



The World Conference of Mayors Operation: RAC IT UP



Program Objective

The overall objective of The World Conference of Mayors Operation: RAC IT UP is to reduce gun violence through investments in safe storage, education and prevention measures. Through the program, The World Conference of Mayors, Team RAC and its community partners will provide an instant and practical take home solution which includes "The RAC", a firearm storage device at no cost to community members, a free installation service and free educational resources.

Program Outline

The program starts with potential applicants visiting an in-person event or visiting our website to apply to get an "Family Safety Kit" (Value of \$200) for FREE.

Financial Literacy Refrigerator Magnet



Firearm Safety Refrigerator Magnet



Every recipient of Operation RAC It Up will receive:

- (1) 5 inch RAC, which has the capabilities to hold up to three firearms at a time in a discreet location
- (1) free installation (optional)
- (1) firearm safety pamphlet
- (1) refrigerator magnet with 5 firearm safety tips
- (1) refrigerator magnet with 6 financial literacy tips
- (1) firearm safety coloring book (optional)
- (1) Money Matters for Youth Financial Literacy Workbook
- ★ (1) adjustable baseball cap
- ★ (1) "Responsible Firearm Ownership" T-shirt
- ★ (1) "Secure the Bag" Reusable Bag
- ★ Literature or a Free Resource from YOU our Corporate Sponsor

***Items with a ★ are available for Corporate Sponsor signage

Additionally, applicants will sign a pledge, promising to be a Responsible Firearm Owner and have access to our zoom sessions where our Community Partners and Corporate Sponsors share resources weekly.

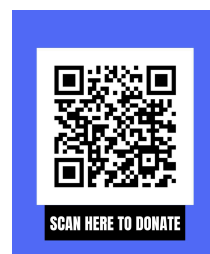
Community Partners



CRISIS TEXT LINE |



Sponsor a Family Today for \$200!





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Application Process

The first step of Operation RAC It Up will require all potential recipients to visit our website www.theamericanrac.com/operationracitup and fill out a recipient application. The recipient application will be an intake form gathering their first and last name, home address, email address, and phone number. The second page of the application will ask recipients why they need a RAC, if they are interested in a free installation service or if they would prefer to pick up their RAC from our next community outreach event. The third and final page of the application will require recipients to sign a pledge promising to be a Responsible Firearm Owner and to use the RAC as a safe storage solution at all times. Once this application is submitted, our Operation RAC It Up Team will review, process and accept the application. Once the application is processed and accepted, the recipient will receive an email including a voucher to redeem a free RAC and "Family Safety Kit." Vouchers will include a one time redeemable code that can be scanned at our next community outreach event.

Installation Option

If the recipient opted for a free installation service, they can schedule an appointment via our website. We'll send an email to the recipient confirming their application was accepted, along with a link to schedule their installation appointment with one of our Certified Safety Ambassadors. During the installation appointment, recipients receive their "Family Safety Kit" and learn how to use their firearm storage device. Recipients are also required to sign a liability waiver, a media release waiver and a pledge to be a Responsible Firearm Owner.

No Installation Option

If the recipient opted for no installation, the recipient can redeem their "Family Safety Kit" using their voucher with our distribution partners or at the next community outreach event.

When the next event is approaching, an email will be sent to all applicants in that area. The email will disclose information about the event and alert applicants about the upcoming opportunity to pick up their kits. Supply will be limited so, first come first served. Any applicants that don't receive one will have to wait for the next event. Recipients must show their voucher once they arrive at the event to pick up the "Family Safety Kit."

Community Resource Fairs

We will host local events throughout the year to educate and engage the community. The events will consist of RAC giveaways, live music, activities for children, speakers, vendors, resources and free food. Attendees will be encouraged to apply to our program to receive a starter kit at our next event.

Educational Prevention Seminars

The second stage of Operation RAC It Up involves following up with our recipients. In conjunction with our community partners, Team "Operation RAC IT Up" will host recurring webinars providing educational resources and violence prevention tips. The American RAC team will hold weekly sessions about firearm safety. Throughout the week, our community partners will sponsor sessions and discuss topics relevant to their mission. These topics include interview skills, conflict resolution skills, tips on dealing with big emotions, establishing financial security and other invaluable skills people need to not only survive but succeed in life. During these sessions our community partners will have the opportunity to recruit new members/customers. Recipients of the "Family Safety Kit" will be encouraged (or required) to join at least one of these sessions. We plan to invite our Recipients via email, text and social media marketing to RSVP or drop into a session that piques their interest.



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ORDER FORM

DATE _____

COMPANY NAME _____

NAME	
ADDRESS	
PHONE	
E-MAIL	

ITEM	DESCRIPTION	PRICE PER UNIT	AMOUNT
	A 5" RAC, a mountable firearm storage device.	\$99.00	
	A Firearm Safety Coloring Book	\$5.00	
	"Tips on How to Live with Firearms in the Home" Refrigerator Magnet	\$3.00	
	A Money Matters for Youth Financial Literacy Workbook	\$5.00	
	6 Strategies for Smart Financial Management Refrigerator Magnet	\$3.00	
	"Sponsor loves Michigan" Cap. A adjustable cap with sponsor signage.	\$7.00	
	Responsible Firearm Ownership T- Shirt Blue. This item is available for sponsor signage.	\$12.00	
	Responsible Firearm Ownership T - Shirt Red. This item is available for sponsor signage.	\$12.00	
	"Secure the Bag" Reusable Tote. This item is available for sponsor signage.	\$3.00	
	Installation Service	\$50.00	
TOTAL			

PLEASE SEND IN ORDER FORMS TO INFO@THEAMERICANRAC.COM