



## THE JPFO VOLUNTEER MENU

### Executive Summary

- Write for *The Sentinel* newsletter
- Become a local JPFO Ambassador
- Send the webmaster eBlast content
- Run the David and Goliath Awards
- Gather testimonials for and promote the “Don’t Inspire Evil” campaign
- Get the JPFO Confiscation Clock adopted by other groups and media
- Conduct outreach to your local activist, firearms or Jewish community
- Help run JPFO’s YouTube channel
- Get a literature packet for distribution
- Help run JPFO’s public relations and media campaigns

### Join *The Bill of Rights Sentinel* Newsletter Team

*The voice of Jews for the Preservation of Firearms Ownership*

Do you like to write? We have a strong uncompromising style and message, and if you are tuned to it, we want to publish you. Read through our website. See Founder Aaron Zelman’s letter to Ted Nugent. Take a look at *Why Jews Hate Guns*, or anything under *Boot the BATFE*. Read a few back issues of *The Sentinel*, our newsletter. If that’s your kind of insight and commentary, there is space for you in our publications. Don’t hesitate. Request a copy of the *Writer’s Guidelines*, get started. **WANTED:** Writers with something to say.

### Become a JPFO Local Ambassador

*Motivated volunteers schmooze, attend public events and expose people to what JPFO has to offer, distributing literature and having a good time. You become a JPFO representative in your neck of the woods. You make a difference.*

People who understand and believe in the principles we stand for represent us and those ideals around the country. All our members are allies, and advocates, Ambassadors take it to the next level. Gun shows and events often offer free access and a table, or HQ can help make arrangements. We supply Ambassadors with a box of display items including a logo table cloth, tabletop sign, free swag, sale items, handouts and more. An Ambassador can arrange a periodic dinner gathering, or range days. You

become our eyes and ears, rubber on the road, in your city or nearby. It’s a nice way to spend a day, at various events around town. Just being a friendly voice out there is being an Ambassador too. Assemble a schedule of likely events, which can include political rallies, religious gatherings, secular meetings, tea parties, even boating, home and garden, and out-of-the-box events. Forming relationships with other groups is a big bonus. Spreading the word feels good.

### Provide eBlast Content to JPFO HQ

*We comb the world for important gun-ownership developments the public needs to see, the mainstream mysteriously seems to miss.*

If you spend time browsing the web, and run into obscure but important stories that are a) certifiably accurate, b) searing examples of what the world is coming to, and c) not part of the glut that’s out there, we need to hear from you. You can be a reviewer for the JPFO eBlasts. This starts on a trial basis, because you have to keep it tightly focused and low volume. It’s easy to get on target, and become a resource for our webmaster—and JPFO’s audience. Gain a megaphone.

### David & Goliath Awards Steering Committee

*JPFO presents this award to people who have stood up against great odds in the struggle to preserve the right to arms.*

We’re always scanning for potential worthy recipients—ask for the guidelines. The program has had several coordinators in the past and currently lacks a dedicated volunteer. Is that you? You could breathe life back into The David and Goliath Awards. You’ll work closely with colleagues in JPFO.

- Proposed award candidates are floated, likely ones rise to the top.
- Candidates for the awards must then be researched and vetted.
- Reach candidates and confirm that they’re willing to accept the honor.
- Identify a suitable place with adequate built-in publicity to present the award.
- Coordinate with the venue and group where the award will be made.
- Prepare news releases, a web page, get person’s photo, bio, contact info.

- Have the award made and engraved. (consider upgrading the existing award).
- Arrange for the ceremony and photos.
- Handle the publicity. Outperform other award programs you’ve seen.
- Maintain beneficial relationships with and invite all previous award winners.
- **The Broken Tablets Award:** A parallel booby prize, see separate files on this. Similar publicity, but an ironic and humorous approach, D&G is solemn.

### Promote the

### “Don’t Inspire Evil” initiative

*Establish a new line in journalism ethical guidelines: “Refrain from gratuitous or repetitious portrayal of mass murderer names and images.”*

### Steps needed to reach this goal:

1. Expand the list of testimonials (already a significant list)
2. Present the standard form for them to co-sign (with existing endorsements)
3. Gather signed statements from new co-signers
4. Draft a series of news announcements for new endorsements
5. Ask endorsers to ask AP and SPJ to add the ethical guideline; Document media’s objections, if any, overcome it, or publicize it, ostracize it
6. Jointly simultaneously make announcement, hold news conference
7. Add more co-sponsors
8. Publicize participants
9. Assemble news clips as media outlets cooperate or violate the effort
10. Much more, initiative continues
11. Coordinate with the left wing parallel group “No Notoriety”
12. Ensure that JPFO is recognized as the prime proponent of the program

### Reach Out to Your Local Jewish Community

*A significant portion of the Jewish community stands adamantly against firearm rights and may refuse to even meet with you. Agree to prove us wrong.*

- Get to know the Jewish community where you live better than anyone.
- Make a list of every brick and mortar Jewish facility in your vicinity.
- Schedule a meeting just to get to know them, learn about who they are.

