OF SUPPORT

What are Declarations of Support?

Declarations of Support (DoS) can come in many forms, and with the growth in social media, an increasingly diverse array of formats. Most directly, a declaration of support is any public statement of support for a position that we are advocating such as HR 1565, Manchin-Toomey and expanded Brady background checks.

Some examples include:

- Issuing resolutions or proclamations (this is the most common and traditional form of DoS)
- Writing letters
- Doing letters to the editor
- Blog posts
- Authoring a news column or article
- Providing quoted press statements or interviews
- Making a voice recording (like Voices Against Violence)
- Making a video recording (like YouTube)
- Providing testimony for a hearing
- Posting tweets
- Hosting a house party
- Sharing content on Facebook

While we may have situational preferences of what form of DoS we want for our purposes of advocacy, we can and should be flexible enough to take advantage of all forms by accessing and utilizing them for our efforts.

Why Are Declarations of Support So Important?

Declarations from key individuals, prominent leaders, associations and groups of our community stakeholders, and constituencies—such as clergy, law enforcement, public safety, educators, victims, survivors, and victim advocates, gun owners, hunters and sports shooting enthusiasts, social and business interests and employers, and the medical community—provide an invaluable tool for our advocacy in at least four important ways. They:

- Positively influence policymakers and other publicly appointed and elected officials and their staff by showing broad, deep and high profile support;
- Influence peers, fellow professionals, and the general public toward our position or approach;
- Provide legitimacy, “cover” and/or independent evaluation to allow individuals to participate and take action; and,
- Provide defense, support and response for our advocates, supporters and “champions” from the all too often coordinated “attacks” that come from the corporate gun lobby.

Who Should You Ask for Declarations of Support?

You want to gain as wide and deep a cross-section of support that reflects the diversity of your community and our society to best influence your elected and appointed leaders, the media, and the public at-large.

Ways You can Ask for a Declaration of Support

You can directly call and email a targeted individual or group with a request to provide a group presentation or to conduct a one-on-one meeting with a leader or staff, then use the talking points for persuading them to support and provide a declaration. When approaching, it is best to have someone who the target individual, group or audience can easily identify with, trust and respect, such as having a doctor for a medical group, a teacher for an educational group, a business leader for a business group, or a faith leader for a church, synagogue or mosque.

Having someone address them who has a personal story of gun violence also helps by linking the hard facts of gun violence with real-life experience and emotion, generally either the more local the better or the more prominent, the better. It's also good to provide a "sample" declaration for them to consider, modify and customize for their own use. You can adapt the letter to the editor in this packet or other public statements from high profile individuals to serve as an example.



TIP SHEET: WRITING LETTERS TO THE EDITOR OF YOUR LOCAL PAPER

Members of Congress read their local papers to get a sense of what is happening back home. Writing Letters to the Editor in your local paper helps keep the drumbeat for expanding background checks in the public discourse. It's also an opportunity to educate readers, and your member of Congress, on background check loopholes— which most people do not know.

You should send letters once a month to different papers. This builds intensity on the issue and increases the chances of your letter getting selected. Once submitted, look to see if yours was published. Don't be surprised if it doesn't get published immediately. Newspapers often hold several letters on a single topic and publish them all at once.

To Send a Letter to the Editor:

1. Click on the link below to select the letter:
Encourage member to sign onto HR 1565: www.bradynetwork.org/LTE_persuasion
2. Copy and paste the talking points into the open area, and format to your specifics by including the name of the member and your state.
3. Select the newspapers you want to send the Letter to the Editor to, hit submit.

Helpful Tips:

- Where possible, tie your letter to a recent news article or other letter
- Include why this issue is important to you
- If you have personal experience with gun violence and are comfortable doing so, share your story—facts and statistics are more compelling when paired with a personal story
- Mention your stake or role in the community

Sample LTE Talking Points To Include:

- Background checks work. They are effective and have blocked more than 2 million gun purchases, keeping guns away from convicted felons, domestic abusers, criminals and other dangerous people.
- The current law covers only about 60 percent of gun sales, leaving the door open for prohibited and dangerous people to still buy a gun. For example, domestic abusers with restraining orders can still go online and buy guns without going through a background check in most states.
- 9 in 10 Americans support expanding background checks to online and gun shows sales, including over 80% of gun owners and 74% of NRA members.
- Now we must tell Congress to Finish the Job and expand background checks to all online and gun show purchases.



