



CONFIDENTIAL

OVERVIEW

This year's national elections are a must-win fight for our country, our values, and our freedom.

President Barack Obama spent his first term in office setting the stage for a massive second-term assault on our gun rights. Consider these facts:

- Obama stacked his administration with radical, <u>anti-gun czars</u> -- elitists who have spent their entire careers destroying our Second Amendment freedoms.
- Obama and his Secretary of State, Hillary Clinton, made the U.S. a willing partner to negotiating a <u>U.N. gun-ban treaty</u>. The U.N. will unveil this unmitigated attack on our sovereignty this summer, setting the stage for a massive ratification battle in the Senate.
- Obama has already appointed <u>two anti-Second</u> <u>Amendment Supreme Court justices</u>. In a second term, he could have the chance to upset the delicate balance of the Court for generations by nominating up to three additional justices.
- With the help of his Attorney General, Eric Holder, <u>Obama led a campaign to demonize law-abiding</u> <u>gun owners</u>, claiming our Second Amendment rights were to blame for drug violence in Mexico. Meanwhile, the Obama administration illegally funneled thousands of guns to murderous Mexican drug cartels.
- The Obama administration recently proposed new policies that would have given his army of anti-gun bureaucrats a blank check to <u>shut down hunting</u> <u>and shooting</u> on hundreds of millions of acres of public lands.
- In direct defiance of our rule of law, <u>Obama</u> <u>unilaterally imposed gun registration</u> in four border states -- requiring gun dealers to register the sales of any law-abiding citizen who purchases more than one semi-automatic rifle within five business days.



• Just three months ago, Obama's Assistant Attorney General, Lanny Breuer, told the Senate that <u>all Americans should be forced to register</u> <u>their guns</u>. Breuer even hinted at a possible ban on many common handguns, hunting rifles and shotguns, claiming: "Very few hunters in the United States or sports people and law-abiding people really need to have semiautomatic weapons or long guns."

We cannot give Barack Obama four more years to continue his assault on our freedom.

I am therefore giving you this copy of our 2012 Campaign Battle Plan because of your demonstrated leadership role among our NRA members. In this plan, you will see our strategy for victory in this make-or-break election year. I need your help to execute each critical action point in our plan.

<u>Please remember that NRA-PVF is the only arm</u> of the National Rifle Association that is exclusively dedicated to electing and defeating candidates at all levels of government.

We have just nine months to defeat Obama and save our country, our values, and the future of our Second Amendment freedom. Thank you for supporting our campaign.



In Freedom,

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Chris W. Cox Chairman, NRA-PVF

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SIX POINT PLAN TO SAVE AMERICAN FREEDOM ON ELECTION DAY



#1: DEFEAT BARACK OBAMA

If the presidential election were held today, polling in key battleground states shows Barack Obama would win more than the 270 electoral votes he needs for reelection.

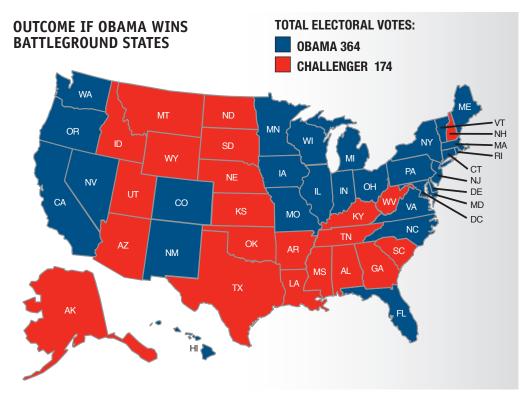
However, many of these key states that Obama must win will be decided by very slim margins. These states include Colorado, Florida, Iowa, Indiana, Michigan, Minnesota, Missouri, New Mexico, Nevada, North Carolina, Pennsylvania, Virginia and Wisconsin. Collectively, these states are home to roughly 1.4 million NRA members and an estimated 33.7 million gun owners.

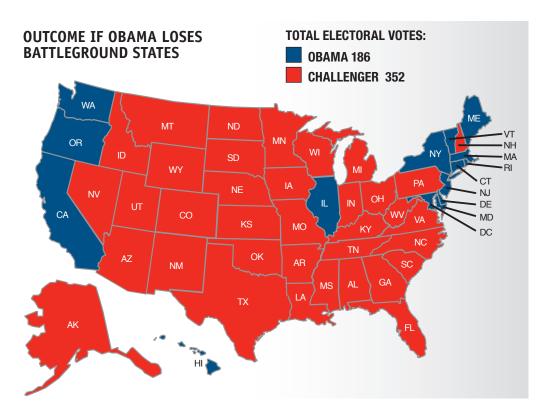
With the generous support of our members, we can change the course of the election in these battleground states by:

- Driving NRA members and gun owners to the polls with our voter registration and get-out-the-vote campaigns;
- Targeting our hard-hitting newspaper, magazine, billboard, online, and television and radio ads where they will have the largest influence on voter opinion; and
- Making the most of every dollar we spend by focusing our volunteer efforts where they will have the maximum impact.

