
PROJECT CHILDSAFE®

2022 ANNUAL REPORT

APCO
worldwide®



NSSF
The Firearm Industry
Trade Association



SUCCESS IN 2022

AT-A-GLANCE

PROJECT CHILDSAFE® 2022 IMPACT

BY THE NUMBERS



300+

New organizational supporters



3

Project ChildSafe community launches (Columbia, SC, Las Vegas, NV, Atlanta, GA)



3M

New gun owners reached through digital advertising*



231K

Website visits



101K

Social media followers



540K

Parents of teenagers reached



1.5M

Social media engagements



2.3K

Future Hunters S.A.F.E module uses

*likely gun owners based on interest-based targeting criteria (i.e., people who follow NSSF)



2022 HIGHLIGHTS

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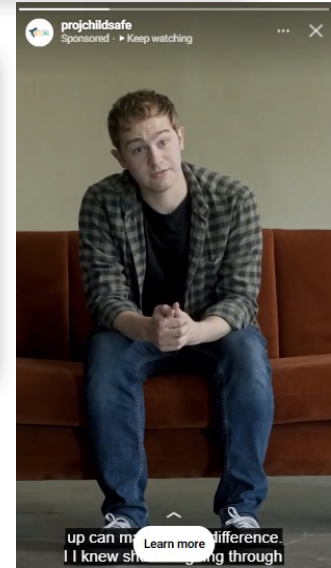
"A TEEN'S SUICIDE PREVENTION STORY" VIDEO LAUNCH

In November, Project ChildSafe launched a new video sharing the real-life story of a teenager who took all the right steps, including using a Project ChildSafe gun lock, to prevent his girlfriend from attempting suicide by firearm.

The video served as the focal point of a national digital advertising campaign targeted to parents of teens (who are likely to own firearms) and teen-adjacent adults, such as high school counselors.

Results:

- **1.1M** ad impressions
- **540K** parents of teens and teen-adjacent adults reached
- **400K** video views
- **1.3K** clicks to Project ChildSafe Parents Guide resources.
- **3.7K** overwhelmingly positive reactions and comments from parents



2022
HIGHLIGHTS
SAMPLES OF TEEN
VIDEO REACTIONS
FROM PARENTS



Mary Alice Vargas
TY FOR NOT GIVING UP ON HER AND YOUR
DETERMINATION 🙏🙏❤️

Like Reply 2w



Ron Marrison
Good for you for doing that God bless you

Like Reply 3w



nationalcheerleadingweek Thank you for being a comforting & listening friend

1w Reply ...



Lisa Hotard St Pierre
Thank you for being there for her

Like Reply 5w



Debbie Williams
God bless you,have a grandson who I has mental issues.
He's getting the help he needs.

Like Reply 1w



Shari Keeth And thank you for being there for her



Vicky Hatcher
Some people have a touch and a heart .The right person
will change your life around you never know who.BE
KIND TO EVERYONE. THANK YOU.

Like Reply 6w



Amy Faunce
🙏🙏🙏

Like Reply 2w



Jeri Warren
You are quite the intelligent young Man , You payed
attention,Listened ,And most importantly you acted ,
Bravo young Man Bravo 🙌🙌🙌

Like Reply 1w Edited



Dan Daniel
God is good all the time

Like Reply 4w

2022 HIGHLIGHTS

PROJECT CHILDSAFE FOCUS COMMUNITY LAUNCH: Columbia, SC



On January 30, 2023, Project ChildSafe launched a new focus community program in Columbia, SC, to kick off a year-long initiative to reduce gun accidents, theft and misuse, including suicide, in the community.

Key Stakeholder Attendees:

- NSSF CEO Joe Bartozzi
- Columbia Mayor Daniel Rickenmann
- Columbia PD
- Richland County Sheriff's department
- Congressman Joe Wilson's Office
- City Councilwoman Aditi Bussells
- All four local broadcast stations: WIS-TV (NBC), WACH-TV (FOX), WOLO-TV (ABC), WLTX-TV (CBS)

Key Results:

- **2K** gun locks distributed
- **3** local broadcast hits
- **4** online articles
- **4** Joe Bartozzi interviews
- **21K+** local gun owners reached through digital advertising (representing 15% of the city population)

Media that covered the Project ChildSafe Columbia, SC, Community Launch:



2022 HIGHLIGHTS

PROJECT CHILDSAFE “COMMUNITY LITE” DIGITAL-FIRST LAUNCHES: Las Vegas, NV



On September 17, 2022, Project ChildSafe launched a new community lite program in Las Vegas, NV, to help reduce gun accidents, theft and misuse, including suicide, in the community.

