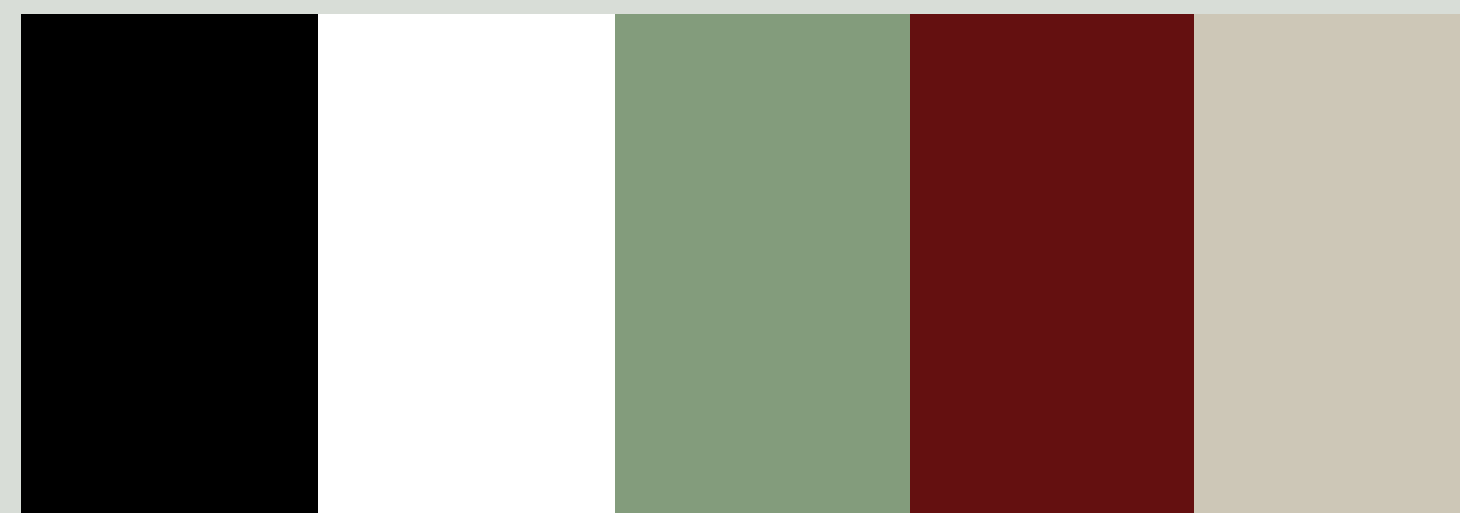


Project: The NRA is playing you

Process Book

The NRA is playing you

The design strategy behind this project will be a CTA (call to action) campaign that will encourage an immediate response from young voters ranging from 18-29. Research shows that this demographic has the potential to transform our current policies and regulations on this issue if they can be motivated enough to take social action. In order to reach this audience a strong online presence is imperative. I intend to achieve this goal by creating a mission orientated platform that is both informative and interactive through a website and social media promotion. The website will focus on the senators who take the most campaign donations from the NRA in order to control gun legislation and policies despite rising mass shootings in America and calls for action from voters and victims. The visual strategy is to demonstrate the corruption and dangers presented by the gun lobbyist and how they use blood money to negotiate lives for profit.



A majority of Americans are in favor of gun control.

57% of Americans surveyed said they wanted stricter gun laws

Join the fight against the NRA

The only thing easier to buy than a gun is a republican...

The NRA remains the most powerful gun lobby in the United States, with a substantial budget to influence members of Congress on gun policy.

Since 2021 the NRA has spent roughly \$7 million to benefit the political campaigns of senators who oppose gun safety legislation.

[Sign this petition](#)

[The NRA is playing you](#) [HOME](#) [CANDIDATES](#) [GUN LOBBY DONATIONS](#) [ACT NOW](#) [CONTACT](#)

WHICH SENATORS HAVE BENEFITTED THE MOST FROM NRA MONEY?
 The majority of Americans support stronger gun laws that are proven to reduce deaths. But in 2021, the NRA spent \$1.22 billion to benefit the political campaigns of senators who oppose gun safety legislation. In 2020, they spent \$2.20 billion. These senators refuse to support common-sense gun reforms, like expanding Background Checks and banning assault weapons.

Senators who have benefited the most from the NRA's political spending throughout their entire political careers, along with the average number of gun deaths per year in their state. Mitch McConnell comes in at #1A, having received more than \$1.2 billion in direct donations, independent expenditures, and other pay-perages over his career.

Senator	NRA Spending	Gun Deaths in State (per year)
Man Rayburn (VT)	\$ 13,647,676	400
Richard Burr (NC)	\$ 6,987,380	1,470
Rayburn (VT)	\$ 4,955,722	1,388
Thom Tillis (NC)	\$ 4,428,833	1,470
Marco Ruben (FL)	\$ 3,303,355	2,449
Joni Ernst (IA)	\$ 3,128,723	302
Rob Portman (OH)	\$ 3,306,327	1,602
Todd C. Young (IN)	\$ 2,897,582	1,621
Bill Cassidy (LA)	\$ 2,870,574	1,036
Tom Cotton (AR)	\$ 1,971,214	596
Pat Toomey (PA)	\$ 1,475,448	1,628
Josh Hawley (MO)	\$ 1,391,548	1,288
Marsha Blackburn (TN)	\$ 1,306,130	1,273
Mitch McConnell (KY)	\$ 1,283,525	770
Donald Harold "Doc" Robison (VT)	\$ 1,269,486	641
Mike Braun (IN)	\$ 1,249,907	1,621
Shelby Moore Capito (WV)	\$ 346,688	330
Richard Shelby (AL)	\$ 258,504	1,090
Chuck Grassley (IA)	\$ 226,007	302
John Neely Kennedy (LA)	\$ 223,788	1,036
Ted Cruz (TX)	\$ 176,274	3,647

The only thing easier to buy in America than a gun is a republican.