TIP SHEET: HOW TO WRITE TO YOUR MEMBER OF CONGRESS

Written Letters

Written letters, delivered or mailed to your Member of Congress, are an effective tool for demonstrating support for or opposition to a given issue. Like phone calls, they are a direct way to keep up the drumbeat on this issue by directly communicating to elected officials. Letters are also a great first step for a newcomer activist, as they are a good chance to organize your thoughts on paper and learn the facts about Background checks.

Formatting

Proper formatting is important; it gives the letter a sense of importance and forethought. Letters should be typed and printed if possible, using a clean, easy-to-read font and include important information like the Congressperson's name and the sender's name. See Appendix for sample letter.

Talking Points

Correct talking points can make or break a letter. Just like a phone call or meeting, it's important to convey a clear message and what you're asking of your elected officials. See below for talking points on Background checks:

- Background checks work. They are effective and have blocked more than 2 million gun purchases, keeping guns away from convicted felons, domestic abusers, criminals and other dangerous people.
- The current law covers only about 60 percent of gun sales, leaving the door open for prohibited and dangerous people to still buy a gun. For example, domestic abusers with restraining orders can still go online and buy guns without going through a background check in most states.
- 9 in 10 Americans support expanding background checks to online and gun shows sales, including over 80% of gun owners and 74% of NRA members.
- Now we must tell Congress to Finish the Job and expand background checks to all online and gun show purchases.

Helpful Hints

Be sure you include some personal information about yourself and consider writing the letter by hand. Here are some examples of things to talk about:

- I am a teacher
- I am a gun owner
- I am a parent (grandparent)
- I am a victim or survivor of gun violence
- I am a religious leader
- I am in law enforcement

Email Submission

To email your letter, follow this link: www.bradynetwork.org/Email_Representative

Be sure to proofread your letter for spelling and grammatical errors.



TIP SHEET: SOCIAL MEDIA FOR ADVOCACY

Facebook

Viral communication

One example of a successful activist viral messaging campaign was the push for marriage equality on Facebook. By using a clear and easily recognizable image, the Human Rights Campaign was able to quadruple its online traffic (source: <http://www.hrc.org/viral>) and quickly grow massive online support for its campaign. By sharing key images, tied to organizational priorities, messaging can spread rapidly across Facebook.

Town Halls

One tool growing in popularity is the **Facebook Town Hall**. There are two versions of this: Elected-led, and activist-led.

In the elected-led model, a public official will hold an online town hall as a Facebook Event, in which members of the public can post questions which may be answered. This is a great opportunity to say thank you to a friendly elected – but if the elected in question has been unfriendly to the issue, or refusing to take a position, questions are unlikely to get a response.

In the activist-led model, an elected official who has not responded to questions on a particular issue is targeted by his or her constituents, on a particular day, with questions and comments on a particular post on the elected official's Facebook page.

Twitter

Hashtags

Hashtags are used to group tweets about a particular issue. Clicking on a hashtag in a particular tweet takes the user to a list of all other tweets using the same hashtag – presumably on the same subject. This creates an easy way to find likeminded users, generate discussion, and be “discovered” by others.

Example:



Brady/MMM Chapters @BradyChapters 25 Nov
In Northern Virginia, they know it's time to #FinishTheJob! Call
@RepWOLFPress at (202) 225-5136 right now!
pic.twitter.com/UxsLePeBTc

Social Media is an Effective and Critical Organizing Tool

Accessibility: basic techno-savvy is the only bar for entry. Therefore, it's accessible by nearly everyone.

Flexibility: with the growth of the smart-phone market, more and more people take their social media networks with them wherever they go.

Immediacy: With the use of hashtags and share functions, a message that is a few hours old can be spread to thousands of people easily.