Key Results:

- **340K+** Las Vegas gun owners reached through digital advertising
- **1.4K** link clicks to Project ChildSafe Resources
- **1.5K** total ad engagements (including clicks, reactions, shares, comments, post saves)
- **1.5K** Project ChildSafe gun locks distributed
- **100+** attendees to partner-held event



2022

HIGHLIGHTS

PROJECT CHILDSAFE
“COMMUNITY LITE”
DIGITAL-FIRST
LAUNCHES:
Atlanta, GA



On February 22, 2023, Project ChildSafe launched a new community lite program in Atlanta, GA, to help reduce gun accidents, theft and misuse, including suicide, in the community.

Key Results*:

- **163K+** Atlanta gun owners reached through digital advertising
- **3.7K** link clicks to Project ChildSafe resources
- **7.9K** total ad engagements (including clicks, reactions, shares, comments, post saves)



*The Atlanta digital advertising campaign is ongoing.

2022 HIGHLIGHTS

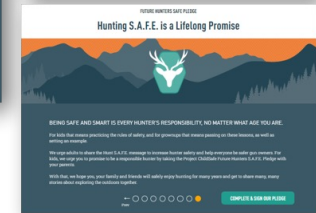
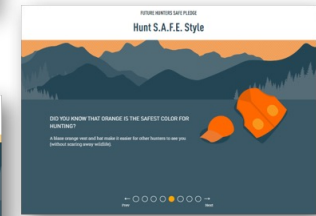
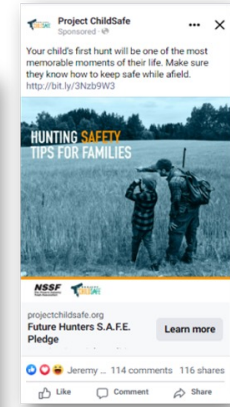
FUTURE HUNTERS S.A.F.E. MODULE LAUNCH

In response to the popularity of apprentice hunting licenses, Project ChildSafe's 2022 Hunt S.A.F.E. campaign focused on youth hunter safety. The centerpiece of this year's campaign was the development and launch of a new online resource designed specifically for youth hunters: the [Project ChildSafe Future Hunters S.A.F.E. Pledge](#)

The eight-step interactive web module was designed specifically for children and their parents to go through together to learn safe firearm handling and general hunting safety. The module was the centerpiece of a national digital advertising campaign targeted to parents of young children, with the call-to-action to explore the module with their children.

Key Results:

- **500K+** parents/hunters reached via Facebook
- **10K** clicks to Hunt Safe resource
- **1.7M+** ad impressions
- **24K** ad engagements (including clicks, reactions, shares, comments, post saves)



2022
HIGHLIGHTS
SEASONAL CAMPAIGNS:
LEVERAGING PROJECT
CHILDSAFE AS A CORE
REPUTATIONAL DRIVER
FOR NSSF

In 2022, Project ChildSafe launched the following seasonal campaigns to ensure a steady drumbeat of firearm safety messaging at key moments in time throughout the year.

May – June: Friends & Family

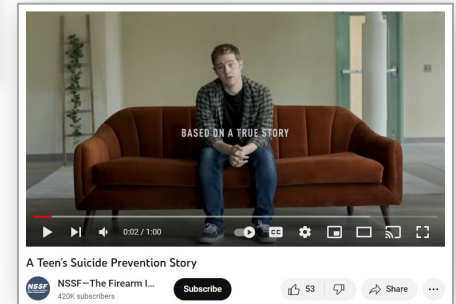
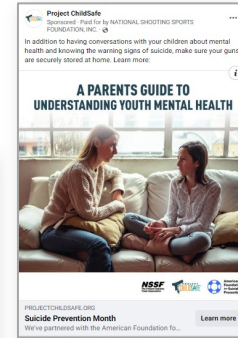
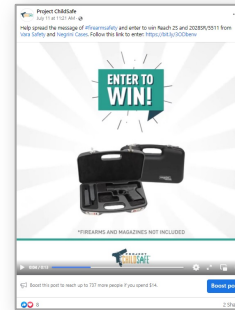
- 724K+ gun owners reached
- 19k+ Project ChildSafe website visits