Senator	NRA Spending	Gun Deaths in State (per year)
Tim Markwayne (AR)	\$ 346,363	273
Steve Daines (MT)	\$ 133,611	214
Johnny Isakson (GA)	\$ 131,575	1,693
Cindy Hyde-Smith (MS)	\$ 11,047	646
Roger Wicker (MS)	\$ 106,640	807
Brand Paul (KY)	\$ 104,456	770
Mike Rounds (SD)	\$ 101,549	111
John Boozman (AR)	\$ 82,352	596
John Cornyn (TX)	\$ 76,945	3,647
Ben Ray Lujan (NM)	\$ 73,573	183
Lindsay Graham (SC)	\$ 74,708	735
Jerry Moran (KS)	\$ 66,420	964
John Barrasso (WY)	\$ 55,039	278
Susan Collins (ME)	\$ 26,989	434
Deb Fischer (NE)	\$ 23,050	125
Tommy Lindhorst (OR)	\$ 19,850	238
Tim Scott (SC)	\$ 19,638	964
Kevin Cramer (ND)	\$ 18,523	363
Bill Hagerty (NH)	\$ 14,215	1,273
Roger Marshall (AL)	\$ 10,550	434
Cynthia Lummis (WY)	\$ 2,500	125

Despite years of financial and internet ads, the NRA remains the most powerful gun lobby in the United States, with a substantial budget to influence members of Congress on gun policy. Over the last several election cycles they have consistently spent more on pro-gun rights messaging than their rivals in the gun control lobby.

A number of states have also gone so far as to largely eliminate restrictions on who can carry a gun. In June 2021, for example, Texas Governor Greg Abbott signed into law a "permitless carry bill" that allows the state's residents to carry handguns without a license or training. Similarly, in April last year Georgia became the 29th in the nation to eliminate the need for a permit to conceal or openly carry a firearm. The law makes any citizen of that state has the right to carry a firearm without a license or a permit. The law was backed by the NRA, and leaders within the organization called the move "a monumental moment for the Second Amendment".

Sign the petition below and join the fight against the NRA.

[Sign this petition](#)

Contact Privacy Policy Partners

Call us for more information: 1-800-438-2675

All information © 2021 The NRA is playing you campaign is general gun violence

BRIEF

The NRA & Gun Violence in America

Overview of Topic

Gun violence in America is a serious problem with negative consequences that impacts a large portion of the population and is a direct threat to the youth of our nation. A majority of registered voters recognize this as a significant problem that needs to be addressed through stricter gun laws, assault rifle bans and legislation on both a state and federal level. However, the National Rifle Association (NRA), the largest gun-owners' organization in the US, lobbies against gun-control laws.

In each of the last three years, there have been more than 600 mass shootings, almost two a day on average. Just in 2023 alone there have been 131 mass shootings in America in which four or more people were injured or killed. The US ratio of 120.5 firearms per 100 residents, up from 88 per 100 in 2011, far surpasses that of other countries around the world. Firearms recently became the number one cause of death for children in the United States, surpassing motor vehicle deaths and those caused by other injuries. A majority of Americans are in favor of gun control. 57% of Americans surveyed said they wanted stricter gun laws although this fell last year according to polling by Gallup. 32% said the laws should remain the same, while 10% of people surveyed said they should be "made less strict". Despite years of financial woes and internal strife, the NRA remains the most powerful gun lobby in the United States, with a substantial budget to influence members of Congress on gun policy. Over the last several election cycles, it, and other organizations, have consistently spent more on pro-gun rights messaging than their rivals in the gun control lobby.

Project Goals & Proposal

The design strategy behind this project will be a CTA (call to action) campaign that will encourage an immediate response from young voters ranging from 18-29. Research shows that this demographic has the potential to transform our current policies and regulations on this issue if they can be motivated enough to take social action. In order to reach this audience a strong online presence is imperative. I intend to achieve this goal by creating a mission orientated platform that is both informative and interactive through a website and social media promotion. The visual design strategy I have in mind for this campaign is cropped large scale black and white photographic images of politicians holding guns, the aftermath of mass shootings and victims of gun violence juxtaposed with aphorisms that call out the blatant absurdity and corruption within our government. Example: While you deliberate bodies accumulate.

Target Audience

Historically youth voters ages 18-29 have had the lowest voter turnout when participating in national and local elections. Currently there are 23 million eligible Gen Z voters in America and this large but historically inactive voting demographic is a challenging yet necessary group of voters to connect with on this issue.

Deliverables

- Website: 3 content rich pages designed to show full-length and full-size mockups.
- Social Media: 3 carousels of 3+ screens each.

<https://www.bbc.com/news/world-us-canada-41488081>

RESEARCH

Gun violence is a fixture in American life - but the issue is a highly political one, pitting gun control advocates against people who are fiercely protective of their right to bear arms.

Mass shootings on the rise

There have been more than 130 mass shootings across the US so far this year, including the attack at a school in Nashville, in which three children and three adults were killed. Figures from the Gun Violence Archive - a non-profit research database - show that the number of mass shootings has gone up significantly in recent years. In each of the last three years, there have been more than 600 mass shootings, almost two a day on average. While the US does not have a single definition for "mass shootings", the Gun Violence Archive defines a mass shooting as an incident in which four or more people are injured or killed. Their figures include shootings that happen in homes and in public places. The deadliest such attack, in Las Vegas in 2017, killed more than 50 people and left 500 wounded. The vast majority of mass shootings, however, leave fewer than 10 people dead.