- Broach the subject of firearm ownership and safety, gauge reactions.
- See if a gun-safety class, range trip or facility-security review is of any interest.
- Ask what the motto, "Never Again!" implies for them.
- Leave behind JPFO literature, gather theirs, listen, learn.
- Write up a review of the meeting. Consider a *Sentinel* article about it.
- Attend Jewish functions listed in the Jewish media and Shul newsletters.
- Compile a list of such publications, with circulation and ad rates for HQ, including editors with contact info, for article submission.
- Ask about writing for them yourself.

### Help Develop The Gran'pa Jack Series

*The long-running illustrated JPFO booklets on fundamental principles.*

We need scripts. We have a long list of topics. Issue number Nine is the most recent. With advertising, we could easily produce more (they're expensive but warmly received.). Distribution, promo and sales plans will be needed to do it right. Wouldn't it be nice to find a sponsor. Although printed editions will depend on funding, script development doesn't, and online versions and *Sentinel* postings are ready, willing and able for a properly creative talent with zeal.

### Help Syndicate the JPFO Gun-Confiscation Clock

*JPFO watches the breakout time for gun confiscation as a natural result of our mission:*

*"Preservation of Firearms Ownership"*

We should all watch for factors that press on the clock's hands. Clip stories, make notes, help justify its current time, and movement closer to or away from midnight. If JPFO had a full-time PR person, announcing the Clock's presence at every opportunity would be standard. We should establish syndicators, alert the world to movement and our justifications in eBlasts and news releases. "Despite the White House announcement, the JPFO Gun Confiscation Clock did not move because in other news..."

### Participate in JPFO Press Releases

*JPFO speaks with the moral authority of the persecuted victim and an oppressed class, offering a bold, uncompromised and expert intellectual perspective found nowhere else.*

- Regularly add to the Jewish and secular press list maintained by SAF for JPFO.
- Draft news releases about JPFO and issues of concern to us.

- Draft news releases with commentary about issues related to JPFO.
- Promote JPFO projects and accomplishments using the news list.
- Attend news functions using JPFO press credentials and report.
- Write a regular column for our eBlasts and for *The Bill of Rights Sentinel*.
- Press agent activity, such as: Article placement in Jewish publications nationally and locally.
- Assemble a schedule of likely events, arrange for representation, circulars.

### Build JPFO's YouTube Channel

*We dream of a YouTube channel with regular content.*

- You tell us what this would take, and how you could help produce it.
- Seek an alliance with an outfit that can produce such videos.
- JPFO adds credibility, content and exposure for the product.
- When we attract enough eyeballs, advertising becomes viable.
- We have gear, some production crew, we need reliable staging locations.

### Conduct Flier Distribution, Including Wallet Cards and more

*Our literature doesn't do us a lot of good sitting in our warehouse.*

Just ask us for a moderate supply of fliers or wallet cards, keep them in your home, vehicle, office, school or place of worship. When the opportunity arises, hand them out to folks! What could be easier, and it does help. Call for a batch.

### HQ FUNCTIONS

These two projects below require activity from the home office.

#### Gun Raffle

*Gun raffles are popular among firearm enthusiasts, attract attention to our website and programs, and are solid fundraisers.*

This requires a paid employee for project management at HQ, to ensure proper handling of the set-up, funds and legal aspects. It should not be a volunteer-level task. We already have two IWI firearms available (a Jericho pistol and Tavor rifle, both engraved). JPFO can reach out to gun manufacturers for a donation or bargain, and the PR value is often enough to obtain products.

### Outreach to the National Jewish Community

This requires a Jewish activist who is properly motivated, seeks to make a difference, and needs the platform JPFO can provide. It's a full-time relationship-building task for an Executive Director.

### IDEAS IN THE HOPPER

**New improved website—  
better navigation, mobile friendly**  
Under development.

**JPFO Speakers Bureau**  
Needs speakers, topics, web page, promotion, bookings.

***Sentinel* Newsletter Advertising Sales**  
Commissioned sales, needs rate card, sufficient audience.

**Facebook and Twitter Administration**  
Frequent posting and links,  
Under development.

**Merchandise Catalog Distribution**  
Everything JPFO does should be accompanied by catalogs and product pitches. The catalog should feature membership pitches. Now facilitated by our new logo. Needs development.

**Soft-touch brochure for reform Judaism**  
Completed, needs distribution. Hard-core brochure needs gun-show distribution.

**Buster Bullet inserts for our allies' product shipments**  
Completed, needs sales and distribution, like Lenny Magill's effort at Gun Video.

**Gun-Show Table Representatives**  
Volunteers take a pre-packaged bin of goods and displays to shows for recruitment and exposure, spread the word and good will, enjoy the show.

**Shooting Scholarships**  
We should have the most robust list on the planet.

## Jews for the Preservation of Firearms Ownership



You don't have to be Jewish to join JPFO, you just have to love liberty.

<http://www.jpfo.org>

12500 N.E. Tenth Place • Bellevue, WA  
98005 • JPFO.org • 800-869-1884 •  
info@jpfo.org

We speak truth to power.