

FIRST SHOTS[®]

AN INTRODUCTION TO SHOOTING

Models of Success Panel Discussion

Carolina Sporting Arms

Mike Simpson

A PROGRAM OF

NSSF[®]

*The Firearm Industry
Trade Association*



About

- Professional Firearms Instructor since 2015
- Hosting First Shots since 2017.
- We have First Shots classes 2x a month and class size varies between 3-12 per class.



FIRSTSHOTS.ORG

How To Promote

- First Shots is the class we promote to everyone.
- Serves as a beginner or foundational class to get new shooters into your range.
- First Shots is the gateway for every other class you offer.



[FIRSTSHOTS.ORG](https://www.firstshots.org)

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Effective Channels

- Guests can sign up in person or on our website
- We have in-store flyers
- 2 Training emails monthly promoting all of our classes with dates.
- On our website, we have class testimonials.
<https://csaguns.com/testimonials/>
- We also promote the classes on social media.
- *Important – Make sure all FS classes are listed on your website.



Team Effort

All the staff in the range and on the sales floor are familiar with and able to discuss the benefits of the First Shots Class.





Student Experience

- The guests come off the range feeling empowered, confident, and more comfortable.
- They come out of the class wanting more!

FIRST SHOTS[®]

AN INTRODUCTION TO SHOOTING

The Sportsman's Shop

Jessica Keffer

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The Sportsman's Shop Business Background

Family Owned Since 1992

Open New Retail Store, Range, Training Center
is July 2015



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Why We Host First Shots!

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First Shots Hosting Experience

- Hosting & Teaching First Shots is extremely rewarding!
- We host 3-4 classes monthly
- Average class size 8-12 people
- Over 8,000 students educated through First Shots!



First Shots Promotion

In-Store Promotion:

- Brochures
- Signage in each range stall, bathrooms & on the sales floor
- Information needs to be easily accessible



Objective: To provide an introduction to handguns, firearm safety and function and marksmanship.

Topics Covered:

Firearms Safety and Storage
Handgun Types
Marksmanship Fundamentals (Stance, Grip, Sight Alignment/Sight Picture, Trigger press & Follow Through)
Skills and Safety Practice in the Classroom
Live Fire with One-on-One Instruction

Duration: 2-3 hours

Cost: \$50 (All supplies included)
This course will be completed with .22 LR ammunition and a Smith & Wesson M&P22C pistol

Registration/Questions:

<https://thesportsmansshop.com/training/first-shots-pistol/>
training@tssguns.com

A valid government issued photo ID is required to use the range and must be produced in person. Our store policy allows for range use for US Citizens and permanent residents able to produce a permanent resident card.

Payment Policy

Payment is due in advance and at the time of registration. Class date/time cannot be held without payment.

Cancellation Policy

Cancellations must be made no less than 5 days/120 hours before the training class if attendance is not possible. Cancellations within the prescribed time frame can be applied to future classes only. Cancellations received less than 120 hours prior to a class will result in the loss of the registration fee. No shows or no calls will result in the loss of the registration fee and no refund will be made.



First Shots Promotion

Advertising

- Postcards
- Digital Ads
- Radio

GUN SAFETY TRAINING
Take your First Shots at The Sportsman's Shop

We also offer Private One-on-One Coaching Sessions!

First Shots Pistol \$50
First Shots Rifle \$50
ALL Supplies Provided

Great Date Night!

Great Family Activity!

FIRST SHOTS
AN INTRODUCTION TO SHOOTING

Topics Covered:

- Firearm Safety • Firearm Parts & Types
- Shooting Fundamentals: Stance, Grip, Sight Alignment/Picture, Trigger Press & Follow Through
- Hands-On Practice in the Classroom • One-on-One Instruction in the Range

the Sportsman's Shop | Your shooting, hunting & outdoors source

For dates and times, visit: TheSportsmansShop.com/events • Questions? Contact: training@tssguns.com

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Making First Shots a Success

- Make the Registration Process Easy & User Friendly!
- Ensure Registrations receive confirmation & reminder emails with clear instructions
- Welcome each student as they arrive
- Have the classroom/materials ready to go
- Start on time