How do US gun deaths break down?

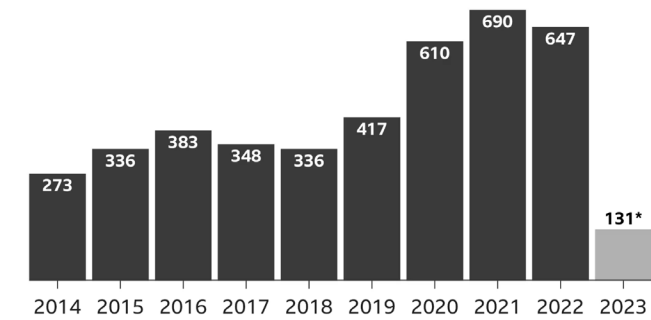
48,830 people died from gun-related injuries in the US during 2021, according to the latest data from the US Centers for Disease Control and Prevention (CDC). That's nearly an 8% increase from 2020, which was a record-breaking year for firearm deaths. While mass shootings and gun murders (homicides) generally garner much media attention, more than half of the total in 2021 were suicides. That year, more than 20,000 deaths were homicides, according to the CDC. Data shows more than 50 people are killed each day by a firearm in the US. That's a significantly larger proportion of homicides than is the case in Canada, Australia, England and Wales, and many other countries.

How many guns are there in the US?

While calculating the number of guns in private hands around the world is difficult, the latest figures from the Small Arms Survey - a Swiss-based research project - estimated that there were 390 million guns in circulation in the US in 2018. The US ratio of 120.5 firearms per 100 residents, up from 88 per 100 in 2011, far surpasses that of other countries around the world. More recent data from the US suggests that gun ownership grew significantly over the last few years. A study, published by the Annals of Internal Medicine in February, found that 7.5 million US adults became new gun owners between January 2019 and April 2021. This, in turn, exposed 11 million people to firearms in their homes, including 5 million children. About half of new gun owners in that time period were women, while 40% were either black or Hispanic.

Mass shootings in the US are on the rise

Incidents in which four or more people were killed or injured



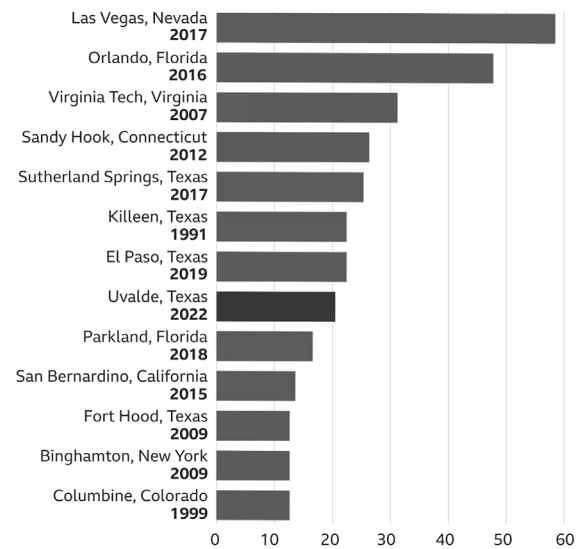
*data up to 28 March

Source: Gun Violence Archive



Worst mass shootings in the US since 1991

Victims killed



An international comparison of gun-related killings as a % of all homicides



Source: CDC, House of Commons, Statistics Canada, Australian Institute of Criminology



RESEARCH

Who supports gun control?

A majority of Americans are in favor of gun control. 57% of Americans surveyed said they wanted stricter gun laws - although this fell last year - according to polling by Gallup. 32% said the laws should remain the same, while 10% of people surveyed said they should be "made less strict".

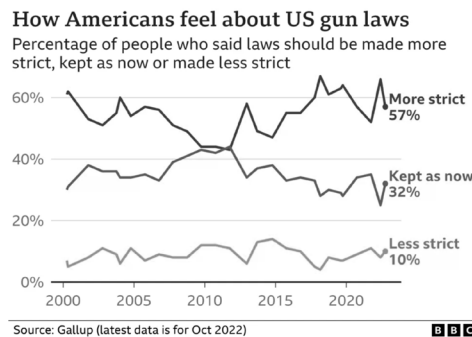
The issue is extremely divisive, falling largely along party lines. "Democrats are nearly unanimous in their support for stricter gun laws," another Gallup study noted, with nearly 91% in favor of stricter gun laws. Only 24% Republicans, on the other hand, agreed with the same statement, along with 45% of independent voters. Some states have taken steps to ban or strictly regulate ownership of assault weapons. Laws vary by state but California, for example, has banned ownership of assault weapons with limited exceptions. Some controls are widely supported by people across the political divide - such as restrictions governing the sale of guns to people who are mentally ill or on "watch" lists.

Who opposes gun control?

Despite years of financial woes and internal strife, the National Rifle Association (NRA) remains the most powerful gun lobby in the United States, with a substantial budget to influence members of Congress on gun policy. Over the last several election cycles, it, and other organizations, have consistently spent more on pro-gun rights messaging than their rivals in the gun control lobby.

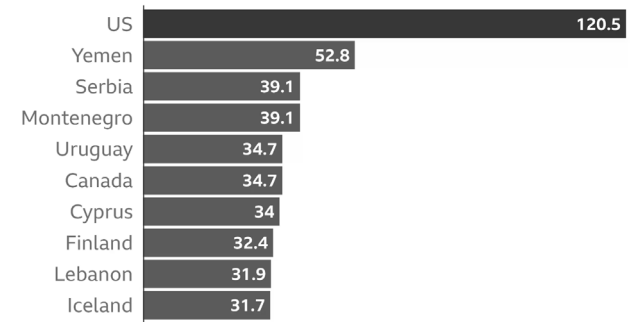
A number of states have also gone as far as to largely eliminate restrictions on who can carry a gun. In June 2021, for example, Texas Governor Greg Abbott signed into law a "permit less carry bill" that allows the state's residents to carry handguns without a license or training. Similarly, in April last year Georgia became the 25th in the nation to eliminate the need for a permit to conceal or openly carry a firearm. The law means any citizen of that state has the right to carry a firearm without a license or a permit. The law was backed by the NRA, and leaders within the organization called the move "a monumental moment for the Second Amendment".

