

# FIRST SHOTS® REFERENCE GUIDE



**FIRSTSHOTS**  
An introduction to shooting



THE FIREARMS INDUSTRY TRADE ASSOCIATION

| NSSF.ORG



## **DISCLAIMER**

The National Shooting Sports Foundation® (NSSF®) has created this First Shots Reference Guide for informational and planning purposes only to assist shooting ranges organize and host First Shots events. Although the NSSF encourages host ranges to utilize the information in this reference guide and follow the recommended agenda in instructing event participants, it is up to the host ranges and other users of this reference guide to determine the operation and format of First Shots events based on the suitability of their individual ranges.

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# FIRSTSHOTS<sup>®</sup>

An introduction to shooting

In 2005 the inaugural First Shots seminar took place in Springfield, MA. Originally, this program was designed as a marketing tool with commercial handgun ranges in mind. NSSF combined practical experience, industry research and marketing theory to develop a simple package that could be delivered through ranges to first time shooters.

Identifying a major barrier to participation – variance of rules and regulations surrounding handgun ownership from state to state – and making sure that accurate information was delivered are primary elements. In addition, recognizing that range facilities offer services that meet every stage of participation for the beginner suggested that the seminar provide an initial trial opportunity for the general public as well as be the source for actionable “next step” experiences. Evaluation surveys were included and 6 month follow-up evaluations were planned to assist range owners in customer based decisions.

First Shots was embraced by range operators across the country and the results strongly indicate that with this package, not only could the range increase traffic at the range, it could also generate new shooters for the future of our industry.

Soon, requests came in for First Shots with shotgun and rifle. NSSF worked hard to accommodate those ranges whose sole focus was shotgun and/or rifle shooting. The core program is easily adaptable to any discipline and in order to accommodate those facilities, this guide has been updated to include references for certain procedures and tips.



# FIRST SHOTS MISSION

To promote responsible firearm ownership through introductory seminars that focus on local and state requirements coupled with a hands-on activity, and delivered by and at NSSF partner ranges.



## FIRST SHOTS GOALS

- ☑ To increase range traffic and activity by creating new shooters and life-long participants.
- ☑ To inform and educate the public on firearm permit requirements and opportunities to comply with those requirements.
- ☑ To educate the general public about the opportunities for safe and responsible use of firearms.





# EVENT AGENDA

First Shots is a program of the National Shooting Sports Foundation that offers the public an opportunity to learn the rules and requirements of firearm ownership along with comprehensive information on firearm safety, shooting sports opportunities, individual and group training, and range access.

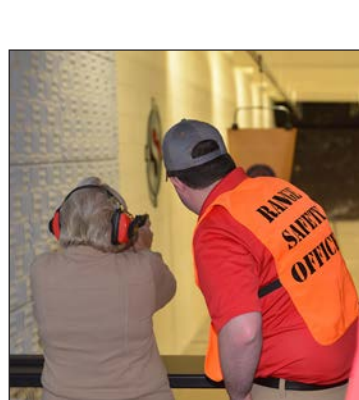
Partnering with shooting ranges, First Shots is a shooting program that provides quality instruction in the safe, recreational use of firearms and provides newcomers with the opportunity to give shooting a

try. First Shots also answers new shooters' questions regarding firearms and firearm ownership.

We have prepared an agenda for your use in planning your First Shots event. It was designed in order to effectively maintain the focus referenced in our mission and goals consistently from facility to facility.

First Shots teaches basic skills in firearm use and should not be considered a complete course in traditional firearm training. It is not meant to replace any nationally recognized and qualified training course or state-required education programs. The agenda covers a three-

hour period so that multiple sessions may be run in one day. If time allows, ranges may elect to offer additional shooting to attendees after the session is complete.



In order to successfully encourage attendees to pursue their

firearm interests, the event needs to be educational and interactive and must include hands-on participation.

First Shots is designed to promote your shooting range in your community as well as assist the participant. The following subjects will help you in conducting a successful and informative introduction to firearm shooting.

# FIRST SHOTS AGENDA

**CLASSROOM: Approximately 90 minutes**

## **WELCOME**

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Introduce yourself & staff  
Allow participants to introduce themselves and find out why they are there

## **TALK ABOUT FACILITY**

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How long you have been around  
What you have to offer (including classes, leagues, clubs)  
Sell your place (why is this where they want to come shoot?)

