

TAP / COALITION RECRUITMENT CALL SCRIPT



My name is *[Your Name]* and I work with *[Company Name]*. In partnership with firearm owners, retailers, and community leaders we meet periodically to discuss how we can help reduce suicide through creating time and distance between a person and their firearm. This has led us to focus on:

- Creating out-of-home firearm storage solutions
- Improving in-home firearm storage solutions, and
- Improving messaging around safe firearm storage

HOW CAN GUN SHOPS HELP?

In many states, coalitions and non-profits are teaming up with gun shops to address suicide. For example, Project ChildSafe, the National Shooting Sports Foundation, and the VA's Suicide Prevention program bring brochures and info for shops to display somewhere in their store.

Some organizations have online maps of their state where community members can find local gun shops, shooting ranges, or law enforcement offices where they can voluntarily store their firearms when they (or someone in the home) are experiencing a mental health crisis or having thoughts of suicide.

We want to offer the same services to our community, and we are inquiring into whether you might be interested in partnering with us to provide this service?

Circle answer: Yes / No

If “yes”: Skip to next page to describe how this might work & take their information.

If “no” to firearm storage:

We understand that firearm storage might not work for your store. But we also know gun shops have customers who trust them. When folks visit your store, or their local range or gun club, they expect the high level of safety and accountability that you provide. We know that is important to you and your business, and it means a lot to customers. That's why we are wondering if there are other ways you might be willing to partner with us to prevent suicide and save lives.

Would you be willing to hand out or display any materials related to suicide prevention in your shop? *Circle answer: Yes / No*

Can we come visit you and bring educational materials? *Circle answer: Yes / No*

Continue here for a “yes” to interest in partnering:

Would you want to join a regular meeting we have with other business owners like yourself to discuss suicide prevention efforts we are working on in your community?

If willing to join the community of practice meeting: What is the preferred name and phone number (any other contact information) you would like us to list? Would you like us to send you a “welcome packet” that includes a background on the project and resources on suicide prevention?

Name of Store: _____

Contact Person: _____

Phone: _____ Email: _____

Preferred name to be listed? _____

If your store currently displays or hands out materials on suicide prevention, can you describe any of them?

If unwilling: Thank you for your time. Would you like us to provide you with our contact information in case you reconsider in the future? *Circle answer: Yes / No*

Please contact: _____ or call me at: _____

HELPFUL STATEMENTS:

- “The last thing we want to do is tell you how to do business and that’s why we will clearly state that the listed businesses consider requests for storage on a case-by-case basis.”
- “We want to make sure that you still feel empowered to make your own decisions whether or not to offer storage depending on the individual circumstances.”
- “My goal is to reduce deaths by suicide. I just want to explain who we are and what we are trying to do and let your business make their own informed decision.”

TIP: Always be open and honest. If you do not know the answer, check out our FAQ document in the [TAP Toolkit](#). If you are still unsure, tell them you will find out and follow up with them.