



NSSF
The Firearm Industry
Trade Association

PROJECT CHILDSAFE®

2021 ANNUAL REPORT



SUCCESS IN 2021
AT-A-GLANCE

PROJECT CHILDSAFE® IN 2021

BY THE NUMBERS



200+

new organizational supporters



1

new Project ChildSafe community launch (Albuquerque)



700M

earned media impressions



207K

web visits



3,500+

new social media followers



8,000+

Parents Resource Clicks



1.3M

social media engagements



500K

parents & school administrators reached

2021 PROJECT CHILDSAFE® NATIONWIDE NEWS COVERAGE



["A New Online Safety Hub For New and Experienced Hunters"](#)

Women's Outdoor News
November 23, 2021



["NSSF Area Leaders Launch "Project ChildSafe Albuquerque" Firearm Safety Initiative"](#)

WFMZ TV
November 10, 2021



["Project ChildSafe highlights importance of safely securing guns"](#)

KRQE 13
November 09, 2021



["The Invisible Side of America's Teen Suicide Crisis and What Parents Need to Know"](#)

Inside Sources
October 04, 2021



["Pitt County Firearm Safety Coalition launches firearm safety awareness campaign"](#)

WITN NBC
June 21, 2021



["Wake County Sheriff's Office to give out free gun locks after issuing record number of permits"](#)

CBS 17
May 19, 2021



["Community Regional Medical Center partnering with Fresno police to promote gun safety"](#)

ABC 30 News
May 09, 2021

2021 TESTIMONIALS

**A SMALL SAMPLE
OF THE GRATITUDE
AND SUPPORT WE
RECEIVED FOR PROJECT
CHILDSAFE THIS YEAR**

"I want thank the Project ChildSafe team and NSSF for including me in the Women of the Gun event at SHOT Show. As I was leaving the event, two young ladies who were attending SHOT Show for the first time said they had goose bumps and wanted to stand up and cheer. **I know now I must move forward to spread the message of responsible gun ownership and support other women.**"



MICHELLE CERINO

Women's Outdoor News
Wadsworth, OH

"Every week we seek to educate our community about firearm safety through the use of your product. **These conversations would be far less effective without the generous donation provided by your company to our agency.** We are incredibly grateful to you for your continued partnership."



BRITTANY GOMEZ

Winston Salem Police Department,
Winston Salem, NC

"**Our distribution has been extremely successful, and we frequently receive request from agencies for these locks to distribute to citizens.** Thanks so much for your continued assistance and for as many kits as you can send us. Heck, we would happily take more than 1,000 if we could."



DETECTIVE ERIC LANDAMIA

Bucks County District Attorney,
Doylestown, PA

"We had great success in the distribution of your gun locks within the past year. **We always have people visiting our booths at community events in search of them.** I am proud to partner with Project Child Safe."



**PUBLIC INFORMATION OFFICER
COURTNEY SNOW**

Laurens County Sherriff's Office,
Laurens, SC

"Recently I enrolled my son in a firearms safety course and came across your company. **Your message and your goals really resonated with me,** and I shared your information with my organization as well. We would be honored to be a sponsor or work in some capacity with Project Child Safe."



LAURIE SHIELDS

Bozeman, Montana

"I am the parent of a teen, a licensed social worker, a doctoral student and a gun owner. **I applaud this project and the collaboration that took place to make it a reality.**"



ERIC UREVICH

NY



HIGHLIGHTS OF 2021
AT-A-GLANCE

2021 HIGHLIGHTS

PROJECT CHILDSAFE COMMUNITY LAUNCH: ALBUQUERQUE, N.M.



On November 10, Project ChildSafe launched a new community program in Albuquerque, N.M. to kick off a year-long initiative to reduce gun accidents, theft and misuse, including suicide, in the community.

The launch announcement included a press conference with a diverse group of stakeholders including NSSF's Joe Bartozzi, City Councilor Brook Bassan, the Albuquerque Police Department, the New Mexico Game & Fish Department and various commercial organizations. The conference also included a broadcasted cable lock demonstration.

