



NATIONAL RIFLE ASSOCIATION MEMBERS' COUNCIL HANDBOOK

THIS HANDBOOK IS INTENDED TO BE USED AS A RESOURCE FOR THE OPERATION AND DEVELOPMENT OF NRA MEMBERS' COUNCILS IN CALIFORNIA. THE POLICIES AND GUIDELINES CONTAINED IN THIS HANDBOOK SUPERSEDES ALL PREVIOUS DOCUMENTS CONCERNING THE NRA MEMBERS' COUNCIL PROGRAM. PARTICIPATION IN THE NRA MEMBERS' COUNCIL PROGRAM REQUIRES COMPLIANCE WITH ALL OF THE POLICIES AND GUIDELINES CONTAINED HEREIN. THIS HANDBOOK AND ALL OF ITS CONTENTS ARE THE PROPERTY OF THE NATIONAL RIFLE ASSOCIATION AND ARE INTENDED TO BE USED EXCLUSIVELY BY NRA MEMBERS' COUNCILS. THIS HANDBOOK IS TO BE CONSIDERED AS A CONFIDENTIAL INTERNAL NRA DOCUMENT, AND THE CONTENTS ARE TO BE CONSIDERED AS "WORK PRODUCT" AND OR "TRADE SECRETS" OF NRA STAFF. UNLESS OTHERWISE SPECIFIED WITHIN, ALL INFORMATION IN THIS HANDBOOK IS COPYRIGHTED BY THE NATIONAL RIFLE ASSOCIATION OF AMERICA. © 2014 ALL RIGHTS RESERVED

National Rifle Association Members' Council Handbook

The Second Amendment to the United States Constitution

**A Well Regulated Militia, Being Necessary
to the Security of a Free State, The Right of the
People to Keep and Be**

National Rifle Association Members' Council Handbook

TABLE OF CONTENTS

THE NRA MEMBERS' COUNCIL PROGRAM	6
PURPOSE, OBJECTIVES & CONDITIONS	7
Purpose	7
Objective	7
Conditions	7
HANDBOOK	8
HOW TO START A NRA MEMBERS' COUNCIL	8
MEMBERS' COUNCIL PROJECTS	9
Increase the Size of the Members' Council	9
MEMBERS' COUNCILS SHOULD STRIVE TO BECOME AS LARGE AS POSSIBLE.....	9
OUTREACH MEETINGS OR EVENTS	9
Members' Councils should monitor their Local Government Bodies/Agencies	9
City Captains.....	9
Toys-for-Tots with the Marine Corps Reserve	10
Instruction.....	10
Local Access Television	10
Opinion Editorials (Op-Eds).....	10
Letters to the Editors	10
Voter Registration	10
Contact your Local Elected Representatives.....	11
Educate Firearms Owners about their Doctors and "Boundary Violations"	11
Friends of NRA Events.....	11
General Public Service.....	11
OPERATION AND MANAGEMENT	12
General Issues and Topics	12
NAME	12
LOCATION	12
PARTICIPATION.....	12
AUTHORIZATION	12
MEETINGS	12
MEMBERSHIP ELIGIBILITY AND REQUIREMENTS	13
APPLICATION PROCEDURE	14
MEMBERSHIP STANDING & VOTING STATUS.....	14
EXCUSED AND UNEXCUSED ABSENCES	14
ELECTIONS.....	14
VACANCIES	15
PROBLEMS WITH COUNCIL MEMBERS.....	15
Specific Information Regarding Officers, Committees, and Committee Chairs.....	16
OFFICER REQUIREMENTS	16
OFFICERS & COMMITTEE CHAIRS.....	16
EXECUTIVE COMMITTEE.....	16
The Duties of the Officers	16

National Rifle Association Members' Council Handbook

PRESIDENT.....	16 -
VICE-PRESIDENT	17 -
SECRETARY	17 -
TREASURER	17 -
HOW-TO OBTAIN A CHECKING ACCOUNT FOR THE MEMBERS' COUNCIL	17 -
Committees, Chairs, and Responsibilities	17 -
GENERAL INFORMATION	17 -
MEMBERSHIP COMMITTEE	17 -
COMMUNICATIONS COMMITTEE	18 -
MEDIA WATCH COMMITTEE	18 -
ACTIVITIES COMMITTEE	18 -
LEGISLATIVE AFFAIRS COMMITTEE.....	18 -
FIELD SERVICES COMMITTEE	18 -
CAMPAIGNS AND ELECTIONS COMMITTEE	18 -
EDUCATION AND TRAINING COMMITTEE	18 -
HUNTING AND LAND-USE ISSUES COMMITTEE.....	19 -
Miscellaneous	19 -
RESPONSIBILITIES OF MEMBERS	19 -
COMPENSATION.....	19 -
AUTOMATIC SUSPENSION OR EXPULSION	19 -
MEMBERSHIP LISTS, PRINTOUTS, MEMBERSHIP FORMS AND LABELS	20 -
POLITICAL ACTION COMMITTEES (PAC) & FUNDRAISING.....	20 -
Candidate Endorsement Policies and Members' Council Procedures	21 -
ENDORSEMENT POLICIES	21 -
MEMBERS' COUNCIL PROCEDURES.....	22 -
<u>TRADEMARKS AND COPYRIGHTS</u>	<u>23 -</u>
LOGOS, SEALS, ETC.....	23 -
SLOGANS AND MOTTOES.....	24 -
NAMES.....	24 -
<u>ELECTRONIC COMMUNICATION RESOURCES</u>	<u>25 -</u>
The Internet.....	25 -
MCWINS	25 -
WEB SITES.....	26 -
ELECTRONIC MAIL	27 -
THE CALIFORNIA ALERT SYSTEM (CAL-ERTs).....	27 -
THE MC LISTS.....	29 -
LOCAL E-MAIL LISTS.....	30 -
PRIVATE LISTS	30 -
Telephone	31 -
PHONE TREES	31 -
AUTOMATED VOICE MESSAGES	31 -
Facsimile	31 -
INDIVIDUAL MESSAGES.....	31 -
BROADCAST FAXES	Error! Bookmark not defined.
<u>ACTIVIST TIPS AND TECHNIQUES.....</u>	<u>32 -</u>

National Rifle Association Members' Council Handbook

Writing Effective Letters to the Editor	- 32 -
Gun Politics in Your Doctor's Office.....	- 34 -
Meeting with YOUR Elected Officials.....	- 35 -
<u>NRA STAFF CONTACT INFORMATION</u>	<u>- 39 -</u>
NRA Staff.....	- 39 -

National Rifle Association Members' Council Handbook

OVERVIEW OF THE NRA MEMBERS' COUNCIL PROGRAM

In 1871, the NRA was founded on the principal that individual rights are best safeguarded by the guarantee of the 2nd Amendment. Since that time, the NRA has stood watch over our rights. As in the past, NRA members have defended the rights that we exercise today. The rights that our children will inherit, in the future, depend upon the actions of today's NRA members.

In California, the NRA has organized its active membership into a program called "NRA Members' Councils". The NRA Members' Council Program operates under the authority of the NRA's Executive Vice-President's Office. The operation, management and program development has been assigned to the NRA Liaison to the Executive Vice President, who functions as the Members' Council Program Administrator and reports directly to the Executive Vice-President. NRA Executive Vice-President, Wayne La Pierre, has long been an outspoken supporter of the NRA Members' Council Program.

The focus of the NRA Members' Council Program is the SINGLE ISSUE of the Second Amendment and is dedicated to getting gun owners and like-minded individuals, and groups, involved in protecting their rights. The Members' Councils are not usually fundraising organizations, but focus NRA resources to bring the NRA's message of "*Safety, Responsibility and Freedom*" to the local community.

NRA Members' Councils are NOT hunting or gun clubs. They are local groups of NRA members that coordinate NRA members' efforts to promote the NRA's goals and objectives at the local level and receive their direction from the Members' Council Program Administrator. *This does not mean that the NRA Members' Councils are "political" in nature, because they are not. Members' Councils are just like the rest of the NRA. Sometimes we operate in political activities, sometimes in educational, other times we operate in other aspects of the Second Amendment.* Since NRA Members' Councils are not separate or autonomous organizations, no dues, fees or charges (other than membership fees for the NRA) are required or charged for participation in the program. NRA Members' Councils are never separately incorporated entities.

An NRA Members' Council is not affiliated with any political party, politician, political issue, or tied to any political organization. Members' Councils may ONLY affiliate with the NRA and other organizations with the specific prior approval of the Program Administrator.

Participation in the NRA Members' Council Program is not for everyone. Some people find the rules and guidelines within the program to be either too constraining or not strict enough. That's okay. All supporters of the Second Amendment have the right to find their own place within the pro-Second Amendment effort and are encouraged to do so.

Whether or not an activist chooses to be involved in the NRA Members' Council Program, we strongly suggest that all Second Amendment supporters join and maintain membership in the National Rifle Association.

The NRA Members' Council Program focuses upon supporting NRA by coordinating the efforts of the Members' Councils with NRA's efforts both nationally and on the state and local levels. This focus is obtained through teamwork, education, and communication.

National Rifle Association Members' Council Handbook

Simply stated, if you participate in the NRA Members' Council Program, you are joining the NRA team in California.

