

To: PurpleState Solutions, Inc.
From: Virginia Citizens for Gun Safety

Re: Request for Proposal



Dear Account Executive,

We are looking for a firm to help us design and implement a media campaign on a key public policy issue facing Virginia citizens: the need to oppose the sale and transfer of assault-style weapons. Members of the Virginia state legislature are debating whether assault-style firearms should be legally sold and transferred. Our organization is against such sale and transfer and would like your help to effectively persuade Virginia residents that the legal sale of assault firearms makes our state less safe.

Section 1: Background of our Organization

- The VA Coalition for Gun Safety is a non-partisan group of community stakeholders dedicated to reducing gun violence through local engagement, collaboration, and policy reform.
- VCGS respects the Second Amendment but is concerned with balancing the rights of gun ownership with responsibility and public safety.
- VCGS supports comprehensive and evidence-based public policy measures to reduce death and injury from firearms and uses peer-reviewed research to determine the causes of gun violence and how to reduce it.
- VCGS is particularly sensitive to groups who are disproportionately impacted by individual or relationship-based violence.

Section 2: Campaign Goals

We would like your firm to design and implement a media campaign that will persuade Virginia citizens to oppose the sale and transfer of assault-style weapons. This campaign should activate Virginia citizens to contact their legislators, persuade their neighbors, and take direct actions through sharing their views or talking with others to further this message. Your campaign should influence a minimum of 88,000 Virginia residents to oppose the sale and transfer of assault-style weapons in order to create safer communities and reduce gun accidents and gun violence.

Section 3: Contract Terms

PurpleState Solutions, Inc. will design a proposal for a media campaign focused on influencing at least 88,000 Virginia residents to oppose the sale and transfer of assault-style weapons. The budget for this campaign is \$100,000. This campaign should follow all ethical guidelines.

We look forward to seeing your campaign design proposal.

Best regards,
VA Coalition for Gun Safety Executive Board

*Virginia Coalition for Gun Safety is a 503c non-profit organization based in Richmond, VA.

To: PurpleState Solutions, Inc.

From: Virginia Gun Retailers Association

Re: Request for Proposal



Dear Account Executive,

We are looking for a firm to help us design a media campaign on a key public policy issue facing Virginia citizens: the need to support the sale and transfer of assault-style weapons. Members of the Virginia state legislature are debating whether assault-style firearms should be legally sold and transferred. Our organization represents Virginia gun retailers. We are in favor of limited regulation around the buying and selling of firearms, such as universal background checks. We believe that selling and transferring assault firearms is a lawful extension of second amendment rights and should be supported.

Section 1: Background of our Organization

We are a collection of local gun retailers who believe in ethical and legal sales of firearms and maintaining the gun rights of law-abiding citizens. Our goal for this campaign is to inform the community of Virginia about their legal rights to bear arms and to resist radical gun control measures being enacted.

1. VGRA works for gun retailers, not politicians.
2. We believe strongly in the rights of American citizens to own guns for hunting, recreational use, and self-defense.
3. We are also business owners who believe guns should only be used in lawful ways. We support universal background checks for all gun purchases and advocate for firearms safety programs and gun violence prevention.

Section 2: Campaign Goals

We are looking for media campaign proposals that will persuade Virginia citizens to support the sale and transfer of assault-style weapons. This campaign should encourage Virginia citizens to contact their legislators, persuade their neighbors, and take direct actions to further this message. Your campaign should influence at least 94,000 Virginia citizens to support the sale and transfer of assault-style weapons and thereby uphold the legitimate use of second amendment rights.

Section 3: Contract Terms

PurpleState Solutions, Inc. will design a proposal for a media campaign focused on influencing at least 94,000 Virginia citizens to support the sale and transfer of assault-style weapons. The budget for this campaign is \$100,000. This campaign should follow all standard ethical guidelines.

We look forward to seeing your campaign design proposal.

Best regards,
VA Gun Retailers Assn. Executive Board

*VGRA is a 501(c)6 organization. We seek to make Virginia embrace sensible gun legislation that promotes safety without restrictions for law abiding gun owners.

To: PurpleState Solutions, Inc.
From: Virginia Freedom Inc

Re: Request for Proposal



Dear Account Executive,

We are looking for a firm to help us design a media campaign on a key public policy issue facing Virginia citizens: the need to support the sale and transfer of assault-style weapons. Members of the Virginia state legislature are debating whether assault-style firearms should be legally sold and transferred. Our organization strongly supports any policies that protect or expand 2nd Amendment rights. We would like your help to effectively mobilize Virginia residents to support the sale and transfer of assault-style weapons and uphold our freedoms as American citizens.