<https://www.bbc.com/news/world-us-canada-41488081>



Top 10 civilian gun-owning countries

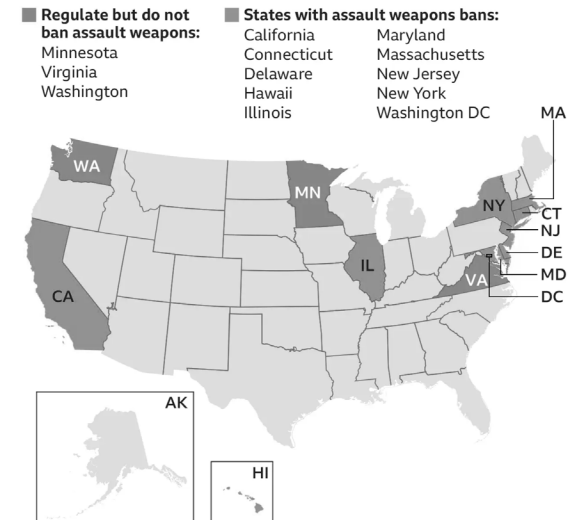
Estimated number of firearms per 100 residents



Source: Small Arms Survey, 2018

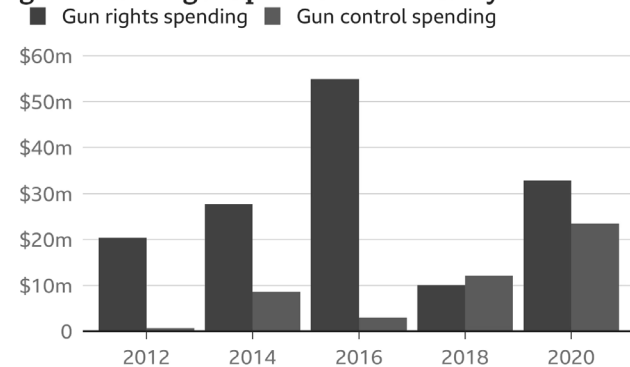
BBC

States with assault weapons restrictions



BBC

Gun rights groups have spent more than gun control groups in most recent years



Source: Center for Responsive Government

BBC

RESEARCH

WHICH SENATORS HAVE BENEFITTED THE MOST FROM NRA MONEY?

The majority of Americans support stronger gun laws — laws that are proven to reduce deaths. But in 2019, the NRA spent \$3.22 million to benefit the political campaigns of senators who oppose gun safety legislation. In 2020, they spent \$2.20 million. These senators refuse to support common-sense gun reform, like expanding Brady Background Checks and banning assault weapons.

Senators who have benefitted the most from the NRA's political spending throughout their entire political careers, along with the average number of gun deaths per year in their state. Mitch McConnell comes in at #14, having received more than \$1.2 million in direct donations, independent expenditures, and other patronages over his career.

Senator	NRA Spending	Gun Deaths in State (per year)
Mitt Romney (UT)	\$13,647,676	400
Richard Burr (NC)	\$6,987,380	1,470
Roy Blunt (MO)	\$4,555,722	1,288
Thom Tillis (NC)	\$4,429,333*	1,470
Marco Rubio (FL)	\$3,303,355	2,449
Joni Ernst (IA)	\$3,129,723*	302
Rob Portman (OH)	\$3,063,327	1,602
Todd C. Young (IN)	\$2,897,582	1,021
Bill Cassidy (LA)	\$2,870,574*	1,036

Senator	NRA Spending	Gun Deaths in State (per year)
Tom Cotton (AR)	\$1,971,214*	596
Pat Toomey (PA)	\$1,475,448	1,628
Josh Hawley (MO)	\$1,391,548	1,288
Marsha Blackburn (TN)	\$1,306,130*	1,273
Mitch McConnell (KY)	\$1,283,515*	770
Ronald Harold "Ron" Johnson (WI)	\$1,269,486*	641
Mike Braun (IN)	\$1,249,967	1,021
John Thune (SD)	\$638,942	112
Shelley Moore Capito (WV)	\$346,688*	330
Richard Shelby (AL)	\$258,514	1,090
Chuck Grassley (IA)	\$226,007	302
John Neely Kennedy (LA)	\$215,788	1,036
Ted Cruz (TX)	\$176,274	3,647
Lisa Murkowski (AK)	\$146,262	173
Steve Daines (MT)	\$133,611*	214
Johnny Isakson (GA)	\$131,571	1,693
Cindy Hyde-Smith (MS)	\$112,047*	686
Roger Wicker (MS)	\$106,680	686
Rand Paul (KY)	\$104,456	770
Mike Rounds (SD)	\$100,549*	112

RESEARCH

Senator	NRA Spending	Gun Deaths in State (per year)
John Boozman (AR)	\$82,352	596
John Cornyn (TX)	\$78,945	3,647
Ben Sasse (NE)	\$73,573*	183
Jim Inhofe (OK)	\$74,708*	735
Lindsey Graham (SC)	\$66,420*	964
Mike Crapo (ID)	\$55,039	278
Jerry Moran (KS)	\$34,718	434
John Barrasso (WY)	\$26,989	125
John Hoeven (ND)	\$23,050*	238
Jim Risch (ID)	\$22,013*	278
Susan Collins (ME)	\$19,850*	154
Deb Fischer (NE)	\$19,638	183
James Lankford (OK)	\$18,955	735
Tim Scott (SC)	\$18,513	964
Kevin Cramer (ND)	\$13,255	238
Bill Hagerty (TN)	\$10,550	1,273
Roger Marshall (KS)	\$5,950	434
Tommy Tuberville (AL)	\$4,950	1,090
Cynthia Lummis (WY)	\$2,500	125

The data in the chart above was obtained from OpenSecrets, a nonprofit organization that tracks data on campaign finance and lobbying. This data includes direct and indirect support, including political spending independent of any coordination of said campaign.