## **BASICS OF PROGRAM**

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Only the beginning  
Safety rules  
Safe storage

## **LOCAL LAWS**

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General information on ownership and possession in your area

## **PARTS OF FIREARMS**

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Semi-Auto	Rifle/MSR
Revolver	Shotgun

## **BASIC SHOOTING FUNDAMENTALS**

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From grip to follow-through

## **GENERAL RANGE RULES**

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Range commands

## **CLASSROOM FIREARMS HANDLING**

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Loading and unloading magazines  
Dry-fire



**RANGE TIME: Approximately 90 minutes**

## **BASIC WHAT TO EXPECT**

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Safety first  
Reiterate safe gun handling skills  
Live fire exercises

## **FINISH UP IN CLASSROOM**

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Fill out surveys  
Get feedback  
Answer any questions



***Thank participants for coming and invite them back!***

# FACILITY RESPONSIBILITIES

1. The host range agrees to organize and produce First Shots according to the guidelines provided.
2. The host range will provide NSSF with a completed event notification form.
3. The host range will provide a certified instructor and qualified safety officers.
4. The host range is responsible for complying with all regulations and laws in the state First Shots is being conducted, including, but not limited to, firearms laws pertaining to handguns.
5. Host range will deliver completed participant surveys to NSSF immediately following event.
6. Host range will deliver First Shots post-event report to NSSF immediately following event.
7. Host range will have regularly scheduled training classes, activities and open range time available for continued participation.

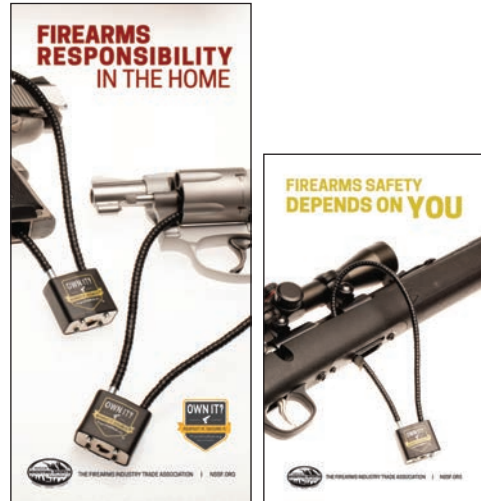




# NSSF RESPONSIBILITIES

## *NSSF will...*

1. Provide technical and logistical advice regarding planning and organization.
2. Create advertising and provide limited co-op funding. \*See “NSSF advertising.”
3. First Shots PowerPoint Presentation.
4. Provide firearm safety literature.
5. Provide participant surveys and regularly communicate results.
6. Provide gift bag items.



# ADMINISTRATIVE AND PLANNING

As the First Shots event host you have an opportunity to create new shooting enthusiasts and increase activity at your range. You are also contributing to the future of the shooting sports by providing the attendee the opportunity to move from an introduction to firearms, to ownership and active participation.

## SOME THINGS TO CONSIDER:

- Have you selected a date and time appropriate for your local audience?
- Have you verified that you have scheduled training classes for the 2-3 month time frame following your event date?
- Do you have complete information on permit requirements, including copies of required forms, available for all attendees?
- Although this is a free event, consider charging a nominal registration fee in order to hold a spot; \$15 or \$20 (the cost of a lane or firearm rental). At the end of the event, give the participant a gift card for the cost of the registration fee. This will help eliminate no-shows and give the participant a reason to visit you again.

## YOU WILL NEED TO ARRANGE FOR THE FOLLOWING:

### 1. **A number of safety officers for the range portion.**

This will be determined by your class size. A ratio of one safety officer per two shooters is suggested, for rifle and handgun. One per 5 shooters for shotgun.

**Class size:** The number of shooting lanes available will determine your class size. In order to limit wait time, a class size should be equal to the number of shooting lanes multiplied by two.

### 2. **Schedule of upcoming classes, membership and league activities.**

Range brochures will cover this. You can also easily create one that includes these items along with your rental gun fees, range fees and other pertinent information.

### 3. **Staff available for questions and on-site registrations/memberships.**

### 4. **A number of like firearms for attendees to use.**

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. A mix of 12 and 20 gauge shotguns is recommended; a variety of stock sizes is as important as gauges.

### 5. **Eye/ear protection, bull's-eye targets and ammunition for range portion.**

# NSSF ADVERTISING

First Shots signature advertising utilizes print, radio and television ads. NSSF will complete the editing of the ads to include your event and facility information.



Ads placed in print and/or radio and/or television leading up to your event will encourage attendance and will include your event information, contact information and may include your store logo provided it is made available to NSSF.

**These ads can be previewed at [www.nssf.org/ranges/first-shots/](http://www.nssf.org/ranges/first-shots/).**

There is also an opportunity for host ranges to take advantage of our advertising co-op in purchasing media buys. These requests must be submitted at least 30 days prior to your event. Contact [firstshots@nssf.org](mailto:firstshots@nssf.org) for more information.

Limited funding to purchase ad space and time is available from NSSF, and eligibility for funding will be awarded on a first-come, first serve basis of eligible ranges and subject to availability of funds at the time of request. Partner ranges are encouraged to consider a portion of their advertising budget to supplement the frequency.



## NSSF TRADEMARK USE & ADVERTISING GUIDELINES

The following guidelines apply to all NSSF member ranges that host First Shots seminars and wish to use the following NSSF trademarks in their own range-created First Shots advertising and promotional materials:



The names and logos of “First Shots” and the “National Shooting Sports Foundation” are registered trademarks of and proprietary to the NSSF.