Social Media Platforms

Facebook and Twitter are the two largest social media platforms currently in use!



- Viral Communication
- Town Halls
- Grow your supporter base
- Communicate news bulletins quickly
- Build capacity for an event
- Share photos and brief quotes

People to Follow on Twitter

Following and engaging with other voices on Twitter is a great way to boost the impact of your advocacy efforts across social media channels. Below is a list of people, elected officials and other thought leaders you should be following using your Twitter account.

Recommended Followers

The Brady Campaign to Prevent Gun Violence: @BradyBuzz

Brady/MMM Chapters: @BradyChapters

NBC News' Morning Joe: @Morning_Joe

CNN's Piers Morgan: @PiersMorgan

Organizing for Action: @OFA

President Barack Obama: @BarackObama

Vice President Joe Biden @JoeBiden

Rep. Mike Thompson (D-CA): @RepThompson

Minority Leader Nancy Pelosi (D-CA): @NancyPelosi

Senator Pat Toomey (R-PA): @SenToomey

Senator Joe Manchin (D-WV): @Sen_JoeManchin

Slate Gun Death Tracker: @GunDeaths

Senator Chris Murphy: @ChrisMurphyCT

Sarah Brady: @Bradytwitt

We Are Better Than This: @WeCanDoBetter12

Law Center to Prevent Gun Violence: @SmartGunLaws

Violence Policy Center: @VPCinfo

Other Suggested Followers (You will need to look up these @handles)

Your U.S. House Representative

Your U.S. Senator

Your local mayor

Your state's governor

Your state-level representatives

Other people in your social circle engaged in the gun violence prevention movement.

Social Media Kit 2014

facebook

Please “like” the Brady Campaign on Facebook: <https://www.facebook.com/bradycampaign>

On February 28 (the 20th anniversary of when the Brady Law took effect) please change your Facebook profile picture and Facebook cover photo with the links below:

Download the Facebook profile picture here: <http://bradycampaign.org/?q=media/343>

Download the Facebook cover picture here: <http://bradycampaign.org/?q=media/341>

Share the “Brady Background Checks” facts poster: <http://www.bradycampaign.org/sites/default/files/Finish-The-Job.pdf>

Share the “2 Million Applications Denied” poster: <http://www.bradycampaign.org/sites/default/files/2-Million-Denied.pdf>

twitter

Please follow the Brady Campaign on Twitter: <https://twitter.com/bradybuzz>

Campaign hashtags: #FinishTheJob, #BradyBackgroundChecks

Suggested Tweets:

For every 3 guns that undergo #BradyBackgroundChecks, 2 are sold no-questions-asked. Not good enough! #FinishTheJob by closing loopholes.

The Brady Law is a proven success! Tell Congress to make a good thing even better: #FinishTheJob by closing loopholes now!

The Brady Law has stopped 2-million prohibited gun sales. We could do even better if Congress would #FinishTheJob & close loopholes!

Right now only 60% of gun sales have a #BradyBackgroundCheck. We must #FinishTheJob by applying the Brady Law to private & Internet sales.

The American people have spoken: 90% want expanded #BradyBackgroundChecks. Tell your Senators to #FinishTheJob & save lives!

Demand #BradyBackgroundChecks on all gun sales and tell Congress to #FinishTheJob! Sign the petition here: <http://tinyurl.com/brady20>

Sign our petition to show your support for #BradyBackgroundChecks on all gun sales! It's time to #FinishTheJob! <http://tinyurl.com/brady20>



TIP SHEET: HOW TO HOST A HOUSE PARTY

Thank you for stepping forward to make history. Together we can show our leaders that America wants to save lives.

Why is hosting a house party important?

Hosting a house party is a simple way to get a number of people together to accomplish a specific task and to grow the chorus of people on your advocacy issue.

Step-By-Step Instructions to Host a House Party

Hosting a house party is as easy and fun as hosting a birthday party. Here are step-by-step instructions to make it even simpler:

1. DECIDE THE BASICS

First pick a location and see if it's available. If your house or apartment is not built for entertaining, there are plenty of other places to house a house party. Look for space in coffee shops, restaurants, libraries, bars, community centers, or anywhere else where a group of people can gather.

