

# RETAIL MERCHANDISE ORDER FORM

(Members may place orders online at [nssf.org/members/cart](http://nssf.org/members/cart))

As an NSSF member the following items are available at no charge. Please check off the items you are interested in receiving, fill in your contact information and fax **both sides** or mail to address listed on back.

Item	Description	Member Price	Non-Member Price	Please send
8182	<b>4473 Overlay</b> NSSF has produced a Form 4473 Overlay Guide, a template that indicates what items need to be completed and what the correct responses should be on the ATF Form 4473. The proper and consistent use of this overlay guide will help to prevent or eliminate most Form 4473 completion errors	FREE	\$7.50* *\$15 minimum order	<input type="checkbox"/>
28	<b>Acquisition and Disposition Record Book</b> This book provides a permanent record of all purchases and sales of firearms as required under the Gun Control Act of 1968. This suggested format is optional. 44 pages, 880 entry lines, 3-hole punched.	FREE	\$5.00* *\$15 minimum order	<input type="checkbox"/>
8191	<b>Set of Five Retailer books (see below)</b>	FREE	\$75.00	<input type="checkbox"/>
8150	<b>Financials for the Firearms Retailer</b> This book will provide detailed information on income statements, balance sheets, budgeting, inventory and budget ratios, open to buy orders and what numbers you should be watching and why they are important.	FREE	\$15.00	<input type="checkbox"/>
8151	<b>How to Write a Business Plan for the Firearms Retailer</b> This book will teach you the components of a successful firearms business plan including how to write a statement of purpose, an executive summary, and how to develop a marketing plan, personnel plan and financial management plan.	FREE	\$15.00	<input type="checkbox"/>
8152	<b>Merchandising Guide for the Firearms Retailer</b> This book provides direction on inventory control, using sales reps to help drive your business, managing the product mix, selecting pricing strategies, running a clearance program, selecting vendors and selecting and attending the correct trade shows.	FREE	\$15.00	<input type="checkbox"/>
8158	<b>Employment Guide for the Firearms Retailer</b> This book goes over the steps to of hiring, retaining, evaluating and terminating staff as well as creating job descriptions and employee handbooks	FREE	\$15.00	<input type="checkbox"/>
8192	<b>Advertising &amp; Marketing Guide for the Firearms Retailer</b> This book contains indispensable information on how to create a marketing plan that includes both traditional and electronic media. Sections of the book contain detailed instructions on crafting ads for television, radio, billboards, newspapers and magazines. Further, this edition provides a comprehensive overview of digital and social media including the importance of search engine optimization (SEO), using social media and converting browsers to buyers on your website.	FREE	\$15.00	<input type="checkbox"/>

Please turn over ➡

Item	Description	Member Price	Non-Member Price	Please send
8157	<b>How to Pass an ATF Inspection Flyer</b>	FREE	FREE	<input type="checkbox"/>
451	<b>Don't Lie Set</b> Make sure that you and your employees are prepared to stop illegal firearm purchases. Bring the Don't Lie for the Other Guy message into your store. The Don't Lie Retailer Kit includes display items to warn the public about the severe penalties for engaging in straw purchases and educational information to help retailers recognize and stop any would-be straw purchaser. The kit includes: Two Posters (16" x 24" & 11" x 17") A Retailer's Guide to Recognizing and Detering Straw Purchases DVD Two Pens Three copies-Don't Lie Brochure: A companion guide to the Don't Lie DVD Two Post-It pads Counter Card 4 x 4 Logo Decal Two 2 x 2 Square Buttons	FREE*	FREE*	<input type="checkbox"/>
		<b>*Ships free of charge</b>		
8188	<b>Don't Lie Counter Mat (12" x 17 3/4") - English</b>	FREE	FREE	<input type="checkbox"/>
8136A	<b>Don't Lie Counter Mat (12" x 17 3/4") - Spanish</b>	FREE	FREE	<input type="checkbox"/>
8137	<b>Don't Lie Poster (16" x 24") - Spanish</b>	FREE	FREE	<input type="checkbox"/>
8140	<b>Soft Card (4" x 6") - English</b> Describes ramifications of a straw purchase.	FREE	FREE	<input type="checkbox"/>
8148	<b>Soft Card (4" x 6") - Spanish</b> Describes ramifications of a straw purchase.	FREE	FREE	<input type="checkbox"/>