Albuquerque was Project ChildSafe's most successful community launch to-date in terms of both earned media coverage and online market saturation.

- Broadcast, print and online **news coverage by KRQE, KOB-4, KRQE, The Albuquerque Journal** and other online outlets
- **11,294 local gun owners reached** via digital advertising (out of 97,000 registered gun owners in the whole state)

Media outlets for the Project Childsafe New Mexico Community Launch



2021 HIGHLIGHTS

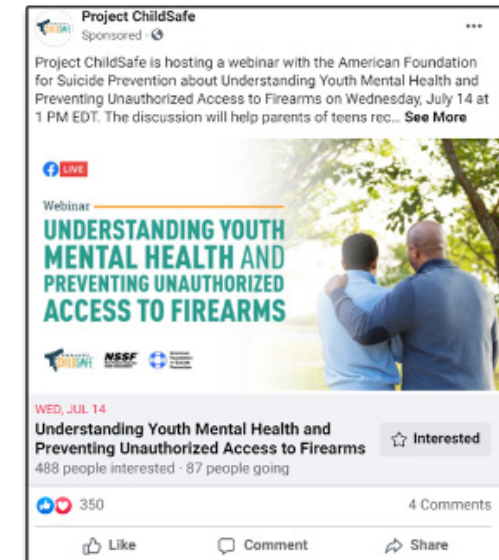
AMPLIFYING THE PROJECT CHILDSAFE PARENTS' GUIDE RESOURCE TO PARENTS AND SCHOOL ADMINISTRATIONS

Building off the momentum of the Project ChildSafe [Parents' Guide resource](#) launch, Project ChildSafe launched a cross-channel amplification effort targeted to gun-owning parents and school administrators—maximizing impact among high relevance audiences.

The social media advertising campaign, which coincided with back-to-school season, reached **nearly 500,000 parents** who are likely to own firearms and **drove 8,000 clicks to the resource** by this audience.

In partnership with the American Foundation for Suicide Prevention (AFSP) and Dr. Sherry Molock, Professor of Clinical Psychology at George Washington University, **Project ChildSafe hosted a Facebook Live webinar and Q&A** on July 14: [“Understanding Youth Mental Health and Preventing Unauthorized Access to Firearms”](#) which drew 580 participants. The webinar provided parents with tools for how to recognize the signs their teen might be facing mental health challenges, and tips for how to start a conversation and ensure firearms are kept safely.

Project ChildSafe and its Parents' Guide was included in an **InsideSources op-ed**: [“The Invisible Side of America’s Teen Suicide Crisis and What Parents Need to Know”](#), co-authored by Dr. Molock and Chris Cheng.



2021 HIGHLIGHTS

SEASONAL CAMPAIGNS: LEVERAGING PROJECT CHILDSAFE AS A CORE REPUTATIONAL DRIVER FOR NSSF

In 2021, Project ChildSafe launched four seasonal campaigns, including its tried-and-true Friends & Family and Hunt S.A.F.E. campaigns, and two new campaigns coinciding with back-to-school season and Suicide Prevention Month. These campaigns ensure a steady drumbeat of firearm safety messaging throughout the year, targeted to both traditional and non-traditional audiences to maximize NSSF's digital footprint and increase its share-of-voice among opposition groups.