PURPOSE, OBJECTIVES & CONDITIONS

PURPOSE

To promote the policies, programs, objectives and goals of the National Rifle Association as part of the NRA team in California. Loyalty, honesty, and integrity are prerequisites for participation in the Members' Council Program.

OBJECTIVE

The objective of the NRA Members' Council Program shall be the protection of our citizens' rights as enumerated in the Second Amendment of the Bill of Rights by functioning as part of a coordinated team to:

- Educate and foster public awareness of the "Right to Keep and Bear Arms" as articulated in the Second Amendment of the U.S. Constitution.
- Increase the membership of the NRA.
- Advise, participate, and coordinate with NRA staff, regarding NRA programs, activities, local government, candidates and issues.
- Provide Firearms Safety and Self-Protection training to the local community.
- Protect our Hunting Heritage.

CONDITIONS

NRA Members' Councils may not alter this handbook, designated name, or area of operation, without the written permission of the Members' Councils Program Administrator.

All official Members' Council documents must be reviewed and approved by the Members' Council Program Administrator before public release or distribution. No distribution of material or information may be made using contact information gathered or acquired from participation in Members' Council activities from any source outside of the NRA without prior written approval of the Members' Council Program Administrator.

All media inquiries are to be referred to the NRA Public Affairs Office 24-hour phone number at (703) 267-3820.

If a Members' Council violates NRA policy guidelines, including those outlined in this Handbook, the Members' Council Program Administrator can revoke the authorization granted by NRA and/or remove and replace Council officers. If a Members' Council member violates NRA policy guidelines, including those outlined in this Handbook or other Members' Council documents and/or agreements, the Members' Council Program Administrator or the Members' Council President shall expel Members' Council member from all Members' Council activities and remove him/her from the Members' Council roster.

As referenced within this document, the term "NRA Staff" refers to the NRA Members' Council Program Administrator or his designee.

National Rifle Association Members' Council Handbook

HANDBOOK

A current copy of the **National Rifle Association Members' Council Handbook** will be available to every Members' Council Member, upon request, at all Members' Council functions and/or events, and all persons upon becoming members of the Council, shall be given access to it. All copies of the **NRA Members' Council Handbook** shall remain the property of the National Rifle Association.

For more information, refer to the “**Affiliation Agreement between the NRA and NRA Members' Council.**”

HOW TO START A NRA MEMBERS' COUNCIL

If you want to be part of the NRA team and think your area could benefit by having an NRA Members' Council and you have the time and desire to dedicate the effort to start one, follow these steps to see if a Members' Council is right for your area.

- Contact NRA Liaison to the Executive Vice President, H. Paul Payne (aka Program Administrator) at (951) 683-4NRA, and inquire if the NRA is currently forming new Members' Councils. If NRA is forming new Councils, NRA will determine if one is needed in your area.
- The next step would be to gather ten to twelve NRA members who are registered to vote and desire to put the time and effort into getting a Members' Council operating in their area. This will take a considerable amount of time and dedication. That fact should be recognized by all, BEFORE they make the commitment.
- All of these volunteers shall be included in a basic phone tree so that effective notification and communication will exist from the beginning. Failure to have a functioning phone tree automatically changes the status of a Members' Council to that of “*Inactive.*” Electronic mail (email) based notifications are also required.
- Then, find a time and place that you can hold monthly Members' Council meetings. Weeknights (especially Tuesdays, Wednesdays, or Thursdays) have seemed to be best for most Councils. Consider cost, future growth, accessibility, parking, safety, and the fact that these meetings are private and not open to the public. Note: Although meeting rooms in restaurants can be used as an interim meeting location when becoming organized, they are not recommended as regular meeting places. People are hesitant to come to meetings when they feel obligated to buy something and meeting privacy/confidentiality (mandatory for Members' Council meetings) is often difficult to maintain.
- Setup a convenient meeting with the Program Administrator. He will interview your group and explain the details of organizing and operating a (i)-2.9(a)3.7(i)-.2(f)1.8(o)3.7(r)-4((i)-2.9(7(c)-11.3(ia)-6.

National Rifle Association Members' Council Handbook

MEMBERS' COUNCIL PROJECTS

INCREASE THE SIZE AND EFFECTIVENESS OF THE MEMBERS' COUNCIL

One of the most effective elements of a Members' Council is the sharing of the duties. This requires several people working together as a team. Recruiting new Members' Council members is one of the most important methods to achieve this goal. Without a constant influx of new members the Members' Council will slowly wither away from attrition. New members are needed to bring fresh ideas and perspectives, new capabilities and new resources into the Members' Council.

MEMBERS' COUNCILS SHOULD STRIVE TO BECOME AS LARGE AS POSSIBLE

Large numbers will provide the Council with more volunteers for projects, the ability to work on more simultaneous projects, and much more "weight" in the political arena. Local politicians are more likely to seek you out and request your help when you're 100 members strong vs. the Council that has only 10 people. Likewise anti-gun politicians are likely to keep their opinions to themselves and not promote anti-gun policies when they know that you can stuff their mailboxes with letters and fill their meetings with opposition. When it comes to a Members' Council, size does matter!

OUTREACH MEETINGS OR EVENTS

The Members' Council may hold "outreach" meetings or events at the direction of the Executive Committee in coordination with the Program Administrator. These events can be useful to bring-in new people and introduce them to the Members' Council concept. Generally, outreach meetings/events should feature a guest speaker and be well advertised beforehand. No Members' Council business may be conducted at an outreach meeting and these events cannot be used to replace the Regular Meeting. Occasionally, the NRA will mail postcards announcing outreach events for the Members' Council. The Members' Council President will contact the Program Administrator to inquire about such a mailing.

MEMBERS' COUNCILS SHOULD MONITOR THEIR LOCAL GOVERNMENT BODIES/AGENCIES

Each Members' Council should know if any firearms related issues are scheduled to be considered within their local government. This can only be accomplished by monitoring each agency.

CITY CAPTAINS

Local monitoring is accomplished with the use of designated City Captains in each city or town with the Members' Councils' area of responsibility. Each City Captain is appointed by the Members' Council President and will operate in coordination with and under the direction of the Members' Council Vice-President. City Captains shall make arrangements for local government bodies/agencies to send them their agenda on a regular basis. Usually, this can be done via electronic mail. Occasionally, the City Captain will be required to arrange to have the agenda mailed to them, or check the appropriate web site and so they can examine the agenda for items of interest to the Members' Council.

Examples of local government bodies/agencies that should be monitored by City Captains include:

- **CITY COUNCIL**
- **COUNTY BOARD OF SUPERVISORS**
- **SCHOOL BOARDS**
- **PUBLIC SAFETY COMMITTEES**
- **FAIR BOARDS**
- **ETC.**

National Rifle Association

National Rifle Association Members' Council Handbook

asking friends, co-workers and family to join. Note: NRA's Membership Division offers monetary commissions for those who actively recruit members of the NRA. Members' Councils should take advantage of this commission program.

CONTACT YOUR LOCAL ELECTED REPRESENTATIVES

- **WRITE LETTERS**
- **SET UP MEETINGS IN THEIR OFFICE** – See *Activist Tips Section* –
- **CALL THEM ON THE PHONE**
- **SEND ELECTRONIC MAIL AND FAXES** – See *Activist Tips Section* –
- **GET TO KNOW THEIR STAFF AND DEVELOP A PRODUCTIVE DIALOG WITH THEM**

EDUCATE FIREARMS OWNERS ABOUT THEIR DOCTORS AND "BOUNDARY VIOLATIONS"

With help and guidance from Doctors for Responsible Gun Ownership (DRGO) we have the ability to oppose the "junk science" professed by some unethical physicians. See the article titled **"Gun Politics in YOUR Doctor's Office."** – See *Activist Tips Section* –

FRIENDS OF NRA EVENTS

Although Members' Councils are not fundraising groups, members are encouraged to participate in, or host, Friends of NRA fundraisers for the NRA Foundation by working with the NRA Field Representative via the Members' Council Field Services Committee.

GENERAL PUBLIC SERVICE

- Shooting Range Clean-ups
- Providing speakers for events for service clubs, etc.

National Rifle Association Members' Council Handbook

OPERATION AND MANAGEMENT

GENERAL ISSUES AND TOPICS

NAME

The official name for a Members' Council shall be The National Rifle Association Members' Council of _____ (A.K.A.) NRA Members' Council of _____. Frequently, we will refer to a Council as the _____ MC.

LOCATION

Members' Councils will be organized in an area (city, county, state, zip, etc) designated by NRA Members' Council Program Administrator. Geographic Restrictions - Only one Members' Council may be created within the designated area. Occasionally, Members' Council areas of operation may be changed or re-designated in order to benefit the goals of the NRA.

PARTICIPATION

The Members' Council shall conform to the guidelines contained within this handbook and all other Members' Council related documents, as well as the official rules, regulations and policies of the National Rifle Association and instructions and guidance from the Members' Council Program Administrator or his designee.

AUTHORIZATION

Members' Councils are authorized for volunteer action/involvement, at the local level, within the policies, objectives and guidelines of the National Rifle Association. This authorization must be reviewed and reissued on an annual basis by the Members' Council Program Administrator in January of each year.

