

METRO IAF



DO NOT STAND IDLY BY

MAKE, BUY & SELL GUNS SMARTER & SAFER

COAR

REDUCING GUN-RELATED DEATHS IN AMERICA

THREE CHALLENGES:

- HOW DO WE FIND COMMON GROUND?
- HOW DO WE SUSTAIN OUR EFFORTS?
- HOW DO WE WIN REAL VICTORIES?

COMMON GROUND ON GUNS:

- **We should not stand idly by when 38,658 of our neighbors are killed with guns in one year**
- **Guns should be more difficult for those with violent or criminal histories to get, and more difficult for children to get and shoot**
- **Police should not face superior force from civilians**

HOW CAN WE SUSTAIN OUR EFFORTS?

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Multi-faith organizations in 10 states and the District of Columbia with related networks in Germany and the UK

New Jersey Together

Greater Boston Interfaith Organization

Congregations Organized for a New Connecticut

Westchester United

South Bronx Churches

Manhattan Together

**Empowered Queens United In Action and
Leadership**

East Brooklyn Congregations

**Long Island Congregations, Associations &
Neighborhoods**

Baltimoreans United In Leadership Development

Action In Montgomery

People Acting Together In Howard

Washington Interfaith Network

**Virginians Organized for Interfaith Community
Engagement**

**Durham Congregations, Associations &
Neighborhoods**

Greater Cleveland Congregations

United Power for Action & Justice (Chicago)

DuPage United

Lake County United

Southeastern Wisconsin Common Ground

Dane County United

HOW CAN WE WIN REAL VICTORIES?

1) POWER ANALYSIS

Who has the power to make change?

2) STRATEGIC ACTION

How can we move them to act?















WHAT CAN GUN MANUFACTURERS DO?

1. CLEAN UP THEIR DISTRIBUTION NETWORKS

Pressure and, if necessary, cut off the small number of dealers that supply most of the guns used in crimes in the U.S. These dealers feed the illegal gun pipelines into our cities.

WHAT CAN GUN MANUFACTURERS DO?

2. INNOVATE ON SAFETY TECHNOLOGIES & PRACTICES

- *Bring 'smart' guns to market*
- *Buyback policies*
- *Limit magazine sizes*

HOW DO WE MOVE THE GUN INDUSTRY TO MAKE SAFETY A HIGHER PRIORITY?

METRO IAF LEADERS HAVE MET WITH TOP EXECUTIVES FROM:

Smith & Wesson (American Outdoor Brands)

Glock

Sturm, Ruger & Co.

SIG Sauer

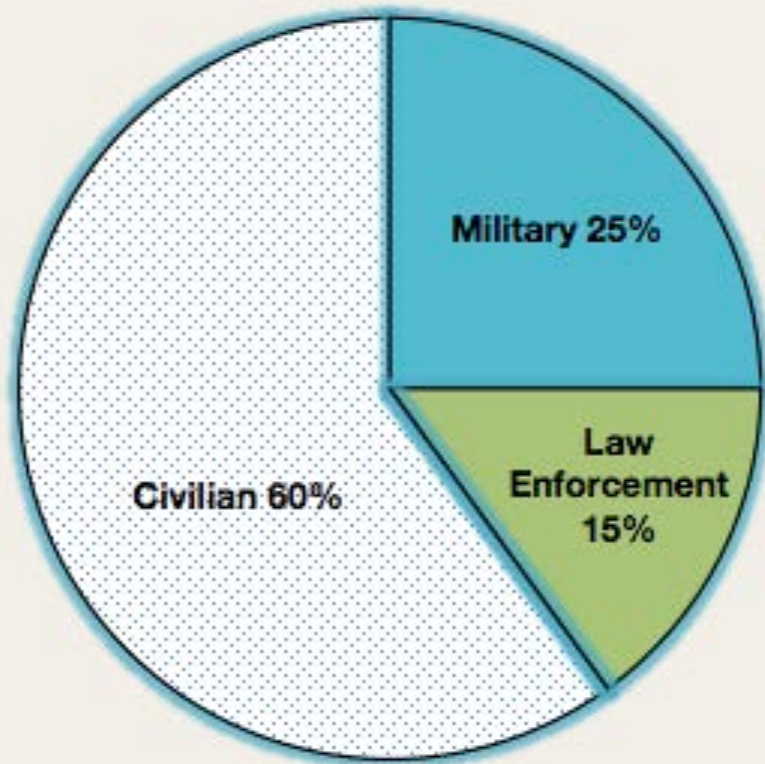


CEO RESPONSES TO CLERGY & CITIZENS:

- Talk to our lawyers
- Talk to the ATF or Congress
- Talk to the National Sports Shooting Foundation (we tried)
- We don't have to do any more than the law requires (which is very little)
- This is not our job
- This is not your job-- "just preach it, rabbi."

