

NRA 2A Day/Customer Appreciation Day Checklist

NRA 2A Day Planning Stage – Prepare

Information that you will need to send to your NRA-ILA Field Coordinator.

- Contact your Grassroots Field Coordinator regarding your intentions on hosting an NRA 2A Day. Provide your Grassroots Field Coordinator with the following information in your email:
 - Your First and Last Name
 - Name of Your Business
 - Business Address
 - 2-3 Days you are considering for the Legislative/Campaign Workshop
 - Note: NRA 2A Days are typically held on a Saturday during your usual business hours*
 - Hours you would like the event to occur
 - Products on sale during the event

Your Grassroots Field Coordinator will confirm your information and submit this event to the NRA Headquarters. After your Grassroots Field Coordinator receives the approval for the NRA 2A Day from the NRA Headquarters, he/she will contact you to confirm the event as well as the date and time.

Event Logistics

- YES NO Dates and type of event has been finalized
- YES NO Do you have a 6' or 8' table for the NRA-ILA Field Coordinator
- YES NO Finalized details on any store sales sent to Field Coordinator

Share your marketing schedule for the event with the Field Coordinator to maximize messaging.