ACTION POINT:

No group is better positioned to affect the outcome of the 2012 presidential race than NRA-PVF supporters. We will focus our efforts in key battleground states where gun ownership is strong, tip these states away from Obama, and defeat him on Election Day. Please look at the maps below to see how you, by working through NRA-PVF, can make the difference in this year's election.





All map and electoral information subject to change.

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#2: DEFEAT VULNERABLE ANTI-GUN U.S. SENATORS

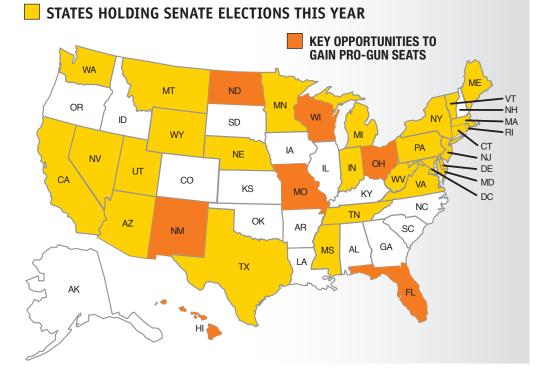
With the duty to ratify treaties and confirm federal judges, no other legislative body in the nation has the power to strengthen or destroy our Second Amendment freedoms like the U.S. Senate.

We must elect a pro-gun majority in the Senate that will vote against implementation of the coming U.N. gun ban treaty, AND deny confirmation to anti-gun judges.

Polling shows that at least three anti-gun Senators are vulnerable this year -- Claire McCaskill (MO), Bill Nelson (FL), and Sherrod Brown (OH). In addition, there are four states where anti-gun Senators have chosen not to seek re-election -- Hawaii, New Mexico, North Dakota and Wisconsin -- giving us additional opportunities to elect more pro-gun Senators. We will not allow anti-gun Senate candidates to deceive gun owners by lying about their position on the Second Amendment. NRA-PVF will use ads on radio, television and newspaper ads to expose their gun-ban voting records. This way, pro-freedom voters can make a clear choice on Election Day.

ACTION POINT:

This year's election gives us a historic opportunity to make the U.S. Senate a bastion of freedom for years to come...if we act now. We will unleash a media blitz in states where our gun-ban enemies are most vulnerable, and expose their well-documented history of hostility toward our Second Amendment freedoms.



#3: DEFEND OUR PRO-GUN POWER IN THE HOUSE OF REPRESENTATIVES

CAMPAIGN

NRA-PVF supporters have built a firewall around the Second Amendment in the U.S. House of Representatives, and now we must fight to protect it.

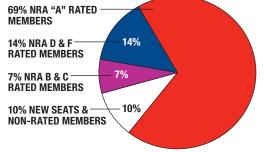
Political analysts have identified 108 House races where the incumbent could be extremely vulnerable to defeat this November. Of these 108 incumbents, 74 of them are NRA "A-rated" members who are fighting the reelection battles of their lives. That means we have far more seats to defend than our opponents do, and our strength in the U.S. House is at risk.

We depend on our House allies to advance pro-gun legislation and act as a firewall against the Obama administration's anti-gun bureaucrats. Now, our allies need our help more than ever.

ACTION POINT:

We worked very hard over many years to change the U.S. House of Representatives from an anti-gun threat to a pro-gun majority. With the help of our loyal supporters, NRA-PVF will defend our majority by supplying our pro-gun allies with the volunteer support they need to distribute yard signs, contact voters, distribute campaign literature, and defeat their gun-ban opponents on Election Day.

BREAKDOWN OF COMPETITIVE HOUSE RACES IN 2012



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#4: ELECT PRO-SECOND AMENDMENT GOVERNORS AND STATE LEGISLATORS

NRA-PVF is committed to winning gubernatorial and state legislative races nationwide. When we elect pro-gun candidates at the local level, it sends a clear message to our elected officials on Capitol Hill that they risk defeat at the ballot box if they pursue an anti-gun agenda. Local legislators also serve as a first line of defense of our gun rights at the state, county and city levels.

Over the past two elections, NRA-PVF's endorsed candidates for governor have won in 16 out of 22 states. In addition, over 80% of the state legislative candidates we have supported won election. The positive impact this has on our Second Amendment freedom cannot be overstated. Thanks to NRA-PVF supporters...