September – December: Mental Health Awareness & Suicide Prevention

- 1M+ people reached
- 8k link clicks to PCS resources

October – November: Hunt Safe

- 506k+ hunters reached
- 10k+ visits to new [Future Hunters S.A.F.E. Module and Pledge](#)



2022 HIGHLIGHTS

RESULTS FROM PROJECT CHILDSAFE'S PRESENCE AT SHOT SHOW 2023



50K

Ad impressions
among SHOT
attendees



137

New Project ChildSafe
supporters/ newsletter
subscribers



30+

New relationships
including Hoodneck,
Liberal Gun Club and
Cody Firearms Museum



6

Influencer booth
visits/prize wheel
spins



6

Interviews given to
print and radio media
spins



1.3K+

Branded swag
items distributed



1.4K

Clicks to PCS.org
during the show



2022 HIGHLIGHTS

WOMEN OF THE GUN RECEPTION

The 5th annual Women of the Gun (WOTG) reception, hosted by Project ChildSafe and Women's Outdoor News attracted attendees from all over the world, including some of the biggest names in women's hunting and shooting sports.

This year's event featured a moving keynote speech from Dr. Matt Miller, National Director of Suicide Prevention at the U.S. Department of Veteran's affairs.

Key Results:

- **300+** attendees
- **10+** door prizes distributed



2022
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. 2022 saw the many new organizations support the program alongside continued commitment from our closest allies.



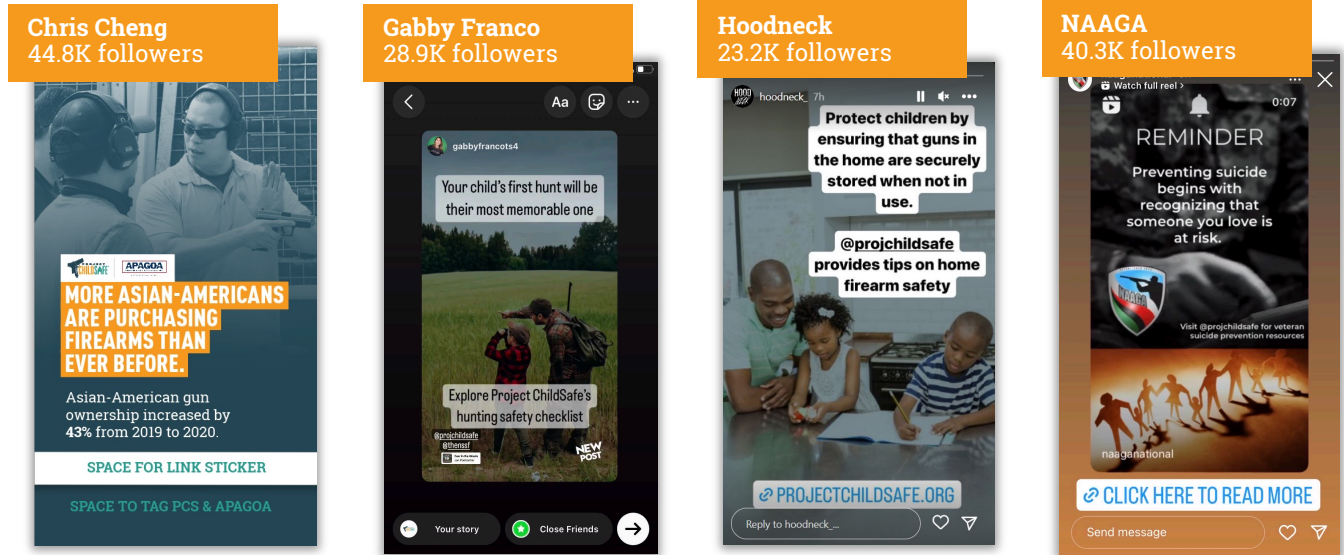
Julie Orin



2022 HIGHLIGHTS

GRASSROOTS OUTREACH TO MINORITY GUN OWNING COMMUNITIES

Project ChildSafe carried out four Instagram "takeovers" of individuals/organizations representing minority gun owners, with the goal of elevating awareness of Project ChildSafe and firearm safety practices in these communities. Partnering with social media influencers allowed us to reach these communities through an authentic, trusted voice that they're more likely to be receptive to.