First Shots partner ranges that are members of NSSF are granted the limited, non-exclusive and non-transferable license to use and incorporate the trademarked images appearing above in their own First Shots planning materials, announcements, literature, advertising (e.g., print, radio, television, Internet) and other promotions subject to the following guidelines:

### NSSF TRADEMARK USAGE GUIDELINES

1. The First Shots name and the National Shooting Sports Foundation logo must be used as they appear above without any alteration or removal of registered trademark symbols.
2. Both images must appear together and within close proximity to each other in all promotions.
3. Both images must be immediately accompanied by a link to each of their respective websites.
4. The images shall not be used in any manner that expresses or implies, or could be construed to express or imply, that the NSSF endorses or certifies any First Shots host range.
5. The images shall not be used in any manner

that misrepresents, or has the appearance of misrepresenting, the relationship between any First Shots host range and the NSSF.

6. The images shall not be used in any manner that might harm the NSSF’s reputation or goodwill or the NSSF’s ownership rights in the images.

### FIRST SHOTS PROMOTIONS GUIDELINES

The NSSF recognizes advertising (print, radio, television, Internet) are important means for partner ranges to raise awareness for their First Shots seminars and to encourage the public to attend. There are, however, a few points that partner ranges must follow when creating their own First Shots promotions that are funded by the NSSF.

1. Promotions shall only promote First Shots seminars (e.g., purpose of First Shots, what is taught, etc.). Ranges shall not promote themselves or any products or services offered. They may, however, identify the name of their facility along with address and contact information.
2. Promotions shall not contain any unsafe, violent or criminal acts or other material deemed inappropriate or offensive by the NSSF.

All advertisements must be submitted to NSSF for review prior to publication or broadcast. Please send advertisements to:

Ann Gamauf  
Shooting Range Services Coordinator /  
Membership Services  
National Shooting Sports Foundation  
11 Mile Hill Road  
Newtown, CT 06470

The NSSF reserves the right to revoke all use of NSSF’s trademarks and terminate a host range’s participation in First Shots at any time due to non-compliance with these guidelines.

## ADDITIONAL MEDIA COVERAGE

You can encourage additional coverage of your events through various media outlets beyond advertising. You may use the sample press release located in the back of this book to create your custom version.

Because you are a local business owner your First Shots event is a good candidate for a feature story from the business promotion perspective. Also, lifestyle editors might be interested in covering your event because handgun shooting, particularly among women, is growing.

Those are just two possibilities, but it makes sense for you to be seeking out the “story” in terms of what is happening in your local area. Once you’ve identified possibilities, it is up to you to sell the idea to the media.

Timing is important. Pre-event coverage could boost your attendance. It could also result in having media representatives at your event. Keep in mind many editors are on strict deadlines. You will need to start pitching your story several weeks in advance.

### Some important tips to increase your publicity:

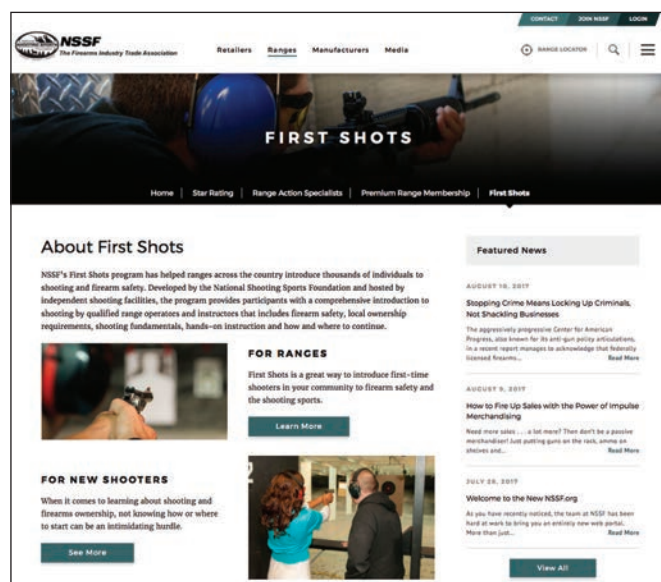
- Send a press release two to three weeks before the event.
- Send your press release to sports, business and lifestyle editors or reporters – most newspapers’ websites will have information on how to contact these people

(name, fax, e-mail, address, etc.). This information should also be available in the publication itself.

- Some newspapers have specific instruction on submitting press releases. This information can be found on the newspaper’s website as well as in the publication.
- Sending your press release early in the day will increase your chances of getting it noticed.

To help promote and advance the First Shots program, you are encouraged to email images from your First Shots event(s) to **firstshots@nssf.org**. Images may be used on the First Shots social media pages to drive more interest to First Shots events at your range.

Reach out to local media outlets via social media by sharing or messaging your event information and a link to the website: [www.nssf.org/ranges/first-shots/](http://www.nssf.org/ranges/first-shots/).



