



CalGunFight.com / DemandRights.org Campaign to Stop CA Gun Control 2013

WHAT WE ARE DOING

- Direct lobbying in Sacramento via CAL-FFL's full-time professional lobbyist.
- Simple, free (to end-user), and easy to use web-based Take Action platform (**CalGunFight.com / DemandRights.org**) to generate high volume of tangible grassroots opposition to gun control proposals in California. Typical 30 second time-to-complete per user submission.
- Outdoor freeway billboard (14' x 48' digital) advertising of the **CalGunFight.com / DemandRights.org** campaign and associated call-to-action in high-value markets.
- Full-coverage vehicle rear window vinyl advertising of the **CalGunFight.com / DemandRights.org** campaign and associated call-to-action in metro/high-value markets.
- Distribution of **CalGunFight.com / DemandRights.org** Take Action campaign materials to gun owners/consumers via email and direct mail.
- Deployment of high conversion rate online (Google) visual and text ads to promote the **CalGunFight.com / DemandRights.org** campaign and associated call-to-action.
- Social media (Facebook / Twitter / G+ / Pinterest / Instagram) marketing of the **CalGunFight.com / DemandRights.org** campaign and associated call-to-action.
- Direct support of other grassroots efforts to engage the public and promote the call-to-action.
- Other efforts in progress: major radio and other outdoor billboard advertising of the **CalGunFight.com / DemandRights.org** campaign and associated call-to-action in high-value markets.

For more information or to discuss the campaign, contact:

Brandon Combs
bcombs@calffl.org
(650) 307-6239



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HOW YOU CAN HELP

- Financial contributions to provide for maintenance and expansion of above efforts. (Online donation form at **firearmspolicy.org/donate** or mail checks to FPC-CA c/o California Association of Federal Firearms Licensees, 2370 W. Cleveland Ave. Suite 332, Madera, CA 93637.
- Draft and send FFL/vendor letter to Gov. Brown via CAL-FFL (c/o Craig DeLuz, Leg. Advocate) (instructions and sample letter attached; editable version downloadable at link).
- Ask every customer to send Gov. Brown a letter via CalGunFight.com or the reproducible form letter petition (instructions and letter attached).
- Send email content by FPC-CA (HTML files provided by us) to your contacts, or we can deploy the email to your contacts using our communications infrastructure, to promote the call-to-action and **CalGunFight.com / DemandRights.org** campaign.
- Send direct mail through our bonded mailhouse (content by us) to your contacts to promote the call-to-action and **CalGunFight.com / DemandRights.org** campaign.
 - NOTE: We do not require access to your lists; you would supply a spreadsheet of contacts directly to the mailhouse, who will produce and deliver the mailer while preserving the confidentiality of your data.
- Create radio ads (independently or cooperatively with us) to promote the call-to-action and **CalGunFight.com / DemandRights.org** campaign.
- Create visual ads (independently or cooperatively with us) to promote the call-to-action and **CalGunFight.com / DemandRights.org** campaign.
- Incent consumers to Take Action and defend their Second Amendment rights.

For more information or to discuss the campaign, contact:

Brandon Combs
bcombs@calffl.org
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WHATEVER YOU DO, PLEASE DON'T DO NOTHING

THE FUTURE OF OUR RIGHTS AND YOUR BUSINESS ARE AT STAKE!



**CalGunFight.com / DemandRights.org
Campaign to Stop CA Gun Control 2013**

CREATIVE SAMPLES

VEHICLE FULL-COVERAGE REAR WINDOW VINYL ADS



DIGITAL BILLBOARDS (Freeway 14' x 48', public spaces, etc.)





**** LETTER INSTRUCTIONS ****

URGENT – TIME IS OF THE ESSENCE!