2. INVITE YOUR FRIENDS, FAMILY, AND COMMUNITY

After you invite your immediate circle of friends and family, take some time to consider who else could come. Are there other groups in your community that might be interested in joining you house party? Consider Rotary and Key clubs, your neighbors, the PTA, or other community and service organizations. Who else can you think of? Be sure you invite twice as many as you would like to attend as many will be unable to attend. If you are holding it at home and your home can comfortably entertain fifteen, invite thirty and you will have a full house.

3. LEARN MORE ABOUT THE FINISH THE JOB CAMPAIGN AND HOW YOUR HOUSE PARTY CAN MAKE A DIFFERENCE

Because you are the host, your guests will naturally turn to you with questions. You can help be prepared by reading the fact sheet in this kit or going to bradycampaign.com before the party. It will help you engage your guests and move them to take action on behalf of victims and survivors.

4. PLAN AN ACTIVITY

In addition to meeting new people and discussing gun violence, it is important to have something concrete for your guests to do so they can see how easy it is to be an activist.

- Have a template of a letter (see appendix) to write to their Representative and Senators and have them write letters while at the party-be sure to have envelopes and stamps
- Have a phone party where each attendee calls their Representative or Senator's offices: visit www.house.gov or call 1-888-920-8078
- Invite a speaker that supports gun reform to help your guests understand the importance of becoming active and why their voice is important
- Show the "Easy Peasy" video at <http://tinyurl.com/kob35bq>

5. PREPARE FOR THE PARTY

Hosting a house party will take some preparation of your apartment, home, or any other location you may choose. Make copies of the sign-in sheet (attached at the end of this kit), fact sheet, and any other Brady Campaign materials you may wish to provide. The party can be as simple or as elaborate as you choose. It is always good to have some beverages and light food for your guests. You may ask your guests to bring something. This is totally up to you and can be anything from cookies and punch to a full meal. It's your party!

6. TAKE PHOTOS AND ENGAGE WITH SOCIAL MEDIA DURING THE PARTY

Share highlights of what is happening during the party on social media. Take and share photos of the activities; send tweets about the discussions; and update Facebook with stories, quotes, and fun. You want other activists to know that people across the nation are joining in the campaign to expand background checks to gun show and online sales.

7. REMIND EVERYONE TO ATTEND

Review your personal invitation list. Make follow-up calls to those who've sent an RSVP. Call and email everyone on your list to remind them to come.

8. AFTER THE EVENT

Go to <http://www.bradycampaign.org/content/finish-the-job-reporting> to tell us about your event and register the participants who signed the pledge to become more active and willing to participate in the Finish the Job Campaign.



TIP SHEET: COALITION BUILDING THROUGH ONE-ON-ONE MEETINGS

6 Tips for Successful One-on-One Meetings*

1. **Be Prepared:** Explain who you are and your goals. Refresh your memory about that person before the meeting and come prepared with questions to generate conversation.
2. **Legitimize Yourself:** Talk about your experience and share any common bonds, maybe this person is also in the same club or organization, maybe their kids go to your kids' school. Explain some of the accomplishments of your organization.
3. **Listen:** This is the most important part. Listen to find out more about their experiences, what drives them, and what they are skilled at and what talents they bring to your fight.
4. **Agitate:** Share with them a striking fact that will compel them to action. Tell them a story about why it's important to you. Don't be pushy or obnoxious, but make them appreciate the gravity of the issue.
5. **Get a Commitment:** Ask them to take a very specific action or next step. Make it something that makes sense based on their interests or skills. Maybe they could write a letter to their Representative, maybe they could open their home for a phonebank.
6. **Follow Up:** Always thank them for their time and check back in on their commitment. When someone takes action on their commitment, recognize them and thank them again. Continue to build the relationship.

Tips on where to find like-minded individuals

Parent groups: PTAs and other parent groups are a great place to connect with other parents and bring up this issue and find like-minded individuals. PTAs often have openings for speakers at general membership meetings—ask if you can speak, and as always, have sign ups and flyers with contact information.