• In 41 states, the government either doesn't require a carry permit at all, or at least cannot deny law-abiding citizens the right to carry a concealed firearm, so long as they meet a set of clearly defined requirements;

STATES WHERE INCUMBENT GOVERNORS ARE

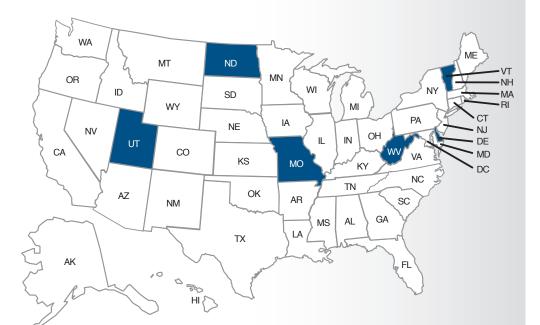
RUNNING FOR REELECTION IN 2012

- 29 states have Castle Doctrine laws that protect their citizens' right to use a firearm in self-defense, without having any "duty to retreat" from a violent attacker; and
- All 50 states have passed laws that protect hunters from the interference of animal rights extremists.

This year, we can help elect hundreds more pro-gun candidates at the state level and strengthen our Second Amendment freedoms in every corner of America. But we must receive adequate funding from NRA-PVF supporters to do so.

ACTION POINT:

NRA-PVF helped recruit many pro-Second Amendment candidates across America who are running for local office this year. We must elect these men and women, not only to defend our freedom today at the local level, but also because many of them will be our future congressmen, senators, governors, judges, and federal policy makers.



#5: USE THE INTERNET TO LEVERAGE THE POWER OF OUR PRO-FREEDOM MESSAGE

Fighting smart in this year's campaign means we must take our pro-freedom message online.

Just a few years ago, political campaigns rarely allocated more than five percent of their budget to new media and online advertising. Today, many campaigns will dedicate 20% or more of their resources to online campaign efforts.

The Obama campaign will spend tens of millions of dollars flooding the internet with anti-freedom propaganda this year. We can't match them dollar for dollar, but we will strategically target our online message where we can have a huge impact eroding Obama's voter support.

We will use Facebook, YouTube, video ads, quick-hitting emails and websites to reach millions of voters with our pro-freedom message. We will detail every aspect of Obama's gun-ban agenda and destroy his credibility with gun owners and freedom-minded voters in the key battleground states that he needs to win.

ACTION POINT:

The Obama campaign will outspend us, but with enough funding from NRA-PVF supporters, we will run a highly targeted online campaign to mobilize gun owners and pro-freedom voters to cast their ballots against Obama and beat him on Election Day.

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#6: STRIKE BACK AT ANTI-GUN MEDIA ATTACKS IMMEDIATELY AND EFFECTIVELY.

In 2008, the mainstream media caught the political world off guard by abandoning any semblance of objectivity and overtly campaigning for Barack Obama. This is one big reason Obama is President today.

In 2010, NRA-PVF met the media's anti-gun attacks headon, and we gave our pro-Second Amendment candidates the critical advertising support they needed with our online videos, emails, editorials, billboards, radio and television ads.

The results were astounding. We helped elect 19 pro-gun U.S. Senators, 282 pro-gun U.S. Representatives, and hundreds of pro-gun state legislators in 2010.

This year, *The New York Times*, NBC, CNN, CBS and other mainstream print and television outlets will run a nonstop campaign to reelect Barack Obama, and NRA-PVF must hit back at them everywhere...on television and radio, in print, and online. This way, voters will have the facts and anti-gun candidates won't be able to hide behind the biased media's smokescreen.

ACTION POINT:

Anti-gun media elites no longer hide their anti-gun bias toward our Second Amendment rights. With the proper resources, NRA-PVF will be able to strike back against every vicious and untruthful attack the media launches at our pro-gun candidates, our values, and our firearm freedoms.



ACTION POINTS SUMMARY

When the dust clears after November 6, we will either find ourselves accelerating down President Barack Obama's frightening path of increased government control over every aspect of our lives, or we will look forward to a new dawn of American freedom and a strong, secure Second Amendment.

By working through NRA-PVF, you and I can decide the outcome.

If NRA-PVF has the resources we need to execute the six points in this Battle Plan, Barack Obama will lose on Election Day. We will also successfully defend our many pro-gun allies in the U.S. House of Representatives who are fighting close reelection battles, defeat our vulnerable anti-gun opponents in the Senate, and elect pro-Second Amendment governors and state legislators across America to protect our freedom.

At the federal level, NRA-PVF is the only arm of the NRA that is exclusively dedicated to campaigning directly for and against candidates running for the United States House and Senate -- and for the White House. That is why it is so important for you, and all NRA members, to get involved in our election year fight by supporting NRA-PVF as generously as you can.

With your help, we will defeat Barack Obama on Election Day and set America on a new course toward freedom.

Thank you for your dedication to the cause of freedom.