MEETINGS

Members' Council meetings will be held and conducted by elected or appointed officers or their delegates using a printed agenda. Only NRA supported issues, candidates and/or activities may be presented at a Members' Council meeting, function, or event. Candidates for public office may attend meetings only after they receive endorsement from the NRA-PVF. There can be no exceptions, adjustments, or special considerations made to this policy. Members' Council meetings are for members of the NRA who are members of the Members' Council only; all other attendees are guests. Guests are defined as infrequent attendees/participants. Minutes of the meeting and an official **NRA Members' Council Attendance Sheet** of members present shall be completed for all meetings. All guests shall complete the **NRA Members' Council Visitors' Sign-in Form**. No business can be conducted without a quorum¹ present. ALL NRA MEMBERS' COUNCIL MEETINGS ARE TO BE CONSIDERED PRIVATE AND ARE CLOSED TO THE PUBLIC. Under no circumstances will opponents of the individual right to keep and bear arms, guaranteed by the Second Amendment, be permitted to attend or participate in an NRA Members' Council meeting or activity. Guest presenters and speakers at meetings and events: Please coordinate with the Members' Council Program Administrator, when scheduling speakers for regular meetings. The topic discussed should not conflict

¹ Quorum - One-third of the Voting Members of the Council shall constitute a quorum at any meeting except for Committee Meetings.

National Rifle Association Members' Council Handbook

with NRA and/or Members' Council Policies in any manner. Please keep in mind that other organizations (I.E. John Birch Society, Tea Party, other gun groups, etc.) don't necessarily share the same mission statement as the NRA. Also, some potential speakers might be vendors or consultants with the NRA, so coordination with the Members' Council Program Administrator is a MUST.

- Annual Meeting - The Annual Meeting of the Council shall be held in January of each year. If the Annual Meeting shall not take place at the time fixed, it shall be held within a reasonable time thereafter. The Members' Council Officers, elected in November of the previous calendar year, shall begin their terms of office at the Members' Councils' Annual Meeting.
- Regular Meetings - A Regular Membership Meeting of the Council, for the transaction of ordinary business, must be held each month, at such time and place as may be fixed by the Executive Committee or Members' Council Program Administrator. These meetings are to be used to perform business and activities to benefit the NRA and to fulfill the goals and objectives of the NRA Members' Council Program. Most Members' Council meetings should be "working meetings" where letters are written and/or other projects are completed.
- Committee Meetings - Each committee is encouraged to arrange and hold its own meetings as often as it deems necessary. When possible, these Committee Meetings should be held prior to the Regular Meeting so that the activities of the committee can be reported by the committee chair at the regular meeting. The Vice-President is considered a member of each committee, therefore it is the responsibility of the committee to notify the Vice-President of its meeting schedule and provide him/her with any report(s) that may be generated.
- Executive Committee Meetings - Meetings of the Executive Committee shall be held regularly at such time and place as the committee may determine. Special Executive Committee Meetings may be held at any time - at the direction of the Members' Council Program Administrator, or the Council President, or on demand (in writing, to the Secretary) by three members of the Committee. For the purpose of Executive Committee Meetings, three members of the Executive Committee are a quorum.
- Special Meetings - A Special Meeting of the Members' Council or the Members' Council Officers may be held at any time upon the call of the Members' Council Program Administrator, or the President, or upon the call of the majority of the Executive Committee. Notice of time, place and object of any Special Meeting shall be given to all officers and Voting Members, in writing, by United States Mail or electronic mail with a method of confirmation of delivery included, not less than seven days prior to the date fixed for the holding of the meeting. The place of such Special Meeting shall be fixed by the Members' Council Program Administrator or Executive Committee.

MEMBERSHIP ELIGIBILITY AND REQUIREMENTS

Any citizen of the United States of America who is an current member of the National Rifle Association and supports the individual right to keep and bear arms which is guaranteed by the Second Amendment of the United States Constitution, resides within the designated area, and supports the goals, policies, and objectives of the NRA, and the NRA Members' Council Program, may apply to become a member of a Members' Council. This eligibility will remain in effect as long as the member remains an active participant and continues to operate in support of the NRA and the NRA Members' Council Program. If the member's action(s) demonstrates that the member no longer supports the NRA and/or the NRA Members' Council Program, the member's eligibility shall cease to exist. There is no "right" to participate in the NRA Members' Council Program. Members are required to maintain current membership in the NRA, be registered voters (if U. S. Citizens and of legal age), and complete a ***NRA Members' Council Membership Application*** and all other Members' Council

National Rifle Association Members' Council Handbook

forms/documents as necessary. Membership in a Members' Council does not automatically entitle member to "voting member" status. -- See Membership Standing & Voting Status section --

APPLICATION PROCEDURE

Applicants must provide the Membership Chairperson with proof of their NRA membership and registered voter status. An NRA membership card or magazine can be used for this purpose. The Membership Chairperson will be able to provide both voter registration forms and NRA applications if needed by applicant. All applicants must complete a **NRA Members' Council Membership Application**, supplied by the Membership Chairperson. The Membership Chairperson will verify the applicant's NRA membership number and status as well as confirming that they are registered to vote. The Membership Chairperson shall keep this form on file and the Secretary shall record the member on the Council's official roster. Membership will be granted upon confirmation by a majority vote of the Voting Members, and subscribing by written signature to the following pledge on a completed copy of the **NRA Members' Council Membership Application**:

I CERTIFY that I am a citizen of good repute of the United States of America; that I am not a member of any organization or group having as its purpose or one of its purposes the overthrow by force or violence of the Government of the United States or any of its political subdivisions; that I am not a member of any organization having as its purpose or one of its purposes the discrimination of any fellow citizens based upon race, sex, creed, color, religion or national origin; that I have never been convicted of a felony or a crime of violence; and that, if admitted to membership, I will fulfill the above obligations of good citizenship in support of the National Rifle Association and the Members' Council Program.

MEMBERSHIP STANDING & VOTING STATUS

Members achieve status as "Voting Members" if they are a current member of the Members' Council -- see the Membership Eligibility and Requirements section -- and have signed-in at three consecutive Regular Meetings of the Members' Council. Voting Members may cast votes at any meeting attended after they receive and maintain Voting Member status. The Members' Council Program Administrator may assign "Voting Member" status upon Members' Council member(s) at any time. A member's Voting Member status will be suspended if they have three consecutive unexcused absences from Regular Meetings of the Members' Council or if they have lost their eligibility for membership in the Members' Council for any reason. If a member loses Voting Member status for any reason, it is his/her responsibility to reestablish it, if desired. The procedure to reestablish Voting Member status is the same as initially establishing it. NRA members may only have voting rights in one Members' Council. The official signed Attendance Sheets that are kept by the Secretary will be used to confirm the voting status of all members. Guests have no voting status.

EXCUSED AND UNEXCUSED ABSENCES

Absences shall be considered 'Excused' when the member contacts a Members' Council Officer (preferably the Secretary) with notice of the absence. Whenever possible, the absent member should give notice in advance. Examples: Work, family, or scheduling conflicts or while performing a function for the Members' Council (such as attending a meeting or event). "Unexcused" absences are those where no notice of absence is given. The Members' Council Executive Committee or the Members' Council Program Administrator shall make determinations if any questions of status arise.

ELECTIONS

The election of officers of the Members' Council shall be by ballot and by a simple majority vote of eligible Voting Members present at the Regular Meeting held in November of each year. **There can be no exceptions to the month of the election except with the specific approval of the Members' Council Program Administrator in advance.** Failure to hold the elections in November or receive an

National Rifle Association Members' Council Handbook

exception from the Members' Council Program Administrator shall cause that Members' Council to cease to exist at the end of the November meeting. Secret ballots may be used when there is more than one candidate for a single office and/or a member of the Council requests confidentiality. The nominations for the election shall be held in October. All officer or committee chairs' terms begin and end at the Council's Annual Meeting in January. All candidates for Members' Council office will complete the ***NRA Members' Council: Officers/Committee Chairperson Policy Contract*** upon nomination, but **BEFORE** the election. All of the Contracts are then given to the Members' Council Secretary. The Secretary shall then mail the Contracts of the newly elected candidates to the Members' Council Program Administrator. Unless specifically exempted in writing by the Members' Council Program Administrator, persons who hold, or are candidates for public or elected office, or are employed by an elected official or candidate are prohibited from holding office in a NRA Members' Council. All candidates for Members' Council office must be Voting Members. Those members making nominations for candidates must be Voting Members.

VACANCIES

Officers who are removed, resign or vacate office, shall be replaced at a Special Election called by the President or Members' Council Program Administrator, or their replacement(s) can be appointed by the Members' Council Program Administrator. If no replacement is appointed by the Members' Council Program Administrator, candidates for the vacant office shall be nominated at the next Regular Meeting after the vacancy of the office. If required, the Special Election shall be held at the Regular Meeting in the month following the meeting that the nominations were held. Written notification of the election shall be sent to the Members' Council Program Administrator and all Voting Members within one week of the nominations taking place. The written notification shall contain the date, time, place and the reason for the election. The President or Members' Council Program Administrator may appoint a person to perform the duties of the vacant position until that position is filled or the duration of the term.