# SAMPLE PRESS RELEASE

TO: ALL MEDIA  
For immediate release

For more information contact:  
Name  
Phone Number  
Email

Date

## **Name of Business to Host Free Handgun Seminar**

**DATE** *'First Shots' Event Offers Safe, Educational Introduction to Shooting Sports*

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

The National Shooting Sports Foundation (NSSF) is partnering with **[NAME OF BUSINESS]** to offer **[CITY]** –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 **[DATE AND TIME]** at **[NAME OF BUSINESS]**, located at **[ADDRESS]**. Pre-registration is required by contacting the range at **[PHONE NUMBER]**.

### **“QUOTE FROM RANGE OWNER / MANAGER”**

**SAMPLE QUOTE:** “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 John Smith, owner of Smith Shooting Range.

First Shots events provide the public with a chance to learn the rules and requirements of handgun ownership along with comprehensive information on safety, shooting sports opportunities, individual and group training and range access. It also answers new shooters’ questions regarding firearms and firearm ownership and provides an opportunity 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/](http://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](http://www.nssf.org).

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# PREPARING YOUR FACILITY

The First Shots program brings the public into your range for a visit to explore the shooting sports. You should prepare your facility with this one thought in mind: You will be providing the important **FIRST IMPRESSION** of shooting. Your facility should represent a clean, comfortable atmosphere. Staff should be knowledgeable and helpful.

**At least one day ahead of time, you should plan for and complete the following:**

- Facility cleanup – including counter space, display shelves, bulletin boards, entrance, waiting areas, etc.
- Lavatories – clean and neat
- Signage – safety messages displayed prominently, range rules visible, banners, etc.

**Other items to address if necessary:**

- Down range access should be roped off or otherwise access-prohibited.
- Appropriate signage should direct attendees to classroom vs. range
- Staff, range officers, etc., should be neat in appearance. An important part of this event is to remove stereotypical ideas, so tactical clothing and camouflage should be avoided.
- A rehearsal with the lead instructor and other range officers should be conducted to ensure the event runs safely and smoothly. They should be familiar with the firearm being used and be clearly identified by hats, pins or shirts.
- The entire staff should be well-versed on the agenda and any promotions, additional activities or other offers that are provided.



# RANGE ORGANIZATION

In addition to the standard safety procedures that you already incorporate into your range rules, there are other considerations.

STAFF	Staff should consist of one safety officer per every two shooters in addition to your lead instructor.
HANDGUNS	There should be enough like handguns of the same action type for the number of shooters on the line at one time. Ten lanes – ten shooters – ten .22 revolvers. This allows the lead instructor to be consistent in his commands.
TARGET PRESENTATION	This should be of the bull's-eye type and set at a distance of no more than 10-15 feet. This close range offers easy success to the beginner. The target can be quickly and easily replaced for the next shooter and can be a souvenir to the attendee.
SHOTGUNS	A variety of shotguns in various gauges and including youth models will allow each participant to have a comfortable experience. See suggested shotgun course of fire on page 17.

## Forms and other Documents

- NSSF recommends that host ranges have attendees complete liability waivers.  
*\*A sample sign-in sheet covers photography release for your seminars*
- Range membership applications should be provided to each attendee.
- Range brochure and/or training-class schedule should be provided to attendees.
- Registrations should be logged as they are confirmed.  
*\*Sample registration form for your staff to use on page 24.*

## TIPS FOR SUCCESS

1. Lead instructors should be certified through a recognized entity (i.e.; NRA, IPSC, NSCA, USCCA, etc.).
2. **Safety is the primary concern, and safety measures should be enforced at all times.**
3. Classroom demonstration of trigger press and sight alignment may be facilitated through the use of a firearm or blue gun equipped with laser. During demonstrations verify that all students can observe clearly.
4. Follow the program agenda and PowerPoint and focus on the basics. This will allow you to move through all topics in a timely manner. Attendees can be referred to scheduled training classes for detailed information regarding each topic.
5. Hold a staff meeting that will allow everyone to become familiar with First Shots and their role. This will ensure that incoming inquiries and registrations are handled effectively.
6. Assign a staff member to make a courtesy call to all registered participants to remind them of the class. Doing this the day before will enhance the attendance.
7. Prepare participant gift bags in advance. You can then “set up” your classroom for anticipated attendance.
8. Keep attendees safe, keep them happy and keep the event moving.





# HANDGUN AND RIFLE COURSE OF FIRE

A total of 20 rounds will be fired. (If your range chooses, 10 with a revolver and 10 with a semi-automatic pistol.) Starting with an unloaded handgun, the shooter will ONLY load and fire on command.

## Stage #1: 3-5 Yards

(10 rounds) At range officer command, load one round, fire (repeat). Increase



rounds as instructor feels group is ready.

## Stage #2: 3-5 Yards - If instructor thinks group is ready

(10 rounds) At command, load 10, commence firing

Make sure the firing is slow and methodical.



# SHOTGUN COURSE OF FIRE

A total of 15 rounds will be fired. Instructors may include some shotgun handling practice with an unloaded firearm to provide some familiarity with target acquisition and follow through.



## TRAP FIELD

Set your machine so it doesn't rotate.

Stage shooters directly behind the Trap house and shoot straight going away.

## SKEET FIELD

Low house station seven straight going away targets.