May: Friends & Family

- 325,000+ gun owners reached
- 13,000+ Project ChildSafe website visits

August: Back-to-School

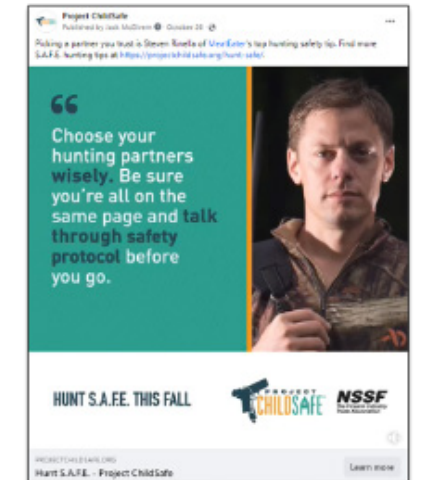
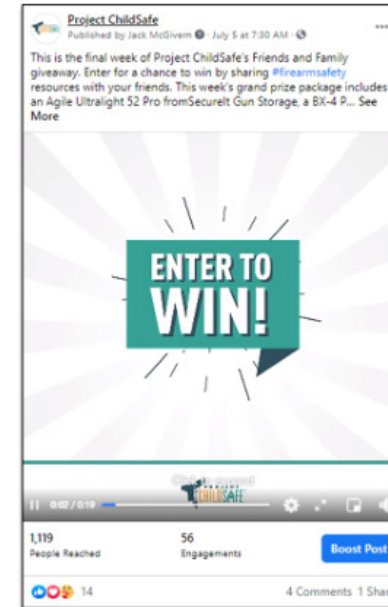
- 400,000+ parents and school administrators reached
- 8,000+ Parents' Guide resource clicks

September: Suicide Prevention Month

- 245,000+ veterans and gun owners reached
- 6,000+ clicks to veterans resource

October: Hunt S.A.F.E.

- 1 million+ hunters reached
- 10,000+ visits to new Hunt S.A.F.E. dedicated landing page
- 600,000+ giveaway contest entries and 6,000+ new subscribers (in partnership with GAT Marketing)



2021 HIGHLIGHTS

ELEVATING PROJECT CHILDSAFE'S PROFILE AT SHOT SHOW [2022]

Project ChildSafe's presence at SHOT Show 2022 included:

Nearly **1M digital impressions** from geotargeted social media ads promoting Project ChildSafe

2,000+ visits to the new [Supporters Hub webpage](#) during week of the show

Distribution of 1,000+ PCS-branded swag items

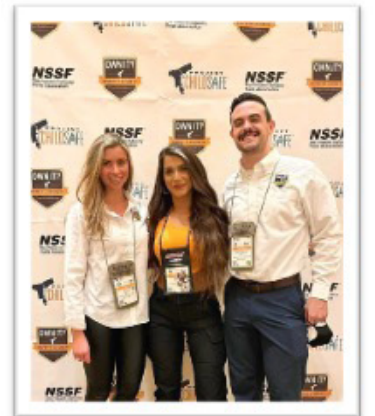
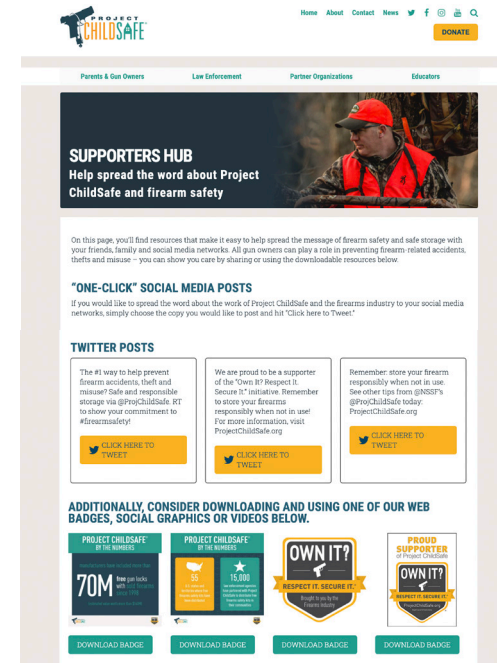
Distribution of 1,150+ printed QR code cards linking to Supporters Hub

Organic influencer promotion by Julie Orin (629K followers), Kristy Titus (72K followers) Julie Golob (41K followers) and Becky Yackley (28K followers) on Instagram