PROBLEMS WITH COUNCIL MEMBERS

Members can be disciplined by censure, suspension, or expulsion from Council activities for any cause deemed sufficient by the Members' Council Program Administrator, or a unanimous vote of the Executive Committee and reviewed and approved by a Members' Council Program Administrator. If the Member in question is a member of the Executive Committee, he/she is not eligible to vote on anything related to his/her own disciplinary matter. Any member suspended or expelled by the Executive Committee may appeal to the Members' Council Program Administrator. Such appeal shall be made in writing to the Members' Council Secretary who will notify both the Members' Council President and the Members' Council Program Administrator. The Members' Council Program Administrator will conduct an investigation and make a final determination and will notify the Members' Council President of the findings. The Members' Council President can, at his/her discretion, ask a member to resign from the Members' Council if the President believes that the member is disruptive or is acting contrary to the positions, goals, and/or objectives of the NRA or the Members' Council. If the member declines the request to resign and refuses to cease those disruptive and/or contrary actions, the Members' Council President may obtain approval from the Members' Council Program Administrator to expel the member from the Members' Council.

National Rifle Association Members' Council Handbook

SPECIFIC INFORMATION REGARDING OFFICERS, COMMITTEES, AND COMMITTEE CHAIRS

OFFICER REQUIREMENTS << NO VARIATIONS ARE PERMITTED >>

Persons eligible to be officers or committee chairs must be Members' Council Voting Members in good standing. The Council must have a President and Treasurer, who will obtain a checking account in the Council's name. Other required Members' Council Officers are the following: Vice President, and Secretary (the offices of Secretary & Treasurer or Vice President & Treasurer may be combined.) A Members' Council Voting Member in good standing may become qualified to become President in either of two ways: 1) He/she must maintain uninterrupted membership in the Members' Council for a period of three consecutive years with no unexcused absences. or 2) He/she can be appointed by the Members' Council Program Administrator. All officers and committee chairs must sign ***NRA Members' Council: Officer's/Committee Chairperson Policy Contract*** and attend the NRA Regional Officers' Meetings and Annual NRA Officers' Conference.

OFFICERS & COMMITTEE CHAIRS

In order for the Members' Council to function efficiently, Officers and Committees must be an active part of the operation. Any Officer or Committee Chairperson missing three consecutive Members' Council Regular Meetings will be removed from office. A Special Election will then be held to fill the vacant position of an officer or a new committee chair will be appointed, as applicable. Any officer or committee chair may be removed by the Members' Council Program Administrator at any time, or by a two-thirds vote of the Voting Members present at any Special Meeting called for this purpose. No vote on suspension or removal may be taken unless at least fifteen days' notice in writing shall have been given to the officer or committee chair of the reasons for his/her removal and of the time and place of the Special Meeting at which such ballot on his removal is to be taken. At such Special Meeting, the officer or committee chairperson shall be given a full hearing conducted by the other officers and in the presence of the Members' Council Program Administrator.

EXECUTIVE COMMITTEE

The Executive Committee shall be made up of all committee chairs and officers. The Executive Committee shall have general supervision and control over the Members' Council activities, and may make agreements with other organizations and individuals to carry out objectives of the Council within the parameters of the NRA Members' Council Program.

THE DUTIES OF THE OFFICERS << ALL MEMBERS' COUNCIL OFFICERS MUST BE PROFICIENT WITH ELECTRONIC MAIL, THE INTERNET, AND WEB BASED COMMUNICATION >>

PRESIDENT << REQUIRED >>

The President is the Chief Officer of the Council. The duties include presiding over meetings, appointing committee chairs and members of committees, representing the Council to the NRA and other organizations, and being responsible for Council compliance with all NRA regulations. The President shall establish and maintain regular and effective communication with the Members' Council Program Administrator. The President is responsible for all functions of and access to MCWINS.

National Rifle Association Members' Council Ha

National Rifle Association Members' Council Handbook

members. The Membership Chairperson must obtain and keep on file a signed copy of the ***NRA Members' Council Membership Application*** from each member. The Membership Chairperson will verify the applicant's NRA membership number and status as well as confirming that they are registered to vote. Additionally, the Chairperson will coordinate membership records with the Members' Council Secretary and Members' Council Program Administrator. The Members' Council Secretary provides oversight and coordination for the Membership Committee.

COMMUNICATIONS COMMITTEE < *REQUIRED* >>

Responsible for coordination of the Council newsletter, establishment and operation of the phone tree, fax tree, coordinating Internet-based resources such as web sites, e-mail lists, and other electronic communication for the Council. Distributes meeting reminders as directed by the Council Secretary. The Communications Chairperson must work closely with the Members' Council Secretary since all output must be approved by the Secretary, as directed by the Members' Council President, prior to its release.

Media Watch Committee << *REQUIRED* >>

Responsible for identifying biased or misinformed local news coverage of Second Amendment issues and disseminating it to the membership. The Committee monitors local newspapers, television, radio, and Internet-based media sources. When relevant coverage is identified, members are provided with the text, transcripts, or links to the item in question. Furthermore, members are told whether the item is for informational purposes only, or if specific action is needed in response to bias or misinformation. When action is required, the Media Watch Chairperson asks the membership to respond on an *individual* basis with letters to the Editor, phone calls, or other methods as appropriate. In all cases the Media Watch Chairperson works closely with the Communications Chairperson to leverage the Members' Council's communications tools to inform the membership of local media coverage.

ACTIVITIES COMMITTEE

Responsible for coordinating Council events at the direction from the MC President and/or the Executive Committee. (refer to "***Event Policies and Guidelines for Volunteers***")

LEGISLATIVE AFFAIRS COMMITTEE << *REQUIRED* >>

Responsible for obtaining and acting on information on federal issues and on state and local issues.

FIELD SERVICES COMMITTEE

Coordinate with NRA Field Services Division events and *Friends of NRA* dinners and coordinate with NRA Field Representative, and Field Support Team.

CAMPAIGNS AND ELECTIONS COMMITTEE

Interviews and surveys candidates running for office at the local and state levels. Information and data is passed on to the Members' Council Program Administrator as per established guidelines. – See *Candidate Endorsement Policies and Members' Council Procedures* Section –

EDUCATION AND TRAINING COMMITTEE << *REQUIRED* >>

Provide NRA firearms/safety education and training in the Community.

National Rifle Association Members' Council Handbook

HUNTING AND LAND-USE ISSUES COMMITTEE

Responsible for educating the public about hunting and land-use issues and obtaining and acting upon information to protect hunting and access to hunting lands. Monitors county-level Fish & Game Commissions and their meetings. Informs the Members' Council, via monthly reports given at meetings, about the actions of the California Department of Fish & Wildlife and the California Fish & Game Commission. Promotes California Hunter Education classes.

MISCELLANEOUS

RESPONSIBILITIES OF MEMBERS

During Members' Council Meetings, members will be provided with information not available to the general public. It is imperative that the privacy of this information be maintained at all times. No matter discussed at a Members' Council meeting may be discussed with non-members, unless specifically designated as public information. Members are able to join and participate in any function of the Members' Council, including but not limited to: recruiting new members, evaluating politicians, distributing literature, and training events. Members have the duty of bringing to the attention of the Executive Committee any local Second Amendment issue that the Members' Council appears to be unaware of.

COMPENSATION

No member of the Executive Committee may be compensated for Members' Council activities. No Members' Council member, activist or volunteer may be compensated for Members' Council activities. No fees, commissions, or any other form of compensation may be paid to or diverted to any individual engaged in NRA programs or other Members' Council activities.

EXPENDITURES

All expenditures of Members' Council funds must be made to benefit the operation of the Members' Council or be made under the direction of the Members' Council Program Administrator. No expenditure of Members' Council funds in excess of five hundred dollars (\$500.00) can be made without the prior approval of the Members' Council Program Administrator. Such expenditure includes any combination of expenditures totaling five hundred dollars or more within an eighteen month period of time.

FINANCES AND ACCOUNTS

All Members' Councils will have a single checking account in the name of the Members' Council as follows: NRA Members' Council of _____. Under no circumstances will a Members' Council have more than one account and never in a name other than stated herein. Any attempt to violate these provisions will result in a complaint being filed with the proper authorities for embezzlement. Any account exceeding or expected to exceed the amount of three thousand dollars (\$3,000.00) for three months shall be reported to the Members' Council Program Administrator.

AUTOMATIC SUSPENSION OR EXPULSION

Any officer or member who has been suspended or expelled by the National Rifle Association of America shall automatically stand suspended or expelled from the Members' Council immediately upon receipt of official notice by the Members' Council Secretary from the National Rifle Association. Any officer or member who violates the rules, policies, etc. of the NRA and/or the NRA Members' Council

National Rifle Association Members' Council Handbook

Program (including those found in this Handbook) has, in effect, voluntarily resigned from any involvement with the Members' Council(s).

MEMBERSHIP LISTS, PRINTOUTS, MEMBERSHIP FORMS AND LABELS

All NRA and Members' Council membership mailing lists and labels are proprietary. Reproductions, sales, transfers or any other unauthorized use of NRA lists, printouts and labels is strictly prohibited, and can result in Council expulsion, and civil legal action against concerned persons. The following is included in the NRA Members' Council Affiliation Agreement and must be observed at all times:

Any name, address and telephone number or other information provided to Council by NRA or obtained by Council pursuant hereto is presumed to be that of an NRA member ("Member") and shall be the exclusive property of NRA. Council shall take all reasonable precautions to assure the confidentiality of any Members, and any listing or compilation of Members and information regarding said Members, including adequate security to prevent unauthorized access or use. Council shall comply with any NRA security requirements regarding said confidential materials and information. NRA membership lists, any and all names, addresses and information regarding Members, and any listing or compilation of Members shall be treated by Council as highly confidential and shall not be disclosed to any person or entity, without the express written consent of NRA. Furthermore, at the earlier of the termination hereof or NRA's demand, Council shall provide NRA a list of any and all Member names and addresses provided to or obtained by Council hereunder.