SUNDAY, DEC 10		
8:00 am	First Shots Pistol - 12/10/2023 Class Description >	Book Now \$50.00
THURSDAY, DEC 14		
5:30 pm	First Shots Pistol - 12/14/2023 Class Description >	Book Now \$50.00
SUNDAY, JAN 14		
8:00 am	First Shots Pistol - 01/14/2024 Class Description >	Book Now \$50.00
THURSDAY, JAN 18		
5:30 pm	First Shots Pistol - 01/18/2024 Class Description >	Book Now \$50.00
SUNDAY, JAN 28		
8:00 am	First Shots Pistol - 01/28/2024 Class Description >	Book Now \$50.00
SUNDAY, FEB 11		
8:00 am	First Shots Pistol - 02/11/2024 Class Description >	Book Now \$50.00

Making First Shots a Success

- End class with an invitation to come back
- Follow-Up!
- Promote other class offerings
- Offer discount range promo or others incentives to return

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YOUR SHOOTING, HUNTING & OUTDOORS SOURCE

*Thank
you!*

Thank you for attending our
First Shots Pistol Class!
Be sure to complete the post event survey
to earn your **\$25 coupon!**

Visit:
<https://rewards.nssf.org/thankyou/>
Range ID: 11768
Class ID: 2023-27

Your \$25 coupon can be redeemed on ANYTHING in store!
Coupon valid on in-store purchases only.



Thank you for attending private lesson!

50% OFF 1 hour of range time

Expires 12/31/23

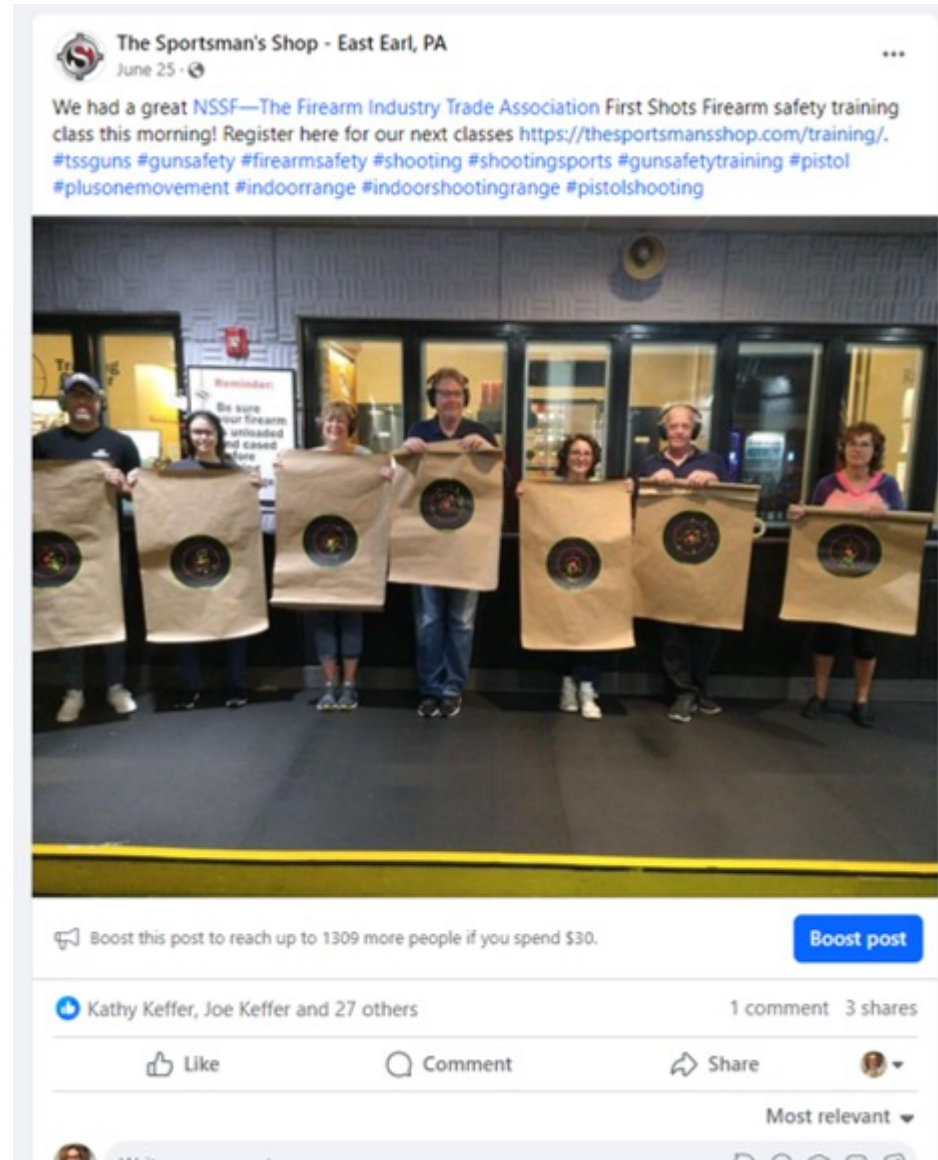
1214 Main St – East Earl, PA 17519

TheSportsmansShop.com - 717-354-4311

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Promote!