Coverage in [Chris Cheng's SHOT Show and Tell](#) (3,848 views), [SHOT Show Radio Minute](#) and SHOT Daily print magazine

New relationships:

- NAAGA
- APAGOA
- DC Project
- Shoot Like a Girl
- USA Shooting & Lexi Lagan



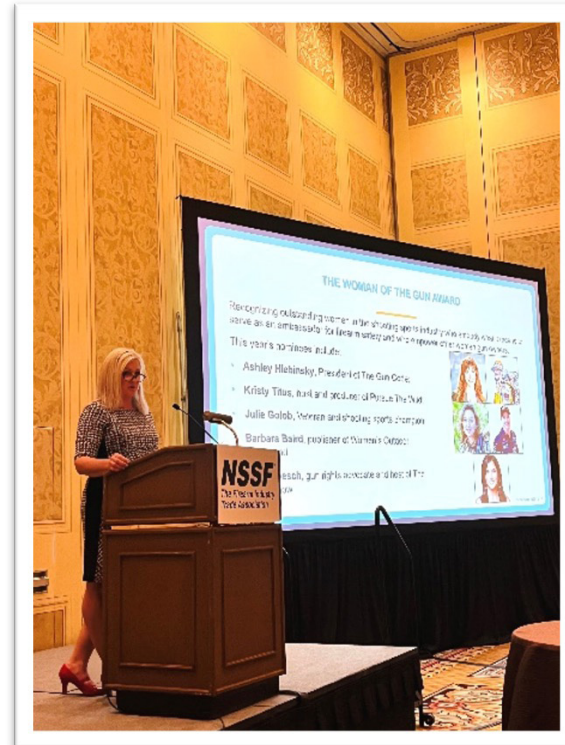
2021 HIGHLIGHTS

WOMEN OF THE GUN RECEPTION & INAUGURAL "WOMAN OF THE GUN" AWARD

The fourth Women of the Gun (WOTG) reception, hosted by Project ChildSafe and Women's Outdoor News, welcomed more than 250 attendees from all over the world, including some of the biggest names in women's hunting and shooting sports.

Project ChildSafe announced its first-ever **"Woman of the Gun" award honoring Julie Golob**. [The award](#) recognized Golob's contributions to the shooting sports and her work to promote the mission and message of Project ChildSafe over the years.

Women of the Gun encouraged industry influencers and professionals to continue to help promote the message of safe storage



2021 HIGHLIGHTS

CULTIVATING NEW INDUSTRY AND ORGANIZATIONAL PARTNERSHIPS TO ADVANCE THE MESSAGE OF FIREARM SAFETY

Project ChildSafe's efforts are made possible, in large part, thanks to a committed group of partners nationwide. A host of new traditional and nontraditional allies joined with Project ChildSafe to promote responsible storage in 2021 including:



Triumph Church, Detroit, MI





LOOKING AHEAD TO 2022

A PREVIEW OF WHAT'S NEW FOR 2022-2023:

- 1** WOTG digital campaign
- 2** Launch of a new Project ChildSafe community in Columbia, S.C.
- 3** Launch of two new Project ChildSafe “Community Lite” digital-first activations
- 4** Creation of a teen-focused video asset with accompanying digital promotion campaign
- 5** Law enforcement community engagement to address police suicide prevention
- 6** New partnerships with national organizations representing minority gun owning communities (ex: NAAGA, APAGOA and various women gun owners groups).

THANK YOU FOR SUPPORTING GENUINE FIREARM SAFETY IN 2021!

FIVE WAYS TO GET INVOLVED IN 2022



MAKE A DONATION



SIGN OUR PLEDGE



FIND A SAFETY KIT



VISIT OUR WEBSITE



TAKE OUR QUIZ

Project ChildSafe, Inc. is a 501(c)(3) tax-exempt nonprofit organization and the outgrowth of Project ChildSafe's commitment to firearm safety and education. All donations to the organization are tax deductible to the extent allowed by law.