Political parties/events: Often you can find like-minded individuals at political events/parties.

Service Organizations: Service orgs like the Lions Club, Rotary, and Kiwanis invite organizations to speak to them about an issue. Contact your local organizations and ask if you can speak. Bring flyers and sign-up sheets to capture the members of these organizations that tend to have more flexibility in their schedules to volunteer. Be sure to follow up.

Health Community: You can find great support in the health community from doctors, nurses, ER doctors, psychologists, and social workers. Do outreach through a local health organization or membership group. Ask to speak at their event or write in their newsletter.

Other Gun Violence Prevention organizations: This is a must. Always contact other local GVP organizations and build a good relationship with them. It is critical for us to work with all organizations, as it won't matter to legislators what our differences are—they just want to know that we are all on the same page.

REMEMBER: Always be inclusive! When working with all the above individuals and organizations, always be welcoming and inviting. Invite them to your local meetings and ask them to speak about their organization and what they are doing. When we work together, we get so much more done! Together, we can Finish the Job!

*Based on the Midwest Academy's manual for activists on recruitment



TIP SHEET: HOW TO BUILD A SUCCESSFUL EARNED MEDIA EVENT

Holding an earned media event is a great way to draw news attention to an issue you care about and make the public better aware of your advocacy efforts. It is also a strong tactic for engaging with your elected officials because they are often asked to comment or react to media events that occur locally in their districts.

Here are a few top-line tips to ensure your earned media event is a success.

TIPS FOR BEFORE YOUR MEDIA EVENT

- Reach out to reporters: TV, print, radio and bloggers and build your press distribution list
- Scout your location and work through costs and logistics
- Confirm and prep your speakers and participants
- Send your media advisory 3-5 days in advance
- Draft your press release
- Create signs and visual materials

TIPS FOR THE DAY OF YOUR MEDIA EVENT

- Resend your media advisory to local reporters
- Finalize your press and visual materials
- Arrive to your event 30 minutes early to prepare
- Have sign-in sheet for reporters
- Distribute your press release digitally and onsite

TIPS FOR AFTER YOUR MEDIA EVENT

- Monitor media outlets for your coverage
- Do one-on-one and follow-up interviews as needed
- Follow up with reporters who attended event



For step-by-step detailed instructions please see the Earned Media Kit

REPORTING YOUR ACTIONS TO FINISH THE JOB

It's important that we hear back from you on your action items.

After you take action, go to: <http://www.bradycampaign.org/content/finish-the-job-reporting> and report back.

If you prefer, call our reporting line **772-22-BRADY (772-222-7239)** and tell us:

1. Your name and where you're from
2. What action you've taken to keep up the momentum for background checks

Thank you for all of your hard work. We're going to win this fight, but we're going to need to fight hard and raise our voices.

Keeping the issue of gun violence and background checks on our legislators minds and in the public eye is the only way we'll move ahead. Your work on the items we've outlined is critical.

Let's Finish the Job!

**To stay connected and get important alerts,
join our text campaign! Text: Finish to 877877**

20

YEARS

BRADY BACKGROUND CHECKS

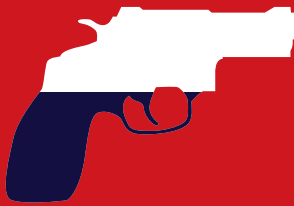
20 YEARS AGO, DEMOCRATS AND REPUBLICANS PASSED A LAW

THAT LAW HAS STOPPED

2 MILLION

GUNS FROM FALLING INTO THE WRONG HANDS

BUT UNRESTRICTED GUN SALES ON THE INTERNET AND AT GUN SHOWS ARE ON THE RISE



40%

OF GUNS ARE PURCHASED EVERY YEAR WITH NO BACKGROUND CHECK

6 MILLION GUNS

IN STATES THAT EXPANDED BACKGROUND CHECKS



39%

FEWER POLICE OFFICERS MURDERED BY HANDGUNS



38%

FEWER WOMEN MURDERED BY THEIR PARTNERS

THAT'S WHY



90%

OF AMERICANS AND A MAJORITY OF GUN OWNERS WHO SUPPORT EXPANDING BRADY BACKGROUND CHECKS

FINISH *the* JOB

DEMAND BRADY BACKGROUND CHECKS ON ALL GUN SALES

APPENDIX



Finish the Job!