In total, we earned 13K views of our content via partner Instagram story takeovers and generated more than 750 engagements, including clicks to Project ChildSafe resources.

2022 PROJECT CHILDSAFE® NATIONWIDE NEWS COVERAGE



THE EPOCH TIMES

"SHOT Show Exhibitors Promote Gun Safety, Suicide Prevention"

The Epoch Times
January 19, 2023



"Columbia community leaders launch firearm safety initiative, hosting gun lock giveaway"

WIS News (NBC affiliate)
January 30, 2023



"NSSF's Project ChildSafe and Others Address Suicide Prevent in Vegas"

Ammoland
September 20, 2022



"Lock your guns up": Non-profit brings more gun locks to the Midlands"

WACH-TV (Fox affiliate)
January 30, 2023



"Cook County sheriff, local children's hospitals launch initiative to prevent gun injuries and deaths"

WGN 9
November 02, 2022



"Locking up guns is Colorado law: Normalize conversations that can keep our kids safe"

Coloradoan
September 28, 2022



"Richmond Heights Police Department providing free gun locks to residents to promote safety"

The News-Herald
December 07, 2022

2022 TESTIMONIALS

GRATITUDE FOR PROJECT CHILDSAFE®

"Project ChildSafe is a safety and education initiative that all gun owners and our industry should continue to embrace... Project ChildSafe has developed countless educational resources all gun owners should consult, and Smith & Wesson is proud to include such a worthy program in our Week of Giving celebration and provide \$5,000 to NSSF to help promote and fund Project ChildSafe."



MARK SMITH
CEO Smith & Wesson

"It is amazing to be aligned with such a great cause. The community rallied around this great cause and led efforts to promote safety being a habit, not an option. The USCCA is looking forward to future collaborations with this great organization."



PAUL MARTINEZ
Wild West District Manager,
Delta Defense

"We'll never know how many lives Project ChildSafe has saved. Although these two were not children, I could have easily lost my child had things been different. I don't understand depression, but I certainly understand the value of a trigger lock. Project ChildSafe and the trigger locks that they provide are priceless. Thank you NSSF and Project ChildSafe!"



JACK AMMERMAN
PCS supporter and contributor
to Teen Video Story

"Thank you Project ChildSafe for the good work you do. As a competitive shooter and collector, I have found the information you distribute to be very well thought out and helpful. Keep up the good work!"



KURT BEERS
PCS Supporter from Delaware

"If you don't support @ProjChildSafe, please do! They partner with police departments across the country to give FREE gun locks to those that need them. The firearms industry is the biggest supporter of this initiative."



BETH BAUMANN
PCS Supporter and journalist,
prev. TownHall and The Real
Daily Wire

"Thanks for putting this post together. Some great tips in there!"



WOMEN'S OUTDOOR NEWS
on PCS' "Tips from Women's
Gun Owners" post



LOOKING AHEAD

A PREVIEW OF WHAT'S NEW FOR 2023-2024

1

Comprehensive Project ChildSafe website redesign—making it easier for gun owners to find our safety resources, improve search engine rankings compared to gun control groups and solidify our credibility as the national example of effective firearm safety education

2

Launch of an interactive website map to highlight our grassroots efforts in high-need communities across the country and show the program's real-world impact

3

Launch of 3 new Project ChildSafe communities (locations TBD) with new out-of-home and local radio advertising to reach more gun owners

4

Enhanced social media imagery and graphics to better reflect the changing demographics of U.S. gun owners

5

Expansion of our digital advertising footprint beyond Meta (formerly Facebook) ad platforms to more effectively reach and engage gun owners (particularly first-time and non-traditional gun owners)

6

Enhanced outreach with existing low-income and minority gun owner groups (NAAGA, Armed Women of America) and APAGOA) and the formation of new partnerships in alignment with program goals