- Take pictures
- Post on Social Media
- Encourage reviews!



FIRST SHOTS[®]

AN INTRODUCTION TO SHOOTING

Safety in the Crosshairs

Gillian Kaiser

A PROGRAM OF

NSSF[®]

The Firearm Industry
Trade Association





We're Setting our Sights in on Safety

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Host Range SITC, LLC Safety in the Crosshairs

Business Background

George and Gillian Kaiser recognized the need of Sullivan County residents and visitors to obtain superior training for firearms safety, storage, and proficiency. Addressing these issues head on, Safety in the Crosshairs was founded in 2016. The company's goals go beyond addressing the issue of firearm education. Safety through education is our number one priority, but we also strive to provide an enjoyable and positive experience for customers. First Shots seminars are another opportunity for Safety in the Crosshairs to achieve that goal.

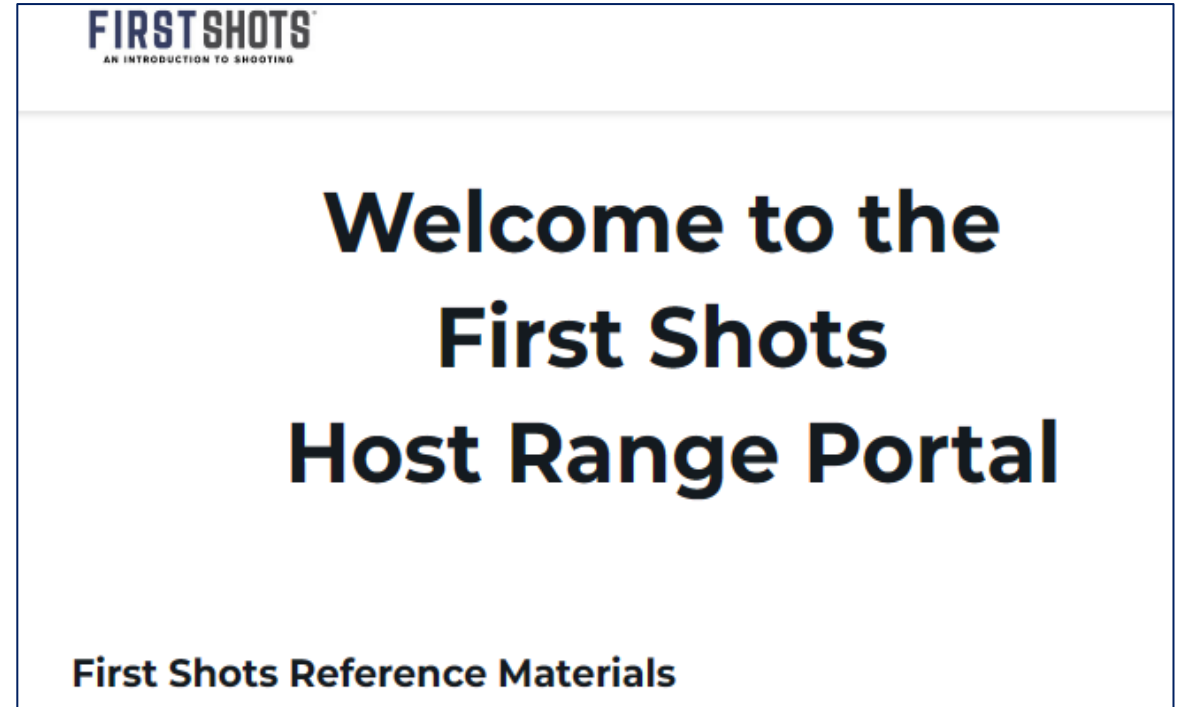


Why do we host First Shot events?

- Opportunities and options for customers
- Opportunities for instructors
- Recreational vs Defensive Shooting

Getting Started

1. Become a member of the NSSF
2. Become a Host Range
3. Review and utilize the resources available at the First Shots Host Range Resource Center
4. Log into the First Shots Host Range Portal to review and utilize the resources available in the FS Host Range Portal such as business plan, checklist, logos, marketing materials, etc.
5. Schedule your First Shots event and get the First Shots Host Kit
6. Promote your First Shots event.