All members that come into contact with any membership information and/or data, as defined above, shall complete the **NRA Members' Council: Confidential Data Usage Policy Contract**. The original signed Contracts will be given to the Members' Council Program Administrator, at which point he will acknowledge that he received them by affixing his signature and the date received. He will then make copies of the completed Contacts and send them to the Members' Council Secretary to be kept with the records of the Council.

POLITICAL ACTION COMMITTEES (PAC) & FUNDRAISING

Members' Councils may not create a Political Action Committee (PAC) or raise or expend funds for any entity other than NRA or one of its subdivisions. Individual Council members are not prohibited from participating in fundraising with endorsed candidates and related issue groups as private parties or independent volunteers. Such activities may not be addressed or discussed in Members' Council meetings or activities and participants may not use their standing in a Members' Council as an identifying reference.

National Rifle Association Members' Council Handbook

CANDIDATE ENDORSEMENT POLICIES AND MEMBERS' COUNCIL PROCEDURES

This section is composed of two sub-sections; Endorsement Policies and Members' Council Procedures. The Endorsement Policies sub-section contains an overview of the NRA policies regarding candidate endorsement and the Members' Council Procedures sub-section explains the techniques and methods whereby Members' Councils input their information and recommendations to NRA Staff, prior to endorsements being issued. Note: Members' Councils do not issue endorsements. Only the NRA-PFV can issue endorsements.

CANDIDATES, OR ANYONE REPRESENTING A CANDIDATE, ARE NEVER PERMITTED TO ATTEND ANY FUNCTION OR EVENT UNTIL THEY ARE OFFICIALLY ENDORSED BY THE NRA POLITICAL VICTORY FUND (NRA-PVF). There are no exceptions to this rule. Any person violating this rule immediately becomes suspended from all Members' Council activities pending a review by the Members' Council Program Administrator.

ENDORSEMENT POLICIES

The National Rifle Association endorsement policy for candidates running for elected office has been developed from years of staff experience and policies decided upon by the NRA Board of Directors. The NRA might choose to take an active part in any election within the State of California where elected government officials determine law and policies that affect the right of citizens to possess and use firearms for self-defense.

The NRA will meet with and interview anyone running for office. The endorsement process starts when the filing deadline for the election has been reached. The NRA contacts the City/County Clerk or Secretary of State office and obtains an OFFICIAL candidate list. The NRA staff (Ed Worley or his assistant) then sends ALL candidates a questionnaire that then has a fixed amount of time to return the completed and SIGNED questionnaire to NRA staff. If the candidate fails to return a questionnaire, the candidate will receive a grade of incomplete, which is the equivalent of an "F". Before the incomplete grade is given, however, the NRA staff will conduct a series of attempts to contact the campaign regarding the un-returned questionnaire.

There are some elected officials that, for legal or administrative reason, cannot or will not complete written questionnaires submitted to them. These offices include judges and some other judicial positions, in which cases the NRA does not officially endorse but can grade the candidates based upon their actions in office and inform the NRA membership.

NRA candidate endorsements are based upon the following;

- If a candidate is an incumbent or current officeholder, review will be based on voting records on firearms issues and legislation and/or hunting-related issues and legislation
- The verified public comments of candidates
- Personal interviews with NRA staff or designated volunteers
- Past endorsements by NRA
- Candidate questionnaire/survey

NRA candidate endorsements are NOT based upon the following;

- Endorsements by other organizations or individuals
- Positions on NON-NRA issues like abortion, taxes, immigration, etc.

National Rifle Association Members' Council Handbook

- Memberships in firearms or hunting related organizations
- Partisan political affiliation
- Race, creed, color, religion or national origin

The next step in the endorsement process is comparing the candidates' information. In cases where research shows that there is no meaningful difference in candidate qualifications, NRA may stay neutral and inform the membership about the positions of the candidates.

If the NRA endorses a candidate, the organization will take steps to facilitate and bring the candidate and the membership together during the course of the campaign. The NRA publishes a candidate grading and voting guide sheet that are distributed to the statewide NRA membership.

The NRA-affiliated gun clubs, hunting clubs and Members' Councils may **NOT** endorse candidates for any elected office in the name of the NRA or the NRA Members' Council. Members' Council Officers and Committee Chairs may not issue personal endorsements that identify their Members' Council position.

MEMBERS' COUNCIL PROCEDURES

Members' Councils do not endorse candidates, or other political measures. Instead, they submit their input to the Members' Council Program Administrator, so their recommendations can be considered by the NRA when endorsements are made by the appropriate NRA staff.

Members' Councils have ALWAYS been tasked with the researching, finding, interviewing, and passing on information to NRA staff, regarding candidates seeking public office. Some Councils do it well. Some, not so well. The method of input into the candidate endorsement process has never been as good as it can, and should, get.

Solution: Fix the problem by clarifying the process. The process is as follows:

- A Members' Council becomes aware of an upcoming election.
- The Council President appoints a "Campaigns and Elections Committee" and a Chair of that committee. The Chair would then complete a ***NRA Members' Council: Officer's/Committee Chairperson Policy Contract*** and return it to the Council Secretary for inclusion with the current month's minutes to the Members' Council Program Administrator. This committee can be comprised of any number Members' Council members, including a "committee of the whole" as directed by the Council President. Usually about three to seven committee members work fine. As in the case of all committees, except Membership and Communications, the Members' Council Vice-President coordinates (assists as necessary) this committee and is considered a member.
- After the "close of filing" (the deadline for submitting a candidate's name for a particular election), the Committee Chair assigns a committee member to acquire a list of all candidates running in the race and their contact information from the City Clerk, County Clerk, Registrar of Voters, etc. (as applicable).

This "official list" is then sent to the Members' Council Program Administrator along with whatever comments that the Committee determines are appropriate. The Program Administrator will forward the list and comments to NRA-ILA State Liaison Ed Worley, who has the responsibility of making endorsements in state and local races.

National Rifle Association Members' Council Handbook

- Ed Worley's office will then send out the Official NRA Questionnaires with a cover letter stating that ALL candidates have an equal opportunity and an equal time to answer the questions. Candidates' responses, or lack of responses, can affect their rating/endorsement with NRA.
- During this time, the Members' Council Campaigns and Elections Committee should interview all of the candidates and compile all information that is available regarding the candidates in the race. This is especially important if the candidate has held elected office before and might have a voting record on Second Amendment issues. Public statements that candidates might have made, newspaper articles and letters to the editor by (or about) the candidate, are important tools to judge a candidate's position also. Interviews can be "semi-formal" where the committee actually meets with the candidate and asks questions, or can be as "casual" as a phone call. Since non-endorsed candidates are not permitted to attend Members' Council meetings, interviews shall never be held concurrent with a Members' Council event/meeting. The committee should try to do the same kind of interview for all of the candidates in a given race. Fairness is as important as objectivity!
- The Members' Council Campaigns and Elections Committee will send the Members' Council Local or State Issue Survey to each candidate. Note: Current office holders can be surveyed and interviewed in advance of the close of filing if they are expected to seek re-election or higher office.
- After a committee has reviewed all of the available/necessary information they should refine and prioritize it so that it is easy to understand. The Committee Chair then reports to the Members' Council Vice-President and the Members' Council makes its recommendations.

These recommendations and the refined data are sent to the Members' Council Program Administrator for inclusion into a report to Ed Worley.

- Ed will consider the Members' Council's recommendations and input when making decisions regarding specific races.
- If endorsements are issued by NRA, the endorsed candidate is then permitted to be introduced to the members of the Members' Council. Other support (contributions, mailings, special meetings, etc.) might also occur.

Conclusion: If we use these guidelines to become involved with state and local races, the NRA Members' Councils will become even more effective and influential than in the past.

TRADEMARKS AND COPYRIGHTS

MEMBERS' COUNCIL HANDBOOK

The NRA Members' Council Handbook is a proprietary work and is owned by The National Rifle Association of America and its author. All copies, in all formats, are considered to be "work product," as well as "copyrighted" material that contain "trade secrets."

The Handbook shall never be distributed to the public and the guidelines described in the "CONDITIONS" section of the ***NRA Members' Council Handbook*** shall be followed.

All copies of the ***NRA Members' Council Handbook***, whether physical, electronic, or any other medium, shall remain the property of the National Rifle Association.

National Rifle Association Members' Council Handbook

LOGOS, SEALS, ETC.

The following logos and seals are approved for use by NRA Members' Councils in good standing:



Any unauthorized use of the NRA Corporate Seal or logos belonging to the National Rifle Association, other than these two examples, is strictly prohibited. These logos are available in electronic format.