## SPORTING CLAYS COURSE

Select 3 stations to present going away, floppy incomer, slow rabbit.

# FIRST SHOTS CHECKLIST

## BEFORE:

- \_\_\_\_\_ Complete schedule notification form online
- \_\_\_\_\_ Deliver graphic files for advertising to NSSF
- \_\_\_\_\_ Coordinate purchase of advertising with media
- \_\_\_\_\_ Inventory rental guns
- \_\_\_\_\_ Hold staff meeting. Review First Shots Reference Guide and PowerPoint Presentation
- \_\_\_\_\_ Designate Lead Instructor. Supply with guide
- \_\_\_\_\_ Designate Safety Officers. Supply with guide
- \_\_\_\_\_ Order/create range instruction classes and activities schedule
- \_\_\_\_\_ Distribute color posters/flyers in community and post to social media
- \_\_\_\_\_ Have registration sheet ready for pre-registration
- \_\_\_\_\_ Create participant give-away bags
- \_\_\_\_\_ Organize classroom

## AFTER:

- \_\_\_\_\_ Inventory class registrations and membership sales
- \_\_\_\_\_ Hold staff meeting to review event
- \_\_\_\_\_ Mail completed surveys and post event report to NSSF





# SIGN-IN WAIVER



Class Date \_\_\_\_\_ Class Time: \_\_\_\_\_ Class Capacity: \_\_\_\_\_

	NAME	TELEPHONE	SIGNATURE
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25			

Participants may be filmed videotaped, photographed or otherwise recorded during the event. If participants have concerns about being filmed videotaped, etc., they should inform event organizers immediately. Otherwise, participation in the event constitutes consent to the use of participants' name and likeness by NSSF and other event organizers for event or First Shots program promotion purposes.





# REGISTRATION SHEET

Class Date: \_\_\_\_\_ Class Time: \_\_\_\_\_ Class Capacity: \_\_\_\_\_

[illegible]

Participants may be filmed videotaped, photographed or otherwise recorded during the event. If participants have concerns about being filmed videotaped, etc., they should inform event organizers immediately. Otherwise, participation in the event constitutes consent to the use of participants' name and likeness by NSSF and other event organizers for event or First Shots program promotion purposes.







# Handgun Evaluation Form

**Thank you for participating in our First Shots® seminar.**

Your feedback is important and it will help us in continuing to offer more seminars across the country. Please complete this evaluation form and return it to your instructor.



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**Participant Information:** (please print each letter clearly)

Gender Male ☐ Female ☐ Age \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

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

Email \_\_\_\_\_

First Shots  
Location \_\_\_\_\_ Date of Seminar M \_\_\_\_\_ D \_\_\_\_\_ Y \_\_\_\_\_

---

- |  |   |  |
|--|---|--|
| 1. Was First Shots your first introduction to firing a <b>handgun</b> ?<br><input type="checkbox"/> Yes (Skip to Question #3)<br><input type="checkbox"/> No   | <input type="checkbox"/> First Shots website<br><input type="checkbox"/> Family/Friend<br><input type="checkbox"/> Other _____  | <input type="checkbox"/> Far too fast  |
| 2. If no, please rate your experience with <b>handguns <u>prior</u></b> to attending First Shots:<br><input type="checkbox"/> I have had no formal instruction, but I have fired a handgun before.<br><input type="checkbox"/> I have taken a formal handgun course but do not shoot a handgun regularly.<br><input type="checkbox"/> I have many years of experience and formal training with handguns. | 4. I felt the First Shots seminar was:<br><input type="checkbox"/> Extremely informative<br><input type="checkbox"/> Somewhat informative<br><input type="checkbox"/> Not informative   | 7. After having participated in the First Shots seminar, my understanding of <b>local requirements</b> regarding handgun ownership:<br><input type="checkbox"/> Increased significantly<br><input type="checkbox"/> Increased somewhat<br><input type="checkbox"/> Remained about the same   |
| 3. How were you <b>first informed</b> about First Shots?<br><input type="checkbox"/> Print ad<br><input type="checkbox"/> Radio ad<br><input type="checkbox"/> TV/Cable ad<br><input type="checkbox"/> Flyers  | 5. The <b>information</b> contained in the First Shots seminar was:<br><input type="checkbox"/> Far too little<br><input type="checkbox"/> Somewhat too little<br><input type="checkbox"/> Just the right amount<br><input type="checkbox"/> Somewhat too much<br><input type="checkbox"/> Far too much | 8. Please choose the statement that you would <b>most agree with</b> after having participated in the First Shots seminar:<br><input type="checkbox"/> I am more likely to continue to participate in handgun shooting<br><input type="checkbox"/> I am less likely to continue to participate in handgun shooting<br><input type="checkbox"/> My participation in handgun shooting will not change. |
|  | 6. The <b>pace</b> of the First Shots seminar was:<br><input type="checkbox"/> Much too slow<br><input type="checkbox"/> A little slow<br><input type="checkbox"/> Just the right speed<br><input type="checkbox"/> A little fast   |  |