Promotion Suggestions

Think of yourself as a customer. What type of advertisements attract you to a new product or service?

1. Print newspaper or flyer
2. Radio
3. Social Media
4. Press release or blog post on your own web site
5. Word of mouth

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FOR IMMEDIATE RELEASE

For more information contact:

Gillian Kaiser

845-856-6759

scrosshairs@aol.com

October 28, [2023](#)

Safety in the Crosshairs to Host Handgun Seminar

November 18th *First Shots* Event Offers Safe and Educational Introduction to Shooting Sports

FORESTBURGH, NY – When it comes to learning about shooting and firearms ownership, not knowing how or where to start can be an intimidating hurdle for newcomers.

Safety in the Crosshairs is partnering with the National Shooting Sports Foundation (NSSF) to offer Sullivan County area residents a welcoming introduction to the safe, recreational use of Handguns. Through a program called *First Shots*, first-time shooters can attend 3-hour sessions composed of classroom and range time.

First Shots will be held at 1 pm on November 18th by Safety in the Crosshairs at 1945 Route 42 in Forestburgh. Pre-registration is required by contacting Gillian Kaiser at 845-856-6759 or registering on the website www.scrosshairs.com

“*First Shots* is a great opportunity for the public to learn from professionals exactly what gun ownership and the shooting sports are all about. It’s also a chance to give shooting a try,” said Gillian Kaiser, CEO of Safety in the Crosshairs a shooting sports training and Firearms sales company in Forestburgh.

First Shots events provide the public with a chance to learn the rules and requirements of handgun ownership along with information on safety, shooting sports opportunities, individual and group training and range access.

At this seminar, you’ll receive:

- An educational introduction to the safe and recreational use of firearms
- A clear understanding of the local requirements for owning and purchasing a firearm
- Individual and group training
- A rundown of shooting sports opportunities for all levels of interest
- A chance to give shooting a try!

First Shots is one of many NSSF programs working to increase awareness of and participation in the shooting sports. For more information on *First Shots*, visit www.nssf.org/ranges/first-shots/. NSSF, founded in 1961, is the trade association for the firearms and recreational shooting sports industry and promotes the safe ownership and responsible use of products its members make and sell. For more information, visit www.nssf.org.

Promotion Suggestions

- Utilize the customizable flyers available on the First Shots Host Portal.
- Post the flyers at community areas, senior centers, government centers, town halls, etc.

**ATTEND A
FIRST SHOTS®
EVENT**

BRING YOUR
FRIENDS,
YOUR FAMILY,
HAVE FUN.

**Sunday, April 7
1:00 PM**
RIFLES & SHOTGUNS

**Safety in the
Crosshairs™**
Range / Training / Retail

FIRSTSHOTS®
An introduction to shooting

You never forget your First Shots®. Safety In the Crosshairs and the National Shooting Sports Foundation will provide all necessary firearms, ammunition and safety equipment. First Shots® makes getting started in target shooting very easy. Firearm safety, education and responsibility will be addressed during this classroom and live-fire event. This event is for Rifles and Shotguns.

Visit www.scrosshairs.com and look under the training tab - \$29.00 per/person. Pre-registration required Contact: Gillian Kaiser (845) 856-6759 email scrosshairs@aol.com.

Attendees must be 16 years or older and legally permitted to possess a firearm and/or air-gun as per NYS law. Minors: Any student between the ages 16 and 17 must have a parent or guardian present on the range at all times. All

Safety in the Crosshairs
1945 State Route 42
Forestburgh, NY 12777

Contact: Gillian Kaiser (845) 856-6759
SCrosshairs@aol.com

Promotion Suggestions

The picture to the right is the “What’s Next?” slide that we have in every training course PowerPoint presentation.

It a free and easy way to let people know that we offer this seminar.

What’s Next?

Take live Training Courses

Created by a partnership between SITC, LLC and the National Shooting Sports Foundation (NSSF) you can take live fire handgun training.



To learn more about handgun, rifle and shotgun sports, join us for a First Shots® seminar.

Safety in the Crosshairs and the National Shooting Sports Foundation will provide all necessary firearms, ammunition and safety equipment. Courses are presented locally by Safety in the Crosshairs. Ask your instructor for more information.

FIRST SHOTS®
AN INTRODUCTION TO SHOOTING
SITC EDUCATION AND TRAINING SERIES



Preparing for a successful First Shots event

Is your range ready for the event?

Utilize the Master Checklist found on the First Shots host portal.

