

SHARE YOUR GRANT STORY



Recognize The NRA Foundation on the Radio!

Get the word out about how The NRA Foundation and *Friends of NRA* have helped make your organization, program or project a success. Many radio stations run Public Service Announcements (PSAs), which are free for charitable organizations. Ask station managers if they would run a prepared radio spot. Many local stations will provide airtime for community members to share stories of positive impacts they are making in the area.

Radio Publicity Guidelines

A sample script for a 30 second radio spot has been prepared for your use and can be found below. It is recommended to secure airtime prior to recording and to check with the radio station for audio requirements; see if it is possible to record the spot using their facilities. Be careful to select well-spoken representatives of your group to present your story and The NRA Foundation's mission well.

30 Second Radio Script

The [your organization/team/project/program name] is making an impact in [your community/local area/broadcast region] thanks in part to grant money provided by The NRA Foundation, the nation's leading charitable organization in support of the shooting sports.

This year, [\$ grant amount] in grant funding helped us to [explain what the grant money was used for]. We would like to thank *Friends of NRA* for raising the funds and The NRA Foundation for awarding the grant. [Your organization name] could not have achieved the same success without them.

For more information about The NRA Foundation and how to help support programs like ours, go to nrafoundation.org. All contributions are tax-deductible and go directly to funding the future of the shooting sports.

As a 501(c)(3) non-profit organization, The NRA Foundation is strictly non-political in all content. Please adhere to this policy when sharing your story and recognizing The NRA Foundation in the media.

GO TO FRIENDSOFNRA.ORG AND NRAFOUNDATION.ORG FOR MORE INFORMATION.