INSTRUCTIONS FOR FFLs & FIREARM-INDUSTRY VENDORS **(incl. accessory and ammo retailers)**

Please IMMEDIATELY send your representatives at California Association of Federal Firearms Licensees (CAL-FFL) a letter [addressed to Governor Brown and the members of the Legislature] describing how the various gun control bills will negatively affect your business, family, employees, and the economy. Be genuine and honest – your personal story is valuable! Our lobbyist will ensure that your letter is recorded and submitted to the Governor's office and the Legislature.

An edit-able sample letter can be downloaded at <http://calffl.org/2013/govletter.docx> or <http://bit.ly/cagovletter>.

FOR INDIVIDUALS

Please IMMEDIATELY send Governor Brown a letter respectfully requesting a VETO of all gun control bills sent to him using our free TAKE ACTION tools at **CalGunFight.org** or the included petition. If you submit your letter through **CalGunFight.org** or by using one of the contact methods noted below, we will ensure that your letter is emailed, faxed, and a hard-copy hand delivered at no cost to you. It takes less than 30 seconds to complete the form and send a letter defending your right to keep and bear arms – make a difference today!

TO SUBMIT YOUR LETTER

Fax to: (916) 880-5430
Mail to: FPC-CA, 970 Reserve Drive Suite 133, Roseville, CA 95678
Scan/email to: petitions@firearmspolicy.org

BOTTOM LINE

Bills sent to Gov. Brown before Sept. 1 will go into law if they are not VETOED within 12 days.

Bills sent to Gov. Brown on or after Sept. 13 will go into law if they are NOT VETOED before October 14.

IF YOU HAVE QUESTIONS

Contact CAL-FFL's Sacramento lobbyist, Mr. Craig DeLuz, at cdeluz@calffl.org or call him at (916) 595-0264.





Month Day, 2013

Governor Jerry Brown
State Capitol Building, Suite 1173
Sacramento, CA 95814

Members of the California Legislature
State Capitol Building
Sacramento, CA 95814

Dear Governor Brown and members of the Senate and Assembly,

I need your help.

Unless you take decisive action on my behalf (and thousands of others like me), a great many Californians will lose their jobs, millions (maybe even tens or hundreds of millions) of dollars will evaporate from California's struggling economy overnight, and our already-crowded criminal justice system will be faced with tremendous new burdens.

But I know that you can help -- and that's why I'm writing to you today. You see, I am a hardworking, tax-paying Californian who owns a business that is under attack -- not by corporate giants or foreign competition, but by the California government itself.

It is my business (and, indeed, my passion) to conduct and facilitate legal trade in one of the very few fundamental individual rights to the possession, acquisition, and use of tangible goods actually enumerated in the United States Constitution and our Bill of Rights -- arms.

It's possible that your views on me or my business have been [mis]informed through hostile media reports, colleagues who oppose me and what I stand for, or special interest group leaders and activists who want nothing less than the outright abolition of "people like me." Allow me, then, to share with you a little about me and my business so that you will have a better understanding of why your support is so important to me, my business, and Californians in general:

- I am an active and positive member of my community.
- I have successfully completed stringent background checks and am one of the most continuously-scrutinized people in the United States;
- I cooperate with, support, and sell to law enforcement;
- I help Californians comply with federal, state, and local laws
- I provide a means for people to exercise their fundamental civil rights;
- I generate tax revenues and help fund schools, libraries, and public services in spite of the massive regulations put in place by all levels of government;

My staff and customers are, by nature and definition, law-abiding people. We are normal people who eat at the same restaurants, shop at the same grocery stores, and send our kids to the same schools as everyone else.

By every measure, California's existing firearms laws are already some of the most restrictive and confusing in the nation. Up until this year, California was ranked "#1" by the anti-gun Brady Campaign for having the most gun control laws -- and by a large margin at that (http://www.bradiycampaign.me/sites/default/files/2011_Brady_Campaign_State_Scorecard_Rankings.pdf).