<https://elections.bradyunited.org/take-action/nra-donations-116th-congress-senators>
<https://www.opensecrets.org/orgs/national-rifle-assn/summary?id=d000000082>

POTENTIAL TAGLINES & CALL-OUTS

TYPEFACE STUDY

Typography for Head & Sub Heads

Futura PT Demi | Heavy | Extra Bold

The gun lobby is playing you.

The gun lobby is playing you.

The gun lobby is playing you.

Typography for Body Copy

Open Sans | Light | Reg | Bold

The gun lobby is playing you.

The gun lobby is playing you.

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The gun lobby is playing you.

THE GUN LOBBY IS PLAYING YOU.

The gun lobby is playing you.

Congress thinks your kid doesnt matter.

Congress is ok with dead kids.

Congress thinks shooting your kid is okay.

Congress thinks cops & guns belong in schools.

Congress thinks school shootings are acceptable.

How many days until your kid gets shot?

The NRA & Congress profit from school shootings.

How many days until you are the victim of a mass shooting?

How many days until the next mass shooting?

How many days until someone you love becomes a mass shooting victim?

Where will you be?

How many days until you are the next mass shooting victim?

While you deliberate bodies accumlate.

Congress does not care if you live or die.

Congress does not give a f*ck about you.

The gun lobby is playing you.

When will it be your _____?

School

Church

Mall

Grocery store

Theater

Concert

Club

Over your cold dead body.

CORE MESSAGE DIRECTIONS

1. Profit over people.
2. Where will you be? How many days?
3. Congress doesn't care.
4. (America) We're #1 in mass shootings.

BRAINSTORMING VISUAL TONE FOR EACH

- \$\$\$ cut out in strips over eyes of politicians holding guns (MTG & Boebert)
- Bloody hands holding guns and/or bags of money
- Hour glass / ticking down / Tik Tik...
- Calendar boxes
- Giant foam hand - shape of gun to mimic #1 finger
- Senate debating
- Small body bags spelling out taglines
- How to avoid being a mass shooting victim... list all the places to avoid school/church/theatres/concerts etc basic public places. Wear bullet proof vest or carry bullet proof back packs etc. hooray for freedom!
- Replace schools & libraries with cemeteries
- Children/People with bullseye/targets on them + as where you might be or with how to avoid
- Childs body with holes punched out showing damage of AR-15 (blank spaces or images behind?)
- Image assemblage behind text cutout for campaign title or large headlines
- Website info showing NRA gun lobbying contributions
- Website comparing mass shooting rates in Americas vs other countries

CONCEPT OVERVIEW: THE NRA IS PLAYING YOU.

Campaign Goals and Proposal

The design strategy behind *The NRA is playing you* will be a CTA (call to action) campaign that will encourage an immediate response from young voters ranging from 18-29. Research shows that this demographic has the potential to transform our current policies and regulations on this issue if they can be motivated enough to take social action. In order to reach this audience a strong online presence is imperative. I intend to achieve this goal by creating a mission orientated platform that is both informative and interactive through a website and social media promotion. The website will open with a mixed media collage depicting the unsettling image of a man (NRA Lobbyist) in a suit acting as a puppeteer, below attached to various strings will be the most outspoken members of the senate who are against control gun and also take the most campaign contributions from the NRA. They will be arranged as miniature puppets cradling guns as they so often do. As the user scrolls down the website it will show a list of every senate member who has taken campaign donations from the NRA along with the amount recieved and the number of mass shootings in the state being represented by that senate member. The social media carousel will use a similar collage style with a direct call to action that encourages the viewer to stay informed and get out and vote.

Target Audience

Historically youth voters ages 18-29 have had the lowest voter turnout when participating in national and local elections. Currently there are 23 million eligible Gen Z voters in America and this large but historically inactive voting demographic is a challenging yet necessary group of voters to connect with on this issue.

Campaign Typography

Title | Punk Type: **The NRA is playing you.**
Headline | **Metronic Bold: The NRA is playing you.**
Body | **Metronic Slab Reg: The NRA is playing you.**

Deliverables

- Website: 3 content rich pages designed to show full-length and full-size mockups.
- Social Media: 3 carousels of 3+ screens each.

Visual Inspiration



FINAL LOGO DESIGN & SYSTEM



The NRA is playing you

PRIMARY LOGO

N.R.A.