SLOGANS AND MOTTOES

The following slogans and mottoes are approved for use by NRA Members' Councils in good standing:

- **FREEDOM IS NEVER FREE!**
- **A VOLUNTEER ACTION GROUP**
- **NEVER GIVE-UP!**
- **STAND AND FIGHT**

NAMES

The use of the following names, outside of the purview and use by an approved NRA Members' Council, is forbidden (these examples are owned by the National Rifle Association):

- **National Rifle Association**
- **NRA**
- **NRA MC**
- **Members' Council(s)**
- **MC [used as an identifier of a Members' Council]**
- **Member Council**
- **Firearms Education and Safety Council [although this name was used for a brief period of time during the 1990s, it has not been authorized since then and will not be used. It is still owned by the NRA, but not authorized for use under any circumstances.]**

National Rifle Association Members' Council Handbook

ELECTRONIC COMMUNICATION RESOURCES

THE INTERNET

MCWINS

The Members' Council Web-based Information System (MCWINS) is an on-line administrative interface for use by the Members' Councils and the Program Administrator. This unique technology leverages the architecture of our already advanced state website and has revolutionized the management and operation of the Members' Council Program by its tiered, multi-level organization of leaders - from the Program Administrator to the Officers of each individual Council.

MCWINS provides the Members' Council Officer, or duly appointed representative, greatly expanded authority and direct control over important aspects of the Council's presence on the state web site and its subsystems.

MCWINS also greatly enhances and simplifies communications, record-keeping and other administrative functions routinely necessary between the Program Administrator and each Council.

And on top of it all, MCWINS is expandable!

A special area on the state website, <http://www.NRAMembersCouncils.com>, has been reserved for each Members' Council. This area is accessible from any web browser, by going to a special URL assigned for each council. Access is then completed by entering a username and password which is again, specifically assigned to each Council.

Under this "authentication" system, unprecedented communications and capabilities may be presented, because these pages are not accessible to anyone except that Council's system leadership. Therefore, the leadership of each Council now has "administrative-level" control over:

- Their personal contact information records that are sent to the Program Administrator.
- The appearance and content of their Members' Council web page that appears under <http://www.NRAMembersCouncils.com/mc/mcprog1.shtml>
- The ability to upload a Council-specific standard-sized web "banner image" of your own design that will be used in the website's rotating banner system currently displayed in many places.
- The ability to directly enter information for into the Members' Council state-wide Calendar of Events system, for immediate display with no "approval" delay.
- Automatic generation of Members' Council Contact Information web pages.
- Automatic emailing of new on-line volunteer sign-up data to Members' Council.
- Members' Council can download documents necessary to Council operations.
- Additional features as the system grows.

Access to the MCWINS page is granted only by the Members' Council President. The President, and/or duly appointed representative (as applicable) should be the only person(s) with access to this administrative resource and the username/password. Entry of data should be as complete as possible and this information should be updated immediately upon changes within the Members' Council.

National Rifle Association Members' Council Handbook

WEB SITES

The official web site for the NRA Members' Councils Program of California is found at: <http://www.nramemberscouncils.com>. An alternative URL is <http://www.calnra.com>. Included on the site are updates, articles, activist tips and general information as well as a directory of Members' Councils throughout the state. One of the best features of the statewide Members' Council web site is that NRA members can volunteer to join a local Members' Council online. This information is then captured via a secure web form and automatically sorted before being distributed to the volunteer's nearest Council. The Members' Council contacts the new volunteer and..... a new Members' Council activist is recruited. The new volunteer is also informed of the time and location of the Council's next meeting.

Many Members' Councils have their own web sites. This is permitted as long as all policies and guidelines of the NRA and the NRA Members' Council Program are met. A major requirement is that the web site contains only NRA related material and information. The inclusion of other gun-rights organizations or other issues (such as abortion, taxes, immigration, etc.) is not allowed.

Disclaimers will be placed on the main page and on the main page of subsections within all Members' Council web sites. There are choices of which disclaimer is used, but the disclaimer cannot be altered in any way and must be clearly visible to all visitors. These are a couple examples of the approved web site disclaimers. For the electronic images and html code send an e-mail via: <http://www.calnra.com/msg/index.shtml> and request the information about web site disclaimers.



Volunteer Web Site
For Official Information:
NRA HQ **California**

DISCLAIMER: The material contained on this WebSite and the pages and sites linked, connected or referenced, may not reflect the views, policies or programs of the National Rifle Association, or its affiliates or sub-divisions. For official NRA information, refer to NRA's national WebSite located at www.NRA.org, or for California information refer to NRA's California WebSite located at www.NRAMembersCouncils.com.



Volunteer Web Site

DISCLAIMER: The material contained on this web site and the pages and sites linked, connected, or referenced, may not reflect the views, policies, or programs of the National Rifle Association, or its affiliates or sub-divisions. For official NRA information, see the following two web sites:

official NRA web site
www.NRA.org

official NRA California information
www.NRAMembersCouncils.com

Web space is available for Members' Councils on the statewide web site. Several Councils currently have their sites based at the statewide site. When a Members' Council uses this option, their URL becomes <http://www.nramemberscouncils.com/yourcouncilname>.

National Rifle Association Members' Council Handbook

ELECTRONIC MAIL

The use of e-mail messages can be one of the most effective methods of communication for the volunteer activist. A tremendous benefit comes from the fact that information can be distributed in a near real-time manner.

E-mail can be employed for a variety of uses including, but not limited to; legislative advocacy or opposition, coordinating election activities, disseminating information, or communication between Members' Council volunteers.

THE CALIFORNIA ALERT SYSTEM (CAL-ERTS)

In close association with NRA Staff, The NRA Members' Councils Program distributes statewide email alerts called CALifornia aLERTs (CAL-ERT). These reports and calls for action often describe important events that took place within the hour or are about to occur and require immediate action. As such, they are an important source of timely information to help NRA members respond in support of NRA's goals in the Golden State. We never send a CAL-ERT casually. This timely information helps NRA members contact the legislature in support of NRA's legislative goals.

CAL-ERTs are your window into what is happening in Sacramento, regarding gun rights, at a given moment. If you receive a CAL-ERT, something important is happening.

CAL-ERTs are distributed to any supporter of the Second Amendment. It is not necessary to be active in the Members' Council Program to receive CAL-ERTs. If you would like to receive CAL-ERTs for FREE, on the Internet, go to our homepage:

<http://www.NRAMembersCouncils.com> and click "Sign-up to receive CAL-ERTs."

To sign-up to receive our CAL-ERTs...

1. Make sure you are logged into the email account you wish to be subscribed.
2. Open a new email window.
3. If the "Subject:" line in the email window is blank, enter the single word...

subscribe

4. Send the email.

In a short time, you should receive a confirmation email that you have been added, with instructions for removing yourself if desired.

SOCIAL NETWORKING WEB SITES

Members' Councils shall not create Facebook, MySpace, Google Groups, Yahoo Groups, Twitter, or other similar sites for local Members' Councils. Instead, they can and are encouraged to participate on the statewide NRA Members' Council sites such as <http://www.facebook.com/pages/NRA-Members-Councils-of-California/50210277581?ref=mf> and [@calnra](#) on Twitter.

ONLINE MEMBERS' COUNCIL CALENDAR

ALL Members' Council events, meetings, and activities shall be entered on the statewide online MC

National Rifle Association Members' Council Handbook

Calendar. Unless this information is posted on the Calendar, NRA members have no way of knowing about Members' Council activities in their area. Use of MCWINS to enter this information is encouraged.

National Rifle Association Members' Council Handbook

THE MC LISTS

The MC Lists are an ultra-efficient enhancement of e-mail technology. We use this resource as one of the primary communication tools within the Members' Council network in California. These lists fill the critical need for instant communication between activists. The goal of the MC Lists is to support the policies of the National Rifle Association as they pertain to California. Unless specifically noted on individual messages, all messages on the MC Lists are to be considered as internal NRA communication and should not be further distributed.

There are five basic resources that compose the MC Lists:

1. The MC LIST. This list is reserved for critical information that all subscribers should see.
2. The MC GENERAL list. For discussion of RKBA-related issues and information that doesn't deal with a currently "hot" topic.
3. The MCINSTRUCTORS list. For discussion by, and for, certified firearms/safety instructors.

Subscribers to the list(s) receive a copy of the messages posted to it, and may post messages as well as reply to those received when used with the subscribed e-mail account.

Replies to the original poster of a message are made with the REPLY feature of your email program. Replies back to the list (so everyone sees your reply), are made with the REPLY-ALL feature of your email program.

The MC Lists exist to facilitate discussions used to assist us in achieving our goals. Focus and unity are observed by adhering to a few simple rules:

- Profanity, NRA-bashing or posts regarding NRA internal politics are not allowed. Similarly, the focus is on implementing NRA policies, rather than suggesting them.
- Requests to the list membership for private responses must be cleared with the administrator.
- Endorsements, ads, flyers or any other material promoting non-NRA agendas, candidates, campaigns or other efforts are prohibited. Please obtain approval of the Members' Council Program Administrator before posting such material.
- All subscriptions are by invitation only. Members' Council Officers have a standing invitation, and may sponsor guests who they consider key contributors. A Members' Council member may subscribe to the MC Lists in one of two ways:
 1. Ask a Members' Council officer to sponsor them.
 2. Contact the MC List Administrator at: mcadmin@NRAMembersCouncils.com and ask.
- All NRA Members' Council policies and guidelines will be adhered to on the MC Lists.