***Please continue on the other side of the form.***

9. My **primary reason(s)** for attending the First Shots seminar was (were): (Check all that apply)
- ☐ To see what handgun shooting was like
  - ☐ To plan for handgun training
  - ☐ To learn about handguns
  - ☐ To learn about local handgun requirements
  - ☐ To mentor a first-time handgun shooter
  - ☐ To refresh lapsed handgun skills
  - ☐ Other (specify): \_\_\_\_\_

10. The **main reason(s)** I would purchase a handgun now is for: (Check all that apply)
- ☐ Personal protection
  - ☐ Target shooting
  - ☐ Organized Shooting (IDPA, USPSA, leagues)
  - ☐ Hunting
  - ☐ Collection
  - ☐ Other (specify): \_\_\_\_\_

11. Now that you have completed the First Shots handgun seminar, what would **motivate you MOST to continue** handgun shooting?
- ☐ Access to a nearby shooting facility
  - ☐ Family programs offered at a nearby facility

- ☐ Instructional programs offered at a nearby facility
- ☐ Competitions offered at a nearby facility
- ☐ Programs designed for women
- ☐ Opportunity to join a shooting club or league
- ☐ Other (specify): \_\_\_\_\_

12. The main goal of First Shots is to **motivate future participation** in the shooting sports.

Would you be willing to participate in future surveys to help us monitor the First Shots Program?

☐ Yes ☐ No

13. If yes, please tell us the **best way** to contact you:
- ☐ U.S. Mail
  - ☐ E-mail
  - ☐ Other (specify): \_\_\_\_\_

14. **Overall**, how satisfied were you with the First Shots seminar?
- ☐ Completely satisfied
  - ☐ Very satisfied
  - ☐ Somewhat satisfied
  - ☐ Not very satisfied

15. What **improvements** would you recommend for future First Shots seminars?

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- ☐ **Please check box if you would like to receive additional information from The National Shooting Sports Foundation**

16. I attended this First Shots event:

- ☐ Alone
- ☐ With at least one friend
- ☐ With at least one family member\*

If attended with family member, which family member(s) did you attend with?

- ☐ Spouse
- ☐ Parent
- ☐ Sibling
- ☐ Child (ages \_\_\_\_\_ )

17. Please select ethnicity/race:

- ☐ White
- ☐ Black or African American
- ☐ Asian/Pacific Islander
- ☐ Hispanic or Latino
- ☐ Other
- ☐ Prefer not to answer

**Thank you for participating in our First Shots Survey! Please remember to hand in your evaluation form.**

Information supplied by the survey participant shall only be used for statistical reporting purposes and for adjusting future First Shots seminars. Under no circumstances shall the information be used for any other purpose without the participant's written consent.



THE FIREARMS INDUSTRY TRADE ASSOCIATION  
NSSF.ORG |     

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Item #54800

# Rifle Evaluation Form

**Thank you for participating in our First Shots® seminar.**

Your feedback is important and it will help us in continuing to offer more seminars across the country. Please complete this evaluation form and return it to your instructor.



---

**Participant Information:** (please print each letter clearly)

Gender Male ☐ Female ☐ Age \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

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

Email \_\_\_\_\_

First Shots Location \_\_\_\_\_ Date of Seminar M \_\_\_\_\_ D \_\_\_\_\_ Y \_\_\_\_\_

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|--|--|--|
| <p>1. Was First Shots your first introduction to firing a <b>rifle</b>?<br/><input type="checkbox"/> Yes (Skip to Question #3)<br/><input type="checkbox"/> No</p> <p>2. If no, please rate your experience with a <b>rifle prior</b> to attending First Shots:<br/><input type="checkbox"/> I have had no formal instruction, but I have fired a rifle before.<br/><input type="checkbox"/> I have taken a formal rifle course but do not shoot regularly.<br/><input type="checkbox"/> I have many years of experience and formal training with rifles.</p> <p>3. How were you <b>first informed</b> about First Shots?<br/><input type="checkbox"/> Print ad<br/><input type="checkbox"/> Radio ad<br/><input type="checkbox"/> TV/Cable ad<br/><input type="checkbox"/> Flyers<br/><input type="checkbox"/> First Shots website<br/><input type="checkbox"/> Family/Friend</p> | <p><input type="checkbox"/> Other _____</p> <p>4. I felt the First Shots seminar was:<br/><input type="checkbox"/> Extremely informative<br/><input type="checkbox"/> Somewhat informative<br/><input type="checkbox"/> Not informative</p> <p>5. The information contained in the First Shots seminar was:<br/><input type="checkbox"/> Far too little<br/><input type="checkbox"/> Somewhat too little<br/><input type="checkbox"/> Just the right amount<br/><input type="checkbox"/> Somewhat too much<br/><input type="checkbox"/> Far too much</p> <p>6. The pace of the First Shots seminar was:<br/><input type="checkbox"/> Much too slow<br/><input type="checkbox"/> A little slow<br/><input type="checkbox"/> Just the right speed<br/><input type="checkbox"/> A little fast<br/><input type="checkbox"/> Far too fast</p> <p>7. I attended this First Shots event:<br/><input type="checkbox"/> Alone<br/><input type="checkbox"/> With at least one friend</p> | <p><input type="checkbox"/> With at least one family member<br/>If attended with family member, which family member(s) did you attend with?<br/><input type="checkbox"/> Spouse<br/><input type="checkbox"/> Parent<br/><input type="checkbox"/> Sibling<br/><input type="checkbox"/> Child (Ages _____ )</p> <p>8. Please choose the statement that you would <b>most agree with</b> after having participated in the First Shots seminar:<br/><input type="checkbox"/> I am more likely to continue to participate in rifle shooting<br/><input type="checkbox"/> I am less likely to continue to participate in rifle shooting<br/><input type="checkbox"/> My participation in rifle shooting will not change.</p> |
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***Please continue on the other side of the form.***