\*All orders will be charged shipping regardless of the subtotal amount  
 FOB Origin

Subtotal:

CT add 6.35%, MD and Washington, DC add 6%, for sales tax:

Total:

## Dues Structure

- ☐ Yes, I am currently an NSSF member. Please send the requested items at **no charge**.

My Member ID # is \_\_\_\_\_

- ☐ I would like to become an NSSF member. My annual sales figures are \_\_\_\_\_ →

- ☐ <\$1 Million..... \$75.00
- ☐ \$1 Million but less than \$10 Million ..... \$150.00
- ☐ \$10 Million but less than \$20 Million ... \$1,500.00
- ☐ \$20 Million but less than \$30 Million ... \$3,000.00
- ☐ \$30 Million but less than \$40 Million ... \$4,500.00
- ☐ \$40 Million but less than \$50 Million ... \$6,000.00
- ☐ \$50 Million but less than \$60 Million ... \$7,500.00
- ☐ \$60 Million but less than \$70 Million ... \$9,000.00
- ☐ \$70 Million but less than \$80 Million . \$10,500.00
- ☐ \$80 Million but less than \$90 Million . \$12,000.00
- ☐ \$90 Million but less than \$100 Million \$13,500.00
- ☐ Over \$100 Million ..... \$15,000.00

***Does not apply for multi-chain and big box stores.***

PROMOTE

PROTECT

PRESERVE



## ☐ Firearms Retailer

Please complete this section if you are engaged in the business of selling shooting sports related equipment and products. As a member of the National Shooting Sports Foundation you will receive all NSSF mailings, information and benefits that will help you run a more successful business.

Choose one of the following:

☐ Firearms (Types 01, 02, or 03 only)

☐ Accessories

Number of employees \_\_\_\_\_

If multiple locations, how many? \_\_\_\_\_

FFL# \_\_\_\_\_

What are your primary products or services? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Additional Information/Comments \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## ☐ Shooting Range

Please complete this section if your club or business has a shooting range. As a member of the National Shooting Sports Foundation you will receive all NSSF mailings, information and benefits that will help you run a more successful shooting range.

Please provide the required information for where to shoot:

Range Location \_\_\_\_\_

\_\_\_\_\_

☐ Shooting Range Developer

☐ Outdoor Range(s)

☐ Indoor Range(s)

☐ Both

☐ Instructor/trainer without own range facility

Once you are a NSSF range member, please provide additional  
information by logging on to **wheretoshoot.org**

☐ Yes, please send me ***Bullet Points***, our weekly industry e-newsletter, via email.

☐ Yes, please send me ***The Range Report***, our monthly e-newsletter for shooting facilities, via email.

Business Type (check one):

☐ Individual/Sole Proprietorship

☐ Partnership/LLP

☐ Corporation

☐ Nonprofit Corporation

☐ Unincorporated Association

☐ LLC (check one): ☐ LLC – Taxed as a Sole Proprietorship

☐ LLC – Taxed as a Partnership

☐ LLC – Taxed as a Corporation

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**New Member Information:**

Business Name \_\_\_\_\_

Primary Contact/Title \_\_\_\_\_

Street Address \_\_\_\_\_

Billing Address \_\_\_\_\_

P.O. Box \_\_\_\_\_ Suite/Floor \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Web Address \_\_\_\_\_

☐ No, I am not interested in becoming an NSSF member at this time. Please send the requested items.**Payment Information:**☐ My Credit Card information is: ☐ Visa ☐ Mastercard ☐ American Express ☐ Discover