All subscribers to the MC Lists receive the complete guidelines and help files for the Lists and can receive copies of them at any time. For technical issues related to the MC Lists, send an email to: mcadmin@NRAMembersCouncils.com.

National Rifle Association Members' Council Handbook

LOCAL E-MAIL LISTS

Similar to the MC Lists in function are the optional local e-mail distribution lists that are available. These lists have the advantage of including all Members' Council volunteers that have e-mail, on a local list. This tool is valuable to the local Members' Council by providing them with a private communication resource that is useful in the planning and execution of Council activities.

This option is not intended as a replacement for the MC Lists which operate on a statewide basis. In fact, the MC Lists should be the primary e-mail based information source for each Members' Council. It should be noted that the local e-mail lists do not have the advantage of having a moderator or administrator and should be self-regulated by the participants themselves.

If your Members' Council chooses to host a local e-mail distribution list, please remember to include the NRA Members' Council Program Administrator and the Assistant Members' Council Coordinator on that list so that they will know of your Council's activities.

PRIVATE LISTS

There are a number of non-NRA e-mail lists and forums available on the Internet. These lists have a varying degree of value and benefit to the Members' Council activist. The decision to participate in one, or more, of these venues is an individual choice.

The NRA, and specifically the NRA Members' Council Program, does not endorse or support any of these lists or forums. Therefore, the NRA is not responsible for the accuracy, or lack thereof of, any information found on those Internet venues.

Some of these Internet or e-mail based activities actually use the name "NRA" or claim to represent the NRA or its members. If it is not found in the NRA Members' Council Directory on NRAMembersCouncils.com or at the NRA Headquarters web site, NRA.org, then it probably isn't a genuine NRA resource. To verify the validity of any questionable list/forum/web site/etc. send an e-mail via: <http://www.calnra.com/msg/index.shtml> with your question.

National Rifle Association Members' Council Handbook

TELEPHONE & ELECTRONIC MAIL TO MOBILE DEVICES

PHONE TREES

All Members' Councils shall have a functioning phone tree. It is one of the most basic, yet often overlooked, elements of successful grassroots activism. If a Members' Council does not have a functioning phone tree, it is short-changing itself and its members. A phone tree is very simple "pyramid type" structure of volunteers where one designated person calls a certain number of designated volunteers and each one of them calls a certain number of designated volunteers, and so on, until the entire tree (list) is called. Each Members' Councils' phone tree is maintained by the Communications Committee. The phone tree should only be activated for important matters, such as pending legislation that requires the members to immediately contact their legislators.

EMAIL TREES

Functions just like a phone tree, except it uses electronic mail. This is strongly encouraged for those who receive email to the mobile devices. However, is secondary in effectiveness to Phone Trees because it lacks the personal contact that phone trees provide.

AUTOMATED VOICE MESSAGES

Automated voice messages are a resource that is sometimes used by NRA Headquarters to get an urgent message out to a large number of members, very quickly. Some Members' Councils have the capability to send out automated voice messages to their lists also. Like an actual phone tree, automated voice messages should only be used for *very important* matters or events. If there is one thing that upsets many people more than receiving an unexpected phone call it is receiving an unexpected "recorded" phone call from a machine. Please consider this fact when considering whether or not to send-out an automated message.

FACSIMILE

INDIVIDUAL MESSAGES

Many times you want to send a letter to a legislator and there is no time for the mail. In this case, sending a fax is the next best thing. Also, most newspapers accept letters to the editor sent via fax. Information regarding Second Amendment issues can be sent by fax. The uses are nearly unlimited although e-mail is rapidly replacing faxes as an instant communication method.

ONLINE E-MAIL TO FAX SERVICES

There are several web-based services available that can send a fax from an electronic mail message or from a form on a web site. Some of them are free, under certain conditions, and some operate for a fee. Please be careful with your personal information as well as any NRA information you might possess when you using these services.

National Rifle Association Members' Council Handbook

ACTIVIST TIPS AND TECHNIQUES

The following section describes some of the actions you can take in defense of the Second Amendment. There are times in which you will be most effective identifying yourself as a Members' Council member, such as when meeting with your elected officials – at the direction of your Members' Council President. At other times, such as writing letters to the editor or lobbying the legislature, it is often better to present yourself as an individual. As you become more experienced as a Members' Council volunteer, you will better understand the subtleties and discretion necessary to maximize the effectiveness of our Members' Council team. These distinctions are important. When acting as an individual it is extremely important that you do not present yourself as a representative of the NRA or of the Members' Council. In many cases, you should not even mention that you are a NRA member, just represent yourself, and your own opinion.

WRITING EFFECTIVE LETTERS TO THE EDITOR

by H. Paul Payne

The letter to the editor is one of the best tools for the grassroots activist to use in order to get his or her message out to the public. They are easy to write and every community has at least one newspaper in which you can submit your letter. Sending letters to the editor can help you achieve your goals because they:

- reach a very large audience.
- can be used to rebut information not accurately addressed in a news article or editorial.
- create an impression of widespread support or opposition to an issue.
- are widely read by community leaders and lawmakers to gauge public sentiment about current issues in the news.

The purpose of submitting a letter to the editor is to have it published so that you will influence your targeted primary audience, the readers of the newspaper. The letters to the editor section of the newspaper is one of the most popular features in many newspapers.

If your letter is not published, write another one. Most newspapers receive many more letters than they can print. Even though they are not published, all letters are read by the editors, and may influence them in determining which topics should receive further attention or follow-up articles.

Don't hesitate to send letters to weekly, on-line, or community newspapers. By submitting your letter to a newspaper with a smaller circulation, it is often easier to get your letter published.

The following techniques should help you when writing your letter to the editor:

National Rifle Association Members' Council Handbook

SIX SIMPLE STEPS

1. *Type or Write Clearly.* Hand written letters are the best. Make them legible. Your letter doesn't have to be professionally written or fancy, but you should use a typewriter or computer/word processor if your handwriting is hard to read or messy. Hand sign your letter, whenever possible.
2. *Addressing Your Letter Correctly.* If you are mailing or delivering you letter, you should address your letter "To the Editor" or "Dear Editor." If you are sending your letter via email or fax, type "Letters to the Editor" in the topic or subject heading.
3. *Keep Your Letter Short and on One Subject.* Letters should never exceed one page. Many newspapers will edit your letter before publishing it; in order to ensure a minimum amount of editing, always try to keep your letter smaller than 150 words in length. Keeping your letter brief will help assure that the newspaper does not edit out your important points. In the opening paragraph, state the purpose of your letter and stick to that topic. Make sure to follow the paper's letter submission guidelines, which are usually found on the editorial page of the paper.
4. *Always be Factual.* Don't embellish your story or statements. And never openly attack the paper or other readers. Include statistics, documented facts, and studies in your letter in order to enhance its effectiveness. But, too many statistics will tend to bore or confuse the reader and your point will be lost to them. Only make statements that you can back up. A good rule to follow is, "If you can't prove it, don't include it."
5. *Write About Current Events and News, Not Old Stories.* Stick to recent issues. Respond promptly to anti-gun stories and editorials. Mention your support for pro-gun legislation or opposition to anti-gun legislation. Make references to recent stories that you read in the newspaper. Although some papers will print general commentary, many will only print letters that refer to a specific article or editorial.

National Rifle Association Members' Council Handbook

GUN POLITICS IN YOUR DOCTOR'S OFFICE

Do you own a gun? How many guns do you have? Do your children have access to guns in your home? Did you know that having a gun in your home triples your risk of becoming a homicide victim?

These are questions your doctor may ask you or your children as part of routine physical examinations or questionnaires. All the gun-related questions you are likely to encounter in doctors' offices, especially pediatricians, are based on doctor groups' political movement against gun owners. That movement is spearheaded by the American Academy of Pediatrics, although the AMA and other physician groups have launched similar efforts against gun owners.

With a few rare exceptions, such questions about guns do not reflect a physician's concern about gun safety. Rather, they are intended to prejudice impressionable and trusting children and their parents into thinking that guns are somehow bad.

That political motive makes these questions ethically wrong. Any doctor who asks them, either directly or on a questionnaire, should be disciplined.

Who can discipline the physician? You, the almighty consumer. That's right. If you, the patient or parent, file a formal written complaint with the offending doctor's HMO or medical group, your complaint will be taken seriously. The doctor will be asked to respond to it. In any case, your polite but firm protest will be a black mark on his or her record that will likely make him or her think twice before repeating the offense.

Patients not enrolled in a health plan (HMO) might see a doctor in a small group practice or solo practice. Unethical behavior by such a doctor can be reported to your county medical society. Although federal anti-trust laws have mostly stripped medical societies of their enforcement powers, they can still get an erring physician's attention.

Medicine has become an extremely competitive service industry. Medical groups are trying harder than ever to please consumers. The last thing a doctor wants these days, next to a malpractice suit, is a patient complaint alleging unethical conduct.

If the doctor persists or is especially inappropriate, you can send that formal complaint to the Medical Board of California. For instructions on filing a complaint go to web site www.medbd.ca.gov or call (800) 633-2322. This is a last resort, and it will be a definite blemish on the doctor's career. But it may be necessary for repeat offenders. This step will apply enormous pressure on the offending physician, even if the state board takes no official action against his or her license.