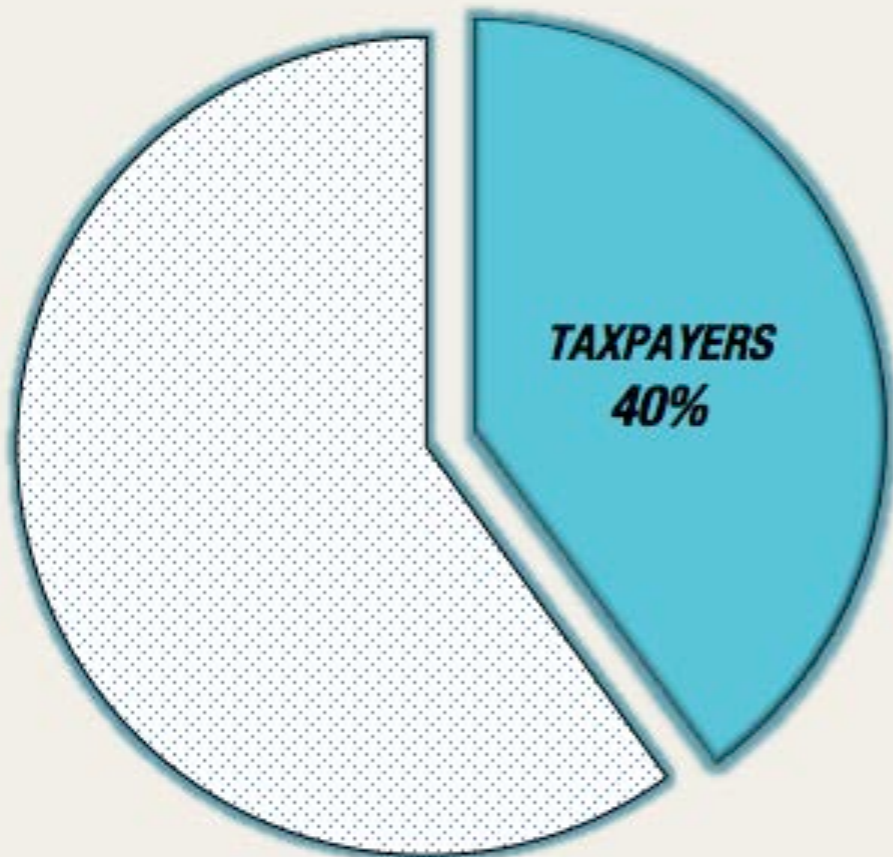
**WHO MIGHT THE MANUFACTURERS LISTEN TO?
WHO CAN MAKE THEM ACT?**

U.S. Market for Firearms & Ammunition



Source: IBISWorld Market Report – US Gun & Ammunition Manufacturing – Oct 2012

U.S. Market for Firearms & Ammunition



40% of guns & ammunition in America are purchased with taxpayer funds for PUBLIC SAFETY.

Are we getting the most PUBLIC SAFETY we can get for our tax dollars?

DNSIB PURCHASING POWER STRATEGY:

**WHAT IF PUBLIC-SECTOR GUN BUYERS FORMED
'THEIR OWN NRA' -- A GROUP TO PRESSURE THE
GUN INDUSTRY ON SAFETY?**

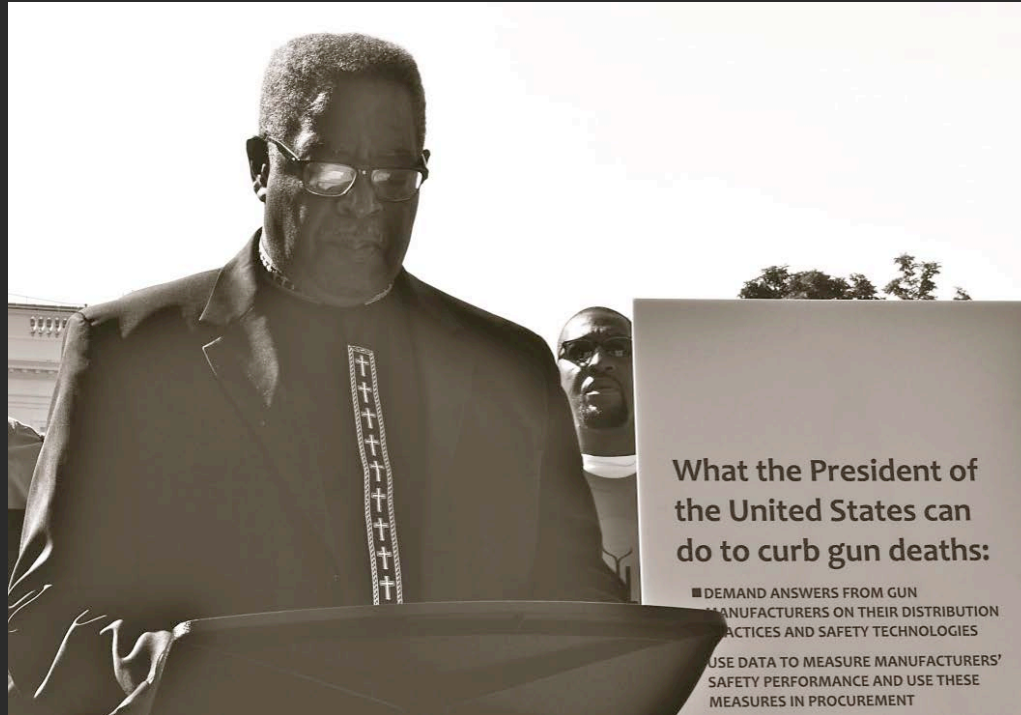
DNSIB HAS RECRUITED ELECTED & LAW ENFORCEMENT LEADERSHIP FROM 124 CITIES, TOWNS, COUNTIES & STATES ACROSS THE U.S. TO:

- **ASK GUN CEO'S TO MAKE SAFETY A HIGHER PRIORITY**
- **EXPLORE 'SMART' GUN TECHNOLOGY**
- **WORK TOGETHER IN REGIONAL STRATEGIES TO PRESSURE CRIME-GUN DEALERS**

DNSIB HELD THE WORLD'S FIRST 'SMART' GUN SHOW:



DNSIB GOT PRESIDENT OBAMA TO ADOPT 'SMART' GUN SPECIFICATIONS FOR FEDERAL PURCHASES



DNSIB HAS WON LAW ENFORCEMENT CRACKDOWNS ON CRIME-GUN DEALERS



**OneLA GOT LA MAYOR ERIC GARCETTI TO SIGN ON
AND ASK OTHER BIG CITY
MAYORS TO JOIN AS WELL**



DNSIB GOT NYPD COMMISSIONER O'NEILL TO MEET WITH GLOCK TO PRESS FOR DEALER ACCOUNTABILITY



**WHO ELSE, BESIDES THEIR BIGGEST PURCHASERS,
MIGHT GUN MANUFACTURERS LISTEN TO?**

**WHO DO GUN MANUFACTURERS & RETAILERS
DEPEND ON FOR CAPITAL?**

**WHO ARE THEIR STOCKHOLDERS, LENDERS, AND
EQUITY PARTNERS? (HINT: THEY'RE IN OUR PEWS!)**

DNSIB IS:

- **Buying shares in American Outdoor (S&W) and Sturm Ruger and attending shareholder meetings**
- **Asking institutional investors NOT to divest -- ENGAGE in pushing for safety improvements in the gun industry**

INSTITUTIONAL INVESTORS INCLUDE:

- **Investment firms like BlackRock, Vanguard, State Street, etc.**
- **Banks like JP Morgan Chase, Bank of America, etc.**
- **Public-employee pension funds**
- **Religious pension funds & endowments**
- **Foundations & universities**

AN EXAMPLE OF WHAT IS POSSIBLE - MARCH 2:

World's largest investment fund, BlackRock, is now asking gun manufacturers and questions about safety and responsible practices -- an amazing start and something that could be a model for others to follow.

**WHAT OTHER INVESTORS CAN YOU ASK
TO ENGAGE, NOT DIVEST?**

Vanguard

State Street

State Teachers' Pension Plans

529 Plans

Your bank, investment firm, pension fund

DNSIB FORMULA:

CITIZENS, STUDENTS, RELIGIOUS LEADERS +

COMMON GROUND +

PUBLIC-SECTOR PURCHASING POWER +

ENGAGED INVESTOR LEVERAGE =

CHANGE IN THE GUN INDUSTRY -- FEWER DEATHS

DNSIB POSSIBLE NEXT STEPS WITH YOUR HELP:

- **Invite your mayor/police chief to sign on**
- **Think about who you know in other places**
- **Seek discussions with 2-3 individuals you know; test whether they want to align their investment institutions with these principles**

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