Name on Credit Card \_\_\_\_\_

Email address (for receipt) \_\_\_\_\_

Billing address \_\_\_\_\_

Card # \_\_\_\_\_ Security code \_\_\_\_\_ Expires (mm/yy) \_\_\_\_\_

Signature \_\_\_\_\_

**Shipping Address:** ☐ Same as Member Information ☐ Same as Billing Information

Name \_\_\_\_\_

Street Address (no P.O. Boxes please) \_\_\_\_\_

Suite/Floor \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Please fax or email merchandise  
order form to:**Ann Siladi  
asiladi@nssf.org  
F: 203-426-1245**Information about membership:**Samantha Hughes  
shughes@nssf.org  
T: 203-426-1320 x262

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**Mail order form to:**  
NSSF11 Mile Hill Road  
Newtown, CT 06470-2359  
T: 203.426.1320

Item #4016 8/13

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## NATIONAL SHOOTING SPORTS FOUNDATION POLITICAL ACTION COMMITTEE

11 Mile Hill Road • Newtown, CT 06470-2359

Tel (203) 426-1320 • Fax (203) 426-7182 • Email: nssfpac@nssf.org

### **NSSF Corporate Member Prior Approval Form For Corporations and LLCs Acting as Corporations Only**

The National Shooting Sports Foundation (NSSF) has formed the National Shooting Sports Foundation Political Action Committee (NSSF PAC), a federal multicandidate political action committee, to enable NSSF to support pro-firearms and ammunition industry, pro-Second Amendment and pro-sportsmen candidates for federal office. Federal law requires a trade association PAC to obtain prior approval from its corporate members before it may solicit contributions from the corporate member's executive and administrative personnel, stockholders, and their families (collectively known as the "restricted class"). The NSSF PAC, however, is only seeking your consent to solicit your company's executive and administrative (supervisory) personnel. NSSF is not seeking to solicit other members of your company's "restricted class." The law defines "executive and administrative personnel" to mean salaried employees who have policy making, managerial, professional, or supervisory responsibilities (but not foremen or line supervisors). Providing consent to the NSSF PAC does not limit or restrict your company's PAC (if you have one) from soliciting contributions from your own employees. Please note that a corporation can only give prior approval to one trade association PAC each calendar year. If you provide consent, your executive and administrative personnel are free not to make any contributions.

I, having authority to do so, do hereby consent and give permission to the NSSF PAC to solicit voluntary, personal contributions from my company's executive and administrative personnel during the following calendar years:

Authorizing signature for **2014** \_\_\_\_\_

Authorizing signature for **2015** \_\_\_\_\_

Authorizing signature for **2016** \_\_\_\_\_

Authorizing signature for **2017** \_\_\_\_\_

Authorizing signature for **2018** \_\_\_\_\_

*Please sign for each year you would like to grant permission*

*Please provide the list of your company's restricted class upon submission of this consent (name, title, mailing address, email address and phone number).*

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Print Name

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Date: \_\_\_\_\_

***Please turn over*** ➡

**NSSF PAC**  
**List of Corporate Member's**  
**Executive and Administrative Personnel**

**Company:** \_\_\_\_\_

Name: _____	Title: _____
Mailing Address: _____	
Email: _____	Phone Number: _____

Name: _____	Title: _____
Mailing Address: _____	
Email: _____	Phone Number: _____

Name: _____	Title: _____
Mailing Address: _____	
Email: _____	Phone Number: _____

Name: _____	Title: _____
Mailing Address: _____	
Email: _____	Phone Number: _____

**Please print this page for additional executive and administrative personnel**

**Return completed forms by U.S. mail, fax or email to:**

**NSSF PAC**  
**Attn: Lawrence G. Keane, Treasurer**  
**11 Mile Hill Rd.**  
**Newtown, CT 06470-2359**  
**Fax: (203) 426-7182**  
**E-mail: [nssfpac@nssf.org](mailto:nssfpac@nssf.org)**