9. My **primary reason(s)** for attending the First Shots seminar was (were): (Check all that apply)

- ☐ To see what rifle shooting was like
- ☐ To plan for rifle shooting training
- ☐ To learn about rifles
- ☐ To mentor a first-time rifle shooter
- ☐ To refresh lapsed rifle shooting skills
- ☐ Other (specify): \_\_\_\_\_

10. The **main reason(s)** I would purchase a rifle now is for: (Check all that apply)

- ☐ Target shooting
- ☐ Personal protection
- ☐ Organized Shooting (CMP, NRA, IPSC, NCAA, etc.)
- ☐ Hunting
- ☐ Collection
- ☐ Other (specify): \_\_\_\_\_

11. Now that you have completed the First Shots rifle seminar, what would **motivate you MOST to continue** rifle shooting?

- ☐ Access to a nearby

shooting facility

- ☐ Family programs offered at a nearby facility
- ☐ Instructional programs offered at a nearby facility
- ☐ Competitions offered at a nearby facility
- ☐ Programs designed for women
- ☐ Opportunity to join a shooting club or league
- ☐ Access to hunting lands
- ☐ Other (specify): \_\_\_\_\_

12. The main goal of First Shots is to **motivate future participation** in the shooting sports.

Would you be willing to participate in future surveys to help us monitor the First Shots Program?

- ☐ Yes ☐ No

13. If yes, please tell us the **best way** to contact you:

- ☐ U.S. Mail
- ☐ E-mail
- ☐ Other (specify): \_\_\_\_\_

14. **Overall**, how satisfied were you with the First Shots seminar?

- ☐ Completely satisfied

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Not very satisfied

- ☐ **Please check box if you would like to receive additional information from The National Shooting Sports Foundation**

15. What **improvements** would you recommend for future First Shots seminars?

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16. Please select ethnicity/race:

- ☐ White
- ☐ Black or African American
- ☐ Asian/Pacific Islander
- ☐ Hispanic or Latino
- ☐ Other
- ☐ Prefer not to answer

**Thank you for participating in our First Shots Survey! Please remember to hand in your evaluation form.**

Information supplied by the survey participant shall only be used for statistical reporting purposes and for adjusting future First Shots seminars. Under no circumstances shall the information be used for any other purpose without the participant's written consent.



THE FIREARMS INDUSTRY TRADE ASSOCIATION  
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Item #54801



# Shotgun Evaluation Form

**Thank you for participating in our First Shots® seminar.**

Your feedback is important and it will help us in continuing to offer more seminars across the country. Please complete this evaluation form and return it to your instructor.



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**Participant Information:** (please print each letter clearly)

Gender Male ☐ Female ☐ Age \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

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

Email \_\_\_\_\_

First Shots Location \_\_\_\_\_ Date of Seminar M \_\_\_\_\_ D \_\_\_\_\_ Y \_\_\_\_\_

