

Canadian Coalition  
for Firearm Rights



Coalition canadienne pour  
les droits aux armes à feu

To Kent Cloverleaf Conservation Club,

I would like to thank you, your executive and the members of the Kent Cloverleaf Conservation Club for stepping up, especially in hard times, to help us. If you would share this letter with your members, we would be very grateful. We are a small group at the CCFR, and we are doing everything we possibly can to oppose the Liberals and their assault on our community.

In the last 3 months, we have launched the largest legal action on behalf of gun owners in Canadian history. We have amassed a social media task force of over 9000 people organized to overwhelm the online narrative of those who would lie about gun owners. We have leveraged our court case into a \$200,000 media campaign to attract the interest of non-gun owning Canadians to our fight. This included an article, an infographic and an open letter published in 16 newspapers across Canada. It was supported by online advertising, a new explainer video and more. We developed and financed two 1-hour TV specials with WildTV to tell our side of the story. We are developing another 1-hour special for Sportsman channel and online distribution to air this month. We have sponsored updated television commercials on both Canadian outdoor channels to generate support from hunters for our fight. We posted townhall videos for all four Conservative Party candidates to help gun owners make an informed choice in the leadership election. We represented gun owners in over 70 mainstream media appearances since May 1st. We worked with hunting legend Jim Shockey to create and distribute three videos to raise awareness and get hunters involved. These videos have been seen over 500,000 times. The CCFR's Canada Downrange Season 2 is now being uploaded to YouTube as a tool to be shared with all Canadians. This is an incredible resource to show non-gun owners what our community and culture really is, despite what the media wants to show them. And finally, the CCFR is organizing the Integrity March on Parliament Hill in Ottawa so that gun owners can be seen and heard on September 12<sup>th</sup>.

All of this in the last 3 months. This is possible when you have a dedicated hardworking team, but it can't happen without support from groups like yours.

Thank you for making all this possible. I can't tell you that everything we're doing will work. I can only tell you that these kinds things haven't been tried and that doing nothing is not an option.

Your donation and the trust you have in us is immensely meaningful. Thank you again.

Best Regards,

Rod M. Giltaca

CEO & Executive Director

Canadian Coalition for Firearm Rights / Coalition canadienne pour les droits aux armes à feu

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