It's Time to Expand Brady Background Checks

Two Things to Know about Background Checks

1. **They work.** Background checks are an effective tool that have blocked **more than 2 million purchases**, keeping guns away from convicted felons, domestic abusers and other dangerous people.*
2. **They're quick.** Most background checks can be completed in as quickly as 30 seconds. That is less time than it takes to make microwave popcorn.

THE PROBLEM

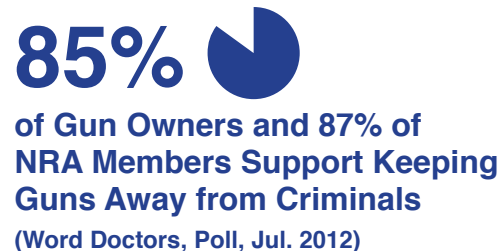
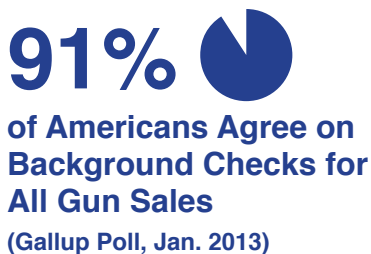
40% of Gun Sales Still Go Unchecked.

We do not allow airport security to screen only 60% of passengers.

Why do we allow dangerous people to buy guns online and at gun shows where background checks are not required?

A Background Check Could Have Saved Raquel Soliz Williams

Raquel Soliz Williams was the victim of a fatal gunshot wound after her estranged husband Mark Williams shot her in front of their nine-year-old daughter in Bradentown, Florida. Mark was a convicted felon with a restraining order against him. This prevented him from owning a gun. But Mark bought his weapon out of the classified section of the Herald Tribune through an unlicensed seller that is not required to do a background check. He bought a Tokarev semiautomatic handgun and shot Raquel the same day.



* Department of Justice. Bureau of Justice Statistics, *Background Checks for Firearm Transfers, 2010: Statistical Tables* (February 2013).

FINISH *the* JOB

DEMAND BRADY BACKGROUND CHECKS ON ALL GUN SALES

Draft Letter to the Editor, Version 1

You expect your car to get a full inspection when you take it to the mechanic. You would be disappointed to learn they only inspected the tires and brakes when what you really needed was an oil change. A 60 percent check-up and your car might not make it home.

That is the exact scenario we face with gun sales. The Brady law, requiring gun purchasers to pass a background check, covers only about 60 percent of all gun sales. This leaves the door open for criminals and other dangerous people to purchase guns in commercial arenas, including buying guns on the Internet where background checks are not required.

This year marks twenty years since the enactment of the Brady law. Over the last two decades, the Brady law built a strong legacy for commonsense gun policy solutions. It illustrates how a background check is a proven, effective tool when required. It has blocked more than 2 million purchases, keeping guns away from convicted felons, domestic abusers, and other dangerous people.

We also know there is still work to be done. We need to tell Congress to finish the job and expand background checks to all gun sales. In a country where gun violence kills more than thirty-one thousand people a year, 60 percent is not getting the job done.



Draft Letter to the Editor, Version 2

Kids are never happy to show their parents a poor grade. They know all too well that mom and dad will be disappointed because 60 percent not only means they did not do well, it is also unacceptable.

We are in the same embarrassing situation when it comes to background checks for gun sales in this country. Like the student's less than stellar exam, background checks apply to only about 60 percent of gun purchases.

The good news is that we have the opportunity to make improvements. Like the student who commits to more study time, we can strengthen the existing Brady law that requires background checks on gun sales and expand it to cover all sales, including online and gun show purchases.