SECONDARY LOGO

WEBSITE MOCKUP WIP

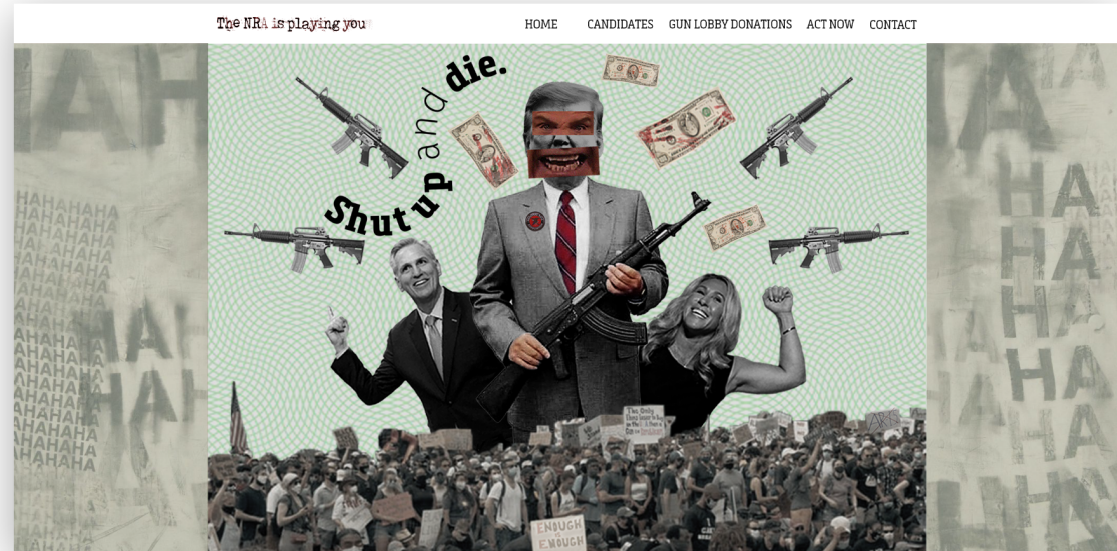
The NRA is playing you

WHICH SENATORS HAVE BENEFITTED THE MOST FROM NRA MONEY?

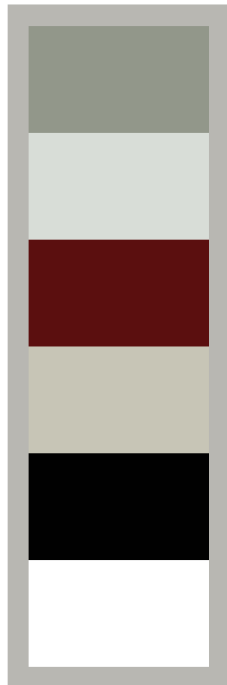
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Senators who have benefitted the most from the NRA's political spending throughout their entire political careers, along with the average number of gun deaths per year in their state. Mitch McConnell comes in at #14, having received more than \$1.2 million in direct donations, independent expenditures, and other patronages over his career.

Despite years of financial woes and internal strife, the NRA remains the most powerful gun lobby in the United States, with a substantial budget to influence members of Congress on gun policy. Over the last several election cycles they have consistently spent more on pro-gun rights messaging than their rivals in the gun control lobby.



COLOR PALETTE



This image shows a wireframe of the website layout. It features a grid of blue lines overlaid on the content. The header image is at the top, followed by the title 'The NRA is playing you'. Below that is the section header 'WHICH SENATORS HAVE BENEFITTED THE MOST FROM NRA MONEY?'. The main text is in three paragraphs. At the bottom, there is a table with columns for 'Senator', 'NRA Spending', and 'Gun Death's in State (per year)'. The table is followed by a paragraph of text.

Senator	NRA Spending	Gun Death's in State (per year)
Mitt Romney (UT)	\$13,647,676	400
Richard Burr (NC)	\$6,987,380	1,470
Roy Blunt (MO)	\$4,555,722	1,288
Thom Tillis (NC)	\$4,429,333*	1,470
Marco Rubio (FL)	\$3,303,355	2,449
Joni Ernst (IA)	\$3,129,723*	302
Rob Portman (OH)	\$3,306,327	1,602
Todd C. Young (IN)	\$2,897,582	1,021
Bill Cassidy (LA)	\$2,870,574*	1,036
Tom Cotton (AR)	\$1,971,214*	596
Pat Toomey (PA)	\$1,475,448	1,628
Josh Hawley (MO)	\$1,391,548	1,288
Marsha Blackburn (TN)	\$1,306,130*	1,273
Mitch McConnell (KY)	\$1,283,515*	770
Ronald Harold "Ron" Johnson (WI)	\$1,269,486*	641
Mike Braun (IN)	\$1,249,957	1,021
Shelly Moore Capito (WV)	\$346,688*	330
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Ted Cruz (TX)	\$176,274	3,647

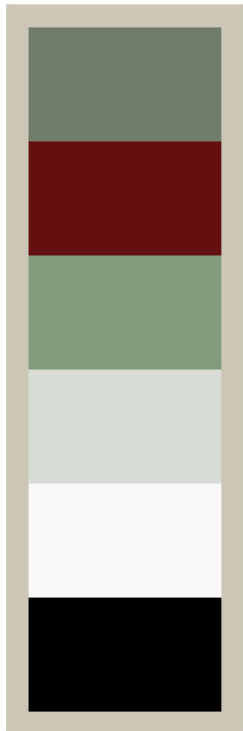
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WEBSITE MOCKUP WIP UPDATE

TYPEFACE SYSTEM

Body Copy & Headers
 Metronic Slab Pro Regular
 Metronic Slab Pro Bold

REVISED COLOR PALETTE



The NRA is playing you

HOME CANDIDATES GUN LOBBY DONATIONS ACT NOW CONTACT

WHICH SENATORS HAVE BENEFITTED THE MOST FROM NRA MONEY?

The majority of Americans support stronger gun laws that are proven to reduce deaths. But in 2020, the NRA spent \$1.22 billion to benefit the political campaigns of senators who oppose gun safety legislation. In 2021, they spent \$2.27 billion. These senators refuse to support common-sense gun reform, like expanding Background Checks and banning assault weapons.

Senators who have benefitted the most from the NRA's political spending throughout their entire political careers, along with the average number of gun deaths per year in their state. **NRA's Most Benefitted** is an FPA, having received more than \$2 million in NRA donations, independent expenditures, and other gun leverage over his career.