Be sure to have proper signage to direct attendees to the proper location for completing registration forms, photo releases, etc. that are needed before they proceed to the shooting portion of the event.

Gather all the materials and make sure you have enough for each participant.

FIRST SHOTS® HOST RANGE MASTER CHECKLIST

FIRST SHOTS®
AN INTRODUCTION TO SHOOTING

Use this handy checklist to make sure you've thought of everything. Good planning is the key to a successful event!

- Schedule your First Shots® Event. Consider time of day/day of the week when planning an event for first time shooters. Evenings or weekends will attract the most participants. Be sure to communicate your event date/time to NSSF® as soon as possible so we can include you in the national calendar and ship your First Shots Host Kit.
- Do you have an online reservation and waiver system? Make it easy for your first-time visitors by encouraging them to complete their waiver ahead of time.
- We all love photos! If you take a photo of class participants, please ask them to sign a photo release.
- Develop your marketing plan. Including how to find first-time shooters, and then how to bring them back to your range. (Visit Event Promotion for more details)
- Determine your class size. Consider how many lanes you will make available for shooting. To manage wait time, host ranges usually limit class sizes to the number of shooting lanes multiplied by two or three.
- Classroom setup. You'll need space for your attendees to be comfortable and to easily see the instructor. Please have pens/pencils handy so participants can fill in their handbook and take notes!
- Is your range ready for guests? First Impressions matter so make sure you are ready to welcome your first-time guests with good signage, clean restrooms, and accessible/safe parking.
- Identify your training staff. The classroom instructor should be comfortable with new shooters to make it an enjoyable and safe experience. Many host ranges allow for one range officer per lane while the class is shooting.
- Be ready for repeat customers! Review your class offerings to be sure you have classes available that will appeal to your enthusiastic new shooters. Be sure to have range brochures and class schedules handy for them to take with them at the end of the First Shots event.
- Equipment. For First Shots rifle and pistol events, please use .22 caliber firearms. The low noise and minimal recoil make it the ideal caliber for beginning shooters. Many ranges also find blue guns to be helpful teaching tools.
- First Shots Host Kit. When you schedule your event, NSSF will ship you a First Shots Host Kit including padfolios for notetaking, handbooks, literature promoting firearms safety and the shooting sports, eye/ear protection, targets and ammunition based on the estimated number of attendees.
- Complete your First Shots post-event report immediately following your event to help NSSF showcase the number of new participants being introduced to firearms and target shooting events through First Shots experiences.
- Review the survey feedback from your event participants. Use this information to make your next First Shots event even better!

Preparing for a successful First Shots event

Handouts, swag, giveaways

Whether it's a free pen, ear plugs, or a discount coupon, our attendees have responded well to the 'free stuff'

Don't forget to give them your business card!

NSSF® provides all the student materials you'd need for each student.

- Safety Glasses
- Ear Protection
- Shoot-N-C targets
- .22 LR ammunition
- First Shots Handbook
- Program Related Literature

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During the event Ages and stages

Monitor participants to ensure safe firearm handling is being followed.

Pay close attention to youth attendees and others than may have a limited ability to understand complex instructions.

Are they are having fun?



After the event

- Complete First Shots post-event report
- Review the survey feedback from your event participants.



Post Event Follow Up

1. Send a brief 'thank-you for attending' email with 1-3 business days after the event.
2. 30-60 days after the event, email or call participants to follow up with an invitation to come back for additional training.
3. 90-120 days after the event, provide a course discount to prior attendees if they attend another training course. Recommend the coupon is only valid for six months from the date of their last training course.





Create Opportunities for your next event

1. Plan your calendar to host regular First Shots events.
2. Post the date of events at least 1-2 months in advance



Create Opportunities for your next event

Don't forget to participate in National Shooting/Sports Month held every year in August!

Partner with other organizations to present a brief introduction to First Shots during their event

Holidays, birthdays, parties, etc. are all opportunities for a First Shots event.

New Revenue Incentive for Hosts

- Generate New Revenue
- \$15 for each person you put through a FS experience (up to \$1500 in new revenue support)
- Must schedule at least 3 FS offerings (and or incorporate the FS branded resources into your customary offerings even if by appointment only)
- Offer available through March 17, 2024
- Report monthly numbers to earn support revenue

Boost Participation Today!

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Ann Gamauf
Member Services Coordinator
203-299-2079
agamauf@nssf.org

QUESTIONS

Zach Snow
Director, Member Development
203-286-5681 or 203-545-6614
zsnow@nssf.org

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