As if California being one of the worst places for me to live, work, and operate my business wasn't enough, the California Legislature is now primed to pass a massive array of sweeping new restrictions on guns and gun owners -- many of which are unconstitutional, and all of which are bad policy -- that have a direct and negative affect on me, my business, and the rights of my individual customers ("Gun-control bills could push California to top of firearm-restriction list", *San Jose Mercury News*, Aug. 10, 2013, at http://www.mercurynews.com/nation-world/ci_23833928/gun-control-bills-could-push-california-top-firearm).

In sum, **I STRONGLY OPPOSE the measures listed below and ask that you do, too:**

Senate Bills to OPPOSE	Assembly Bills to OPPOSE
SB 38 - Senator Kevin de León SB 47 - Senator Leland Yee SB 53 - Senator Kevin de León SB 108 - Senator Leland Yee SB 293 - Senator Mark DeSaulnier SB 299 - Senator Mark DeSaulnier SB 374 - Senate Pro Tem Darrell Steinberg SB 396 - Senator Loni Hancock SB 475 - Senator Mark Leno SB 567 - Senator Hannah Beth Jackson SB 683 - Senator Marty Block SB 755 - Senator Lois Wolk	AB 48 - Assemblymember Nancy Skinner AB 169 - Assemblymember Roger Dickinson AB 170 - Assemblymember Steven Bradford AB 180 - Assemblymember Rob Bonta AB 231 - Assemblymember Philip Y. Ting AB 500 - Assemblymember Tom Ammiano AB 711 - Assemblymember Anthony Rendon AB 1131 - Assemblymember Nancy Skinner

To find out more about my concerns with these bills, please contact CAL-FFL's Legislative Advocate, Mr. Craig DeLuz, at (916) 595-0264 or cdeluz@calffl.org.

Please help millions of law-abiding Californians, taxpayers, and visitors by ending the unprecedented attack on me, my business, my employees, our families, and our civil rights.

Sincerely,

<signature>

Mr. John Doe
ACME Corp.

Date

Governor Jerry Brown
c/o State Capitol, Suite 1173
Sacramento, CA 95814

RE: Request for VETO

Dear Governor Brown,

It is absolutely imperative that you **VETO**** the following bills:**

SENATE BILLS

SB 47 (Sen. Leland Yee)
SB 53 (Sen. Kevin de Leon)
SB 108 (Sen. Leland Yee)
SB 293 (Sen. Mark DeSaulnier)
SB 299 (Sen. Mark DeSaulnier)
SB 374 (Sen. Darrell Steinberg)
SB 396 (Sen. Loni Hancock)
SB 475 (Sen. Mark Leno)
SB 567 (Sen. Hannah Beth Jackson)
SB 683 (Sen. Marty Block)
SB 755 (Sen. Lois Wolk)

ASSEMBLY BILLS

AB 48 (Asm. Nancy Skinner)
AB 169 (Asm. Roger Dickinson)
AB 170 (Asm. Steven Bradford)
AB 180 (Asm. Rob Bonta)
AB 231 (Asm. Philip Ting)
AB 500 (Asm. Tom Ammiano)
AB 711 (Asm. Anthony Rendon)
AB 1131 (Asm. Nancy Skinner)

These bills will criminalize and punish me and millions of other law-abiding people – but they won't do a thing to stop violent criminals. We are peaceful, law-abiding people who want simply to exercise our Constitutionally-enumerated fundamental rights without fear of prosecution and harassment.

Don't let California's Legislature -- openly hostile to law-abiding gun owners like me -- take away our rights, freedom, and property. Don't let DOJ and local law enforcement confiscate my guns and put me in jail because I believe that the Bill of Rights means what it says. **Don't let these bills become law.**

We are counting on you, Governor, to VETO THESE GUN CONTROL BILLS and send them back to the Legislature.

Choose to defend our fundamental Constitutional rights. Choose liberty. Choose to VETO the gun control bills listed above. As a proud individual supporter of the Firearms Policy Coalition, CAL-FFL, and The Calguns Foundation, I urge you to **stand with me and VETO THESE BILLS.**

Thank you very much for your time, consideration, and veto.

Respectfully yours,

Name and Signature

Street Address

City, State, ZIP