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|---|---|--|
| <p>1. Was First Shots your first introduction to firing a <b>shotgun</b>?<br/><input type="checkbox"/> Yes (Skip to Question #3)<br/><input type="checkbox"/> No</p> <p>2. If no, please rate your experience with <b>shotguns prior</b> to attending First Shots:<br/><input type="checkbox"/> I have had no formal instruction, but I have fired a shotgun before.<br/><input type="checkbox"/> I have taken a formal shotgun course but do not shoot regularly.<br/><input type="checkbox"/> I have many years of experience and formal training with shotguns.</p> <p>3. How were you <b>first informed</b> about First Shots?<br/><input type="checkbox"/> Print ad<br/><input type="checkbox"/> Radio ad<br/><input type="checkbox"/> TV/Cable ad<br/><input type="checkbox"/> Flyers<br/><input type="checkbox"/> First Shots website<br/><input type="checkbox"/> Family/Friend</p> | <p><input type="checkbox"/> Other (specify): _____</p> <p>4. I felt the First Shots seminar was:<br/><input type="checkbox"/> Extremely informative<br/><input type="checkbox"/> Somewhat informative<br/><input type="checkbox"/> Not informative</p> <p>5. The <b>information</b> contained in the First Shots seminar was:<br/><input type="checkbox"/> Far too little<br/><input type="checkbox"/> Somewhat too little<br/><input type="checkbox"/> Just the right amount<br/><input type="checkbox"/> Somewhat too much<br/><input type="checkbox"/> Far too much</p> <p>6. The <b>pace</b> of the First Shots seminar was:<br/><input type="checkbox"/> Much too slow<br/><input type="checkbox"/> A little slow<br/><input type="checkbox"/> Just the right speed<br/><input type="checkbox"/> A little fast<br/><input type="checkbox"/> Far too fast</p> <p>7. I attended this First Shots event:<br/><input type="checkbox"/> Alone</p> | <p><input type="checkbox"/> With at least one friend<br/><input type="checkbox"/> With at least one family member<br/>If attended with family member, which family member(s) did you attend with?<br/><input type="checkbox"/> Spouse<br/><input type="checkbox"/> Parent<br/><input type="checkbox"/> Sibling<br/><input type="checkbox"/> Child (ages _____ )</p> <p>8. Please choose the statement that you would <b>most agree with</b> after having participated in the First Shots seminar:<br/><input type="checkbox"/> I am more likely to continue to participate in shotgun shooting<br/><input type="checkbox"/> I am less likely to continue to participate in shotgun shooting<br/><input type="checkbox"/> My participation in shotgun shooting will not change.</p> <p><b><i>Please continue on the other side of the form.</i></b></p> |
|---|---|--|

9. My **primary reason(s)** for attending the First Shots seminar was (were): (Check all that apply)

- ☐ To see what shotgun shooting was like
- ☐ To plan for shotgun training
- ☐ To learn about shotgun
- ☐ To mentor a first-time shotgun shooter
- ☐ To refresh lapsed shotgun skills
- ☐ Other (specify): \_\_\_\_\_

10. The **main reason(s)** I would purchase a shotgun now is for: (Check all that apply)

- ☐ Target shooting
- ☐ Personal protection
- ☐ Organized Shooting (NSCA, ATA, NSSA, leagues, etc.)
- ☐ Hunting
- ☐ Collection
- ☐ Other (specify): \_\_\_\_\_

11. Now that you have completed the First Shots shotgun seminar, what would **motivate you MOST to continue** shotgun shooting?

- ☐ Access to a nearby shooting

facility

- ☐ Family programs offered at a nearby facility
- ☐ Instructional programs offered at a nearby facility
- ☐ Competitions offered at a nearby facility
- ☐ Programs designed for women
- ☐ Opportunity to join a shooting club or league
- ☐ Access to hunting lands
- ☐ Other (specify): \_\_\_\_\_

12. The main goal of First Shots is to **motivate future participation** in the shooting sports.

Would you be willing to participate in future surveys to help us monitor the First Shots Program?

- ☐ Yes ☐ No

13. If yes, please tell us the **best way** to contact you:

- ☐ U.S. Mail
- ☐ E-mail
- ☐ Other (specify): \_\_\_\_\_

14. **Overall**, how satisfied were you with the First Shots seminar?

- ☐ Completely satisfied
- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Not very satisfied

☐ **Please check box if you would like to receive additional information from The National Shooting Sports Foundation**

15. What **improvements** would you recommend for future First Shots seminars?

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16. Please select ethnicity/race:

- ☐ White
- ☐ Black or African American
- ☐ Asian/Pacific Islander
- ☐ Hispanic or Latino
- ☐ Other
- ☐ Prefer not to answer

**Thank you for participating in our First Shots Survey! Please remember to hand in your evaluation form.**

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Item #54802

# Post-Seminar Report

Your feedback as a host range will provide us with valuable input that will assist us in enhancing the First Shots Program in the future.



This information will also assist us in determining how well we are meeting the goals of the program. Please take a moment to complete this after each of your completed events.

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1. Name of First Shots host range \_\_\_\_\_

2. First Shots date/time \_\_\_\_\_

3. First Shots Instructor \_\_\_\_\_

4. Number of event participants \_\_\_\_\_ Discipline: ☐ Handgun ☐ Shotgun ☐ Rifle

5. Were participants provided with an activity schedule? ☐ Yes ☐ No

6. Did participants purchase items from your store? ☐ Yes ☐ No

7. Did you offer specials or coupons to First Shots participants? ☐ Yes ☐ No

*If yes, please describe what specials were offered:* \_\_\_\_\_

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8. How many participants purchased a membership? \_\_\_\_\_

9. How many participants registered for an upcoming class? \_\_\_\_\_

10. How many participants registered for leagues/other? \_\_\_\_\_

11. Are you willing to offer incentives (such as a free firearm rental) to past First Shots participants to entice them to return? ☐ Yes ☐ No

12. Overall, do you feel that this event will help you reach new shooters in the future?  
☐ Yes ☐ No

*If no, why not?:* \_\_\_\_\_

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Please provide any additional comments that will **help us improve** this program:

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**Please return this form to the National Shooting Sports Foundation,  
11 Mile Hill Road, Newtown, CT, 06470-2359 or fax to: (203) 426-1087.**