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FINISH *the* JOB

DEMAND BRADY BACKGROUND CHECKS ON ALL GUN SALES

Draft Short Op-Ed (Airport screening)

We all know what it is like to wait in the security line at the airport. It usually takes more time than we would prefer. But we take comfort in knowing all passengers go through the same screening process before taking their seat on the plane. It is safe to assume you would be alarmed to discover if only 60 percent of your fellow travelers were required to be screened through the same process you were.

That is the troubling scenario we face when people buy guns without a background check. The Brady law, requiring gun purchasers to pass a background check, covers only about 60 percent of all gun sales. This leaves the door open wide open for criminals and other dangerous people to purchase guns at gun shows and on the Internet where background checks are not required.

This year marks twenty years since the enactment of the Brady law. Over the last two decades, it has built a strong legacy for commonsense gun policy solutions. It illustrates how a background check is a proven, effective tool when required. It has blocked more than 2 million purchases, keeping guns away from convicted felons, domestic abusers and other dangerous people. And unlike those lengthy security lines, background checks are completed in a matter of minutes.

Still, unchecked gun sales are happening every day going to prohibited buyers who would not pass a background check. Guns in the hands of dangerous people make us all less safe. We need to make sure that all purchasers go through the same background check process.

It's time for Congress to finish the job and expand Brady background checks to all gun sales. Our elected leaders need to know: in a country where gun violence kills more than thirty-one thousand people a year, 60 percent is not getting the job done.

TALKING POINTS: Finish the Job on Brady Background Checks

- We need our elected officials to finish the job started 20 years ago and expand Brady background checks to all gun sales, including online and gun show sales.
- **Background checks work.** They are an effective tool that have blocked more than 2 million gun purchases, keeping guns away from convicted felons, domestic abusers and other dangerous people.
- **Background checks are quick.** Most can be completed in 30 seconds. That is less time than it takes to microwave popcorn.
- **The current background checks system covers only about 60 percent of gun sales, leaving the door open for prohibited people to still buy a gun.** For example, domestic abusers with restraining orders can still go online and buy guns without going through a background check in most states. This is exactly why background checks must be expanded to all gun sales.
- **The American public overwhelmingly supports expanding background checks.** 9 in 10 Americans support expanding background checks to online and gun show sales, including over 80% of gun owners and 74% of NRA members.
- Now is the time to raise our voice and tell Congress to **finish the job** and expand background checks to all gun sales, including online and gun show sales.

Date

***The Honorable Mike Coffman
United States House of Representatives
Washington, DC 20515***

Dear Representative Mike Coffman

I'm writing to urge you to support H.R. 1565, bipartisan legislation to finish the job by expanding background checks on all gun sales including those made at gun shows and online.

Currently, federal law allows unlicensed sellers to sell firearms without a background check. Convicted felons, domestic abusers, the dangerously mentally ill and other prohibited purchasers can easily purchase guns with no questions asked. There are thousands of events every year -- most are called "gun shows," but every day there is a massive "national gun show" on the internet -- where firearms are sold with complete anonymity. An estimated 40% of all gun sales take place without background checks, including sales at gun shows, via the internet and other venues where unlicensed sellers operate.

Extending background checks on gun sales would have a clear and positive impact on public safety; these policies also enjoy great public support among gun owners, NRA members, and non-gun owners alike. For example, nine out of ten Americans including 74% of NRA members support expanding background checks. Completing the necessary paperwork for a background checks takes mere minutes, and more than 91% of these checks are completed almost instantaneously.

The success of the Brady Law has shown that background checks work. Since the Brady law's enactment over 20 years ago, more than 2 million gun purchases by felons, domestic violence abusers and other prohibited people were prevented by background checks at federally licensed dealers. It's time to finish the job by extending the successful background checks that licensed dealers must conduct. This will ensure background checks are conducted for all gun sales taking place including those made on the internet and at gun shows.

Keeping dangerous people away from dangerous weapons will help us reach our common goal of making our country safer. Each day 90 Americans lose their lives to gun violence. I urge you to support H.R. 1565 and create a safer America.

Sincerely,

YYYYYY

Brady Campaign



To Prevent Gun Violence