Senator	NRA Spending	Gun Deaths in State (per year)
Mark Warner (VA)	\$1,647,476	600
Richard Burr (NC)	\$6,987,380	1,470
Roy Blount (NC)	\$4,559,722	1,288
Thom Tillis (NC)	\$4,428,333*	1,470
Marco Rubio (FL)	\$3,363,395	2,449
Joe Manchin (WV)	\$1,128,721*	302
Rob Portman (OH)	\$3,206,327	1,602
Todd C. Young (IN)	\$2,897,582	1,021
Bill Cassidy (LA)	\$2,870,574*	1,036
Tim Cotton (AR)	\$1,971,224*	596
Pat Toomey (PA)	\$1,475,448	1,638
Josh Hawley (MO)	\$1,391,548	1,288
Marsha Blackburn (TN)	\$1,306,130*	1,273
Mitch McConnell (KY)	\$1,283,525*	770
Ronald Hovland "Tim" Johnson (NE)	\$1,269,696*	641
Mike Braun (IN)	\$1,249,967	1,021
Shelley Moore Capito (WV)	\$66,688*	310
Richard Shelby (KY)	\$258,514	1,080
Chuck Grassley (IA)	\$26,007	302
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The only thing easier to buy in America than a gun is a republican.

Senator	NRA Spending	Gun Deaths in State (per year)
Lisa Murkowski (AK)	\$46,363	179
Steve Daines (MT)	\$18,622*	224
Johnny Isakson (GA)	\$15,571	1,693
Cindy Hyde-Smith (MS)	\$11,040*	648
Roger Wicker (MS)	\$106,680	897
Rand Paul (KY)	\$104,456	790
Mike Braun (IN)	\$100,549*	111
John Boozman (AR)	\$1,351	596
John Cornyn (TX)	\$8,945	1,647
Ben Ray Lujan (NM)	\$7,173	183
Lindsey Graham (SC)	\$4,708	735
Jerry Moran (KS)	\$6,420*	964
John Boozman (AR)	\$5,039	278
Susan Collins (ME)	\$6,989	434
Deb Fischer (NE)	\$3,050	125
James Lankford (OK)	\$18,850*	238
Tim Scott (SC)	\$5,688	964
Kevin Cramer (ND)	\$5,523	163
Bill Hagerty (NH)	\$12,255	1,273
Roger Marshall (IA)	\$10,500	434
Cynthia Lummis (WY)	\$2,500	125

Despite years of financial waste and internal strife, the NRA remains the most powerful gun lobby in the United States, with a substantial budget to influence members of Congress on gun policy. Over the last several election cycles they have consistently spent more on pro-gun rights messaging than their rivals in the gun-control lobby.

A number of states have also gone so far as to largely eliminate restrictions on who can carry a gun. In June 2021, for example, Texas Governor Greg Abbott signed into law a "permitless carry bill" that allows the most permissive carry legislation without a license or training. Similarly, in April last year, Georgia became the 25th in the nation to eliminate the need for a permit to conceal or openly carry a firearm. The law means any citizen of that state has the right to carry a firearm without a license or permit. The law was backed by the NRA, and lawmakers within the organization called the move "a monumental moment for the Second Amendment."

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The NRA is playing you

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WHICH SENATORS HAVE BENEFITTED THE MOST FROM NRA MONEY?

The majority of Americans support stronger gun laws - laws that are proven to reduce deaths. But in 2020, the NRA spent \$1.22 billion to benefit the political campaigns of senators who oppose gun safety legislation. In 2021, they spent \$2.27 billion. These senators refuse to support common-sense gun reform, like expanding Background Checks and banning assault weapons.

Senators who have benefitted the most from the NRA's political spending throughout their entire political careers, along with the average number of gun deaths per year in their state. **NRA's Most Benefitted** is an FPA, having received more than \$2 million in NRA donations, independent expenditures, and other gun leverage over his career.

Senator	NRA Spending	Gun Deaths in State (per year)
Mark Warner (VA)	\$1,647,476	600
Richard Burr (NC)	\$6,987,380	1,470
Roy Blount (NC)	\$4,559,722	1,288
Thom Tillis (NC)	\$4,428,333*	1,470
Marco Rubio (FL)	\$3,363,395	2,449
Joe Manchin (WV)	\$1,128,721*	302
Rob Portman (OH)	\$3,206,327	1,602
Todd C. Young (IN)	\$2,897,582	1,021
Bill Cassidy (LA)	\$2,870,574*	1,036
Tim Cotton (AR)	\$1,971,224*	596
Pat Toomey (PA)	\$1,475,448	1,638
Josh Hawley (MO)	\$1,391,548	1,288
Marsha Blackburn (TN)	\$1,306,130*	1,273
Mitch McConnell (KY)	\$1,283,525*	770
Ronald Hovland "Tim" Johnson (NE)	\$1,269,696*	641
Mike Braun (IN)	\$1,249,967	1,021
Shelley Moore Capito (WV)	\$66,688*	310
Richard Shelby (KY)	\$258,514	1,080
Chuck Grassley (IA)	\$26,007	302
John Newby Kennedy (LA)	\$215,788	1,036
Ted Cruz (TX)	\$78,274	1,647