Section 1: Background of our Organization

Virginia Freedom Inc is a non-profit organization dedicated to the preservation and reclamation of the basic human rights critical to a free society. Our organization believes in the founding principles of our country and our constitution:

- That governments exist to protect the rights of individuals and that governments derive their power from the consent of the governed.
- The Second Amendment of our Federal constitution explicitly affirms one of the limitless numbers of rights we enjoy as human beings: the right to keep and bear arms.
- We believe that the sale and transfer of any type of firearm is a right to be exercised by law-abiding citizens based on what best suits their needs.
- Our mission is to preserve, advance, and expand these basic rights.

Section 2: Campaign Goals

We are looking for media campaign proposals that will mobilize Virginia citizens to support the sale and transfer of assault-style weapons. This campaign should activate Virginia citizens to contact their legislators, persuade their neighbors, and take direct actions to further this message. We have strong support among the Republican base, and so your campaign should focus on mobilizing at least 73,000 Republicans who already share these views to get out and support 2nd Amendment rights. This mobilization may create opposition, and so your campaign should also focus on influencing a net total of at least 47,000 Virginia citizens to support the sale and transfer of assault-style weapons.

Section 3: Contract Terms

PurpleState Solutions, Inc. will design a proposal for a media campaign focused on mobilizing at least 73,000 Republicans who already share these views and also influencing a net total of at least 47,000 Virginia citizens to support the sale and transfer of assault-style weapons. The budget for this campaign is \$100,000. This campaign should follow all standard ethical guidelines.

We look forward to seeing your campaign design proposal.

Best regards,
VA Freedom Inc. Executive Board

*VFI is a 527 organization. We seek to uphold 2nd Amendment rights for all Virginia residents.

To: PurpleState Solutions, Inc.
From: United for Anti-Violence

Re: Request for Proposal

Dear Account Executive,



We are looking for a firm to help us design and implement a media campaign on a key public policy issue facing Virginia citizens: the need to oppose the sale and transfer of assault-style weapons. Members of the Virginia state legislature are debating whether assault-style firearms should be legally sold and transferred. Our organization is very much against these proposed changes to current gun laws in Virginia. The 2nd Amendment was intended for a well-organized and armed militia like the National Guard and not heavily armed citizens who can buy and sell assault-style weapons on a whim.

Section 1: Background of our Organization

Our organization is dedicated to ending gun violence in Virginia. There is a shocking level of gun violence in our state. Each year, hundreds of friends, neighbors, and family members are killed by guns. This is a public health crisis. It doesn't have to be this way.

The evidence and research are clear: Strong gun laws save lives.

- More than 1,000 Virginians are killed each year by guns.
- Virginia has failed to take the steps that would keep our families and communities safe.
- UAVG fills a vital role rallying public support, pressing for action, and giving people all across our state a place to turn for trusted information and bold leadership on gun violence prevention policies.

Section 2: Campaign Goals

We are looking for media campaign proposals that will mobilize Virginia citizens to oppose the sale and transfer of assault-style weapons. This campaign should activate Virginia citizens to contact their legislators, persuade their neighbors, and take direct actions to further this message. We have strong support among the Democratic base, and so your campaign should focus on mobilizing at least 61,000 Democrats who already share these views to get out and oppose assault weapons in order to create safer communities and reduce gun violence. In addition, your campaign should also focus on influencing a net total of at least 28,000 Virginia citizens to oppose the sale and transfer of assault-style weapons.

Section 3: Contract Terms

PurpleState Solutions, Inc. will design a proposal for a media campaign focused on mobilizing at least 61,000 Democrats who already share these views and also influencing a net total of at least 28,000 Virginia citizens to oppose the sale and transfer of assault-style weapons. The budget for this campaign is \$100,000. This campaign should follow all standard ethical guidelines.

We look forward to seeing your campaign design proposal.

Best regards,

United for Anti-Violence Executive Board

*UAV is a 527 organization. Founded in 1999 by passionate volunteers, we have grown to include tens of thousands of supporters representing every county in Virginia. And, as our influence has grown, so has our critical role with reporters and legislators as the go-to voice for lifesaving gun laws.