To summarize: you don't have to suffer in silence and you don't have to disclose personal information about your gun ownership to politically motivated doctors. Most important, you can strike back at unethical doctors who abuse your trust to advance a political agenda against law-abiding gun owning families.

For more information contact Doctors for Responsible Gun Ownership (DRGO), a Project of The Claremont Institute, P. O. Box 1931, Upland, California 91785-1931. (909) 949-9971 drgo@adelphia.net www.claremont.org, click on DRGO

© 2001 DRGO, All Rights Reserved.

National Rifle Association Members' Council Handbook

MEETING WITH YOUR ELECTED OFFICIALS

by H. Paul Payne

Whether you are meeting with your local city council member or your Senators and Congressmen in Washington, D.C., meeting with your elected officials regarding Second Amendment issues is a lot easier than most people think. Remember, your elected officials work for you!

Your visit is merely a meeting for you to tell your elected representative what you think about a certain issue or bill, and to try to get him or her to take a desired action on that issue.

Where can you meet? It's not necessary to travel a long way to a meeting. Even Senators and Members of Congress have one or more offices in their district. Even though the representative is not often in the local office(s), there is a permanent staff member at each office with whom you can meet, but always try to meet with your representative, personally. The best kind of PR to have is a good Personal Relationship.

Setting up Your Meeting

Make your request in writing and follow up with a call to the Appointment Secretary or Scheduler. Suggest convenient times and dates for your meeting. Let them know what issue and legislation (by bill number, if it has one) you wish to discuss. Make sure they know that you are a constituent. (If you are not a constituent, include one in your group and have him or her arrange the meeting.)

Prepare for Your Meeting

Contact your local NRA Members' Council or call the NRA Office nearest you, for materials. We should have information to help you with your talking points, as well as materials that you can leave with your elected official.

Decide in advance, who will attend the meeting. Do not make last-minute changes. Also, bringing more than three or four people can be hard to manage. Keep it small, but bring people who represent different groups that have an interest in the issue: like doctors, veterans, religious leaders, school board members, etc.

Agree on talking points in advance. Never disagree with each other during a meeting! If a point is causing tension in the group, leave it out.

Plan out your meeting. People can get nervous in a meeting, and time is limited. Be sure that you lay out the meeting beforehand, including who will start the conversation. One person should not do most of the talking. Show the elected official that your group has unity of purpose.

Decide what you want achieve. Set your goals in advance. What is it that you want your elected official to do - vote for or against the bill? Make a commitment to introduce or co-sponsor legislation? Asking your legislator or his or her staff member to do something specific will help you know how successful your visit has been!

During the Meeting

National Rifle Association Members' Council Handbook

Be prompt and patient. Arrive approximately five minutes before your scheduled meeting time. Elected officials run on very tight schedules. Be patient - it is not uncommon for legislators to be late or to have your meeting interrupted by other business.

Keep it short and remain focused! You will have twenty minutes or less with a staff person, and as little as ten minutes if you meet with your elected official. Make the most of that brief time by sticking to your topic.

Start the meeting by introducing yourselves and thanking your representative for any votes he or she has made in support of your issues, and for taking the time to meet with you.

Don't hesitate to bring up, to the elected official, any personal, professional or political connections that you may have.

Stick to your talking points! Stay on topic, and back them up with no more than five pages of materials that you can leave with your elected official.

Provide personal and local examples of the impact of the legislation. This is the most important thing you can do in a personal visit.

Don't try to act like an expert on the topic you are discussing. Saying, "I don't know" can be a smart political move. If you don't know the answer to a question, it is fine to tell your representative that you will get that information for him or her. This gives you the chance to put your strongest arguments into their files, and allows you to contact them again about the issue. Never make up an answer to a question - giving wrong or inaccurate information can seriously damage your credibility and our cause!

Politely, set deadlines for a response. Often, if an elected official hasn't taken a position on legislation, they will not commit to one in the middle of a meeting. If he or she has to think about it, or if you are meeting with a staff member, ask when you should check back in to find out what your legislator intends to do about your request. If you need to get information to your representative, set a clear and realistic timeline for when this will happen. That way, you aren't left hanging indefinitely.

After the Meeting - Remember to follow up

Immediately following the meeting, compare notes with everyone in your group in order to compare what the elected official committed to do and what follow up information you committed to send.

Each person who took part in the meeting should promptly send a personal thank you letter to the elected official.

Follow up in a timely fashion with any requested materials and information.

If the elected official or staff member doesn't meet the deadline for action you agreed to, during the meeting, ask him or her to set another deadline. Be persistent, polite and flexible!

If you have met with a member of the legislature, let the NRA Staff know what have you learned during your meeting. Knowing what issues are important to him or her, and what positions he or she took will help us make our lobbying efforts more effective, both on a statewide and a national level!

National Rifle Association Members' Council Handbook

Remember that your personal meeting with your elected official is one of the best opportunities to demonstrate that the Second Amendment is a very important issue in his or her district.

© 1999/2014 H. Paul Payne, All Rights Reserved.

IS ELECTRONIC MAIL A USEFUL LOBBYING TOOL, OR JUST A WASTE OF TIME?

Examining the myth about using email to an effective grassroots lobbying tool

By H. Paul Payne,

While traveling from meeting to meeting, spreading the NRA message that we all must join together in support of our Second Amendment freedoms, I have been frequently asked which medium has the best effect on persuading legislators to vote in support of the Second Amendment. My answer has been simple and consistent: “Whichever one that you will use!”

Experience has shown me that all methods (phone calls, faxes, email, personal visits, hand-written letters, etc.) are effective as long as we take the time to make contact. If we fail to let our representatives know our views, then we are doomed to failure. So, when prompted by an NRA alert, use whatever method you have available so that your voice will be heard in our fight for freedom.

But for years I have heard that sending email to legislators is a complete waste of time. I could not disagree more! This myth has been spread by many sources and has seemed to achieve varying degrees of believability among our members. I hope to dispel this myth right now.

As you can probably tell, I strongly support the use of email as a lobbying tool. That is because it works! It doesn't make sense to waste time and effort on something that doesn't work! But ask yourself, “Why would someone tell you that using email doesn't work?” Maybe they have a reason.

Some of the advantages of electronic mail are that it is:

- Free, easy, and fast
- Leaves a record that is verifiable
- Allows almost anyone at any distance to contact their legislators
- It is a commonly acceptable form of communication in today's modern world

Some of the dis-advantages (as viewed by others) of electronic mail are that:

- Legislative staff must deal with people that would not otherwise be able to contact them
- Political consultants and mail houses do not make money in the same way that they would if “direct mail” campaigns and lobbying were done
- Groups with email systems and technology inferior to that of the NRA might feel that NRA has an advantage in the defense of our freedoms

While it is true the NRA in California has developed some of the most effective email technologies, we are continuing to benefit from new and more effective strategic uses of this technology. Our “focused effort method” has proven to be an extremely effective tactic when used by our dedicated membership.

National Rifle Association Members' Council Handbook

Some tips to make your email efforts more effective by multiplying your efforts:

- Send your email to all legislators that are suggested in the NRA alert
 - If they complain that they are not your legislator, inform them that you will continue to contact them as long as they continue to vote on Second Amendment issues that affect you
- When prompted by an NRA alert, use the NRA Members' Council "One Click" email system
- After writing your email (but before sending it), print it out and sign it, then send your email.
 - If you have a fax machine, fax a signed copy
 - In either case, mail the printed and signed copies to the targeted legislators

In conclusion, don't hesitate to make phone calls, send faxes, write letters, and visit your representatives about pending Second Amendment legislation. But if you subscribe to the NRA's alerts and contact the legislators when prompted, your emails will continue to have a tremendous affect in the legislature and the NRA will be successful in the defense of our Second Amendment freedoms. The most current NRA legislative efforts in California can be found at: <http://www.nramemberscouncils.com/legs.shtml> .

© 1999/2014 H. Paul Payne, All Rights Reserved.

National Rifle Association Members' Council Handbook

NRA STAFF CONTACT INFORMATION

NRA STAFF

H. PAUL PAYNE --- NRA LIAISON TO THE EXECUTIVE VICE PRESIDENT
RESPONSIBLE FOR THE MANAGEMENT AND OPERATION OF THE NRA MEMBERS' COUNCILS
3565 LA CIOTAT WAY
RIVERSIDE, CA. 92501
(951) 683-4NRA OFFICE
(951) 779-0740 FACSIMILE
NRAUSMC@EARTHLINK.NET ELECTRONIC MAIL

DAVID HALBROOK --- ASSISTANT MEMBERS' COUNCIL COORDINATOR
RESPONSIBLE FOR ASSISTING IN THE OPERATION OF THE NRA MEMBERS' COUNCILS
P.O. BOX 54
VICTORVILLE, CA. 92393
(760) 553-0706 MOBILE
NRAAMC@GMAIL.COM ELECTRONIC MAIL

Ed WORLEY --- NRA-ILA STATE LIAISON
RESPONSIBLE FOR LEGISLATIVE AND ELECTION RELATED POLICIES, POSITIONS AND ENDORSEMENTS
(916)806-3153 MOBILE
WORLEYED@CS.COM ELECTRONIC MAIL