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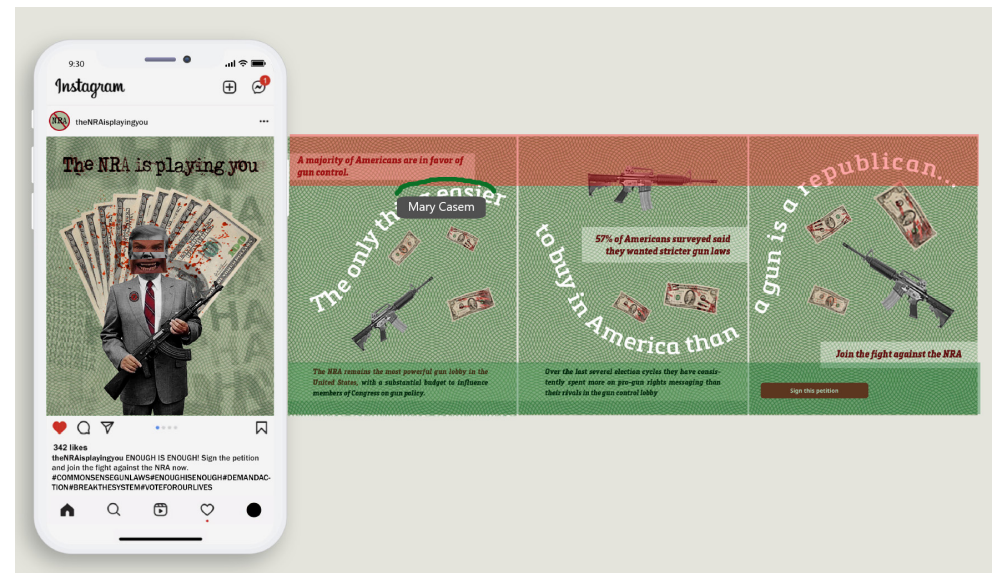
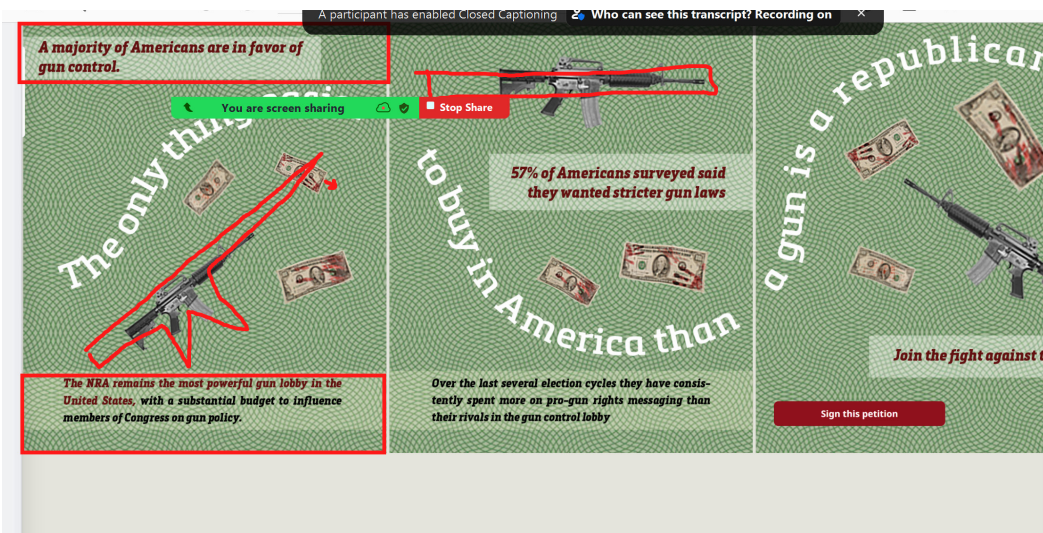
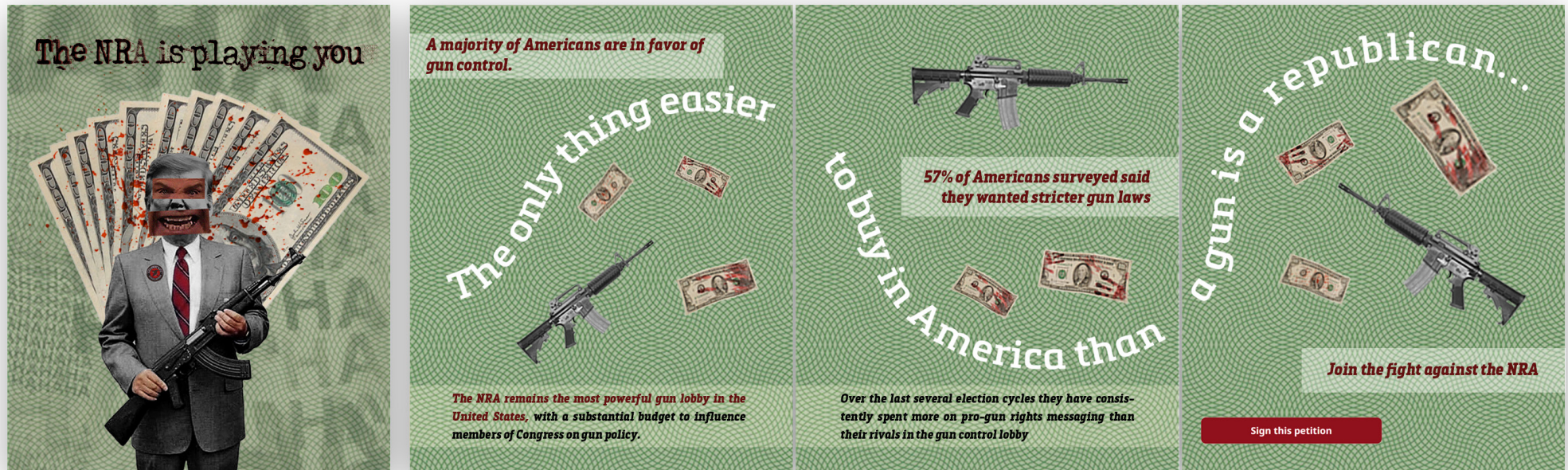
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