

## Project Abstract Summary

*This Project Abstract Summary form must be submitted or the application will be considered incomplete. Ensure the Project Abstract field succinctly describes the project in plain language that the public can understand and use without the full proposal. Use 4,000 characters or less. Do not include personally identifiable, sensitive or proprietary information. Refer to Agency instructions for any additional Project Abstract field requirements. If the application is funded, your project abstract information (as submitted) will be made available to public websites and/or databases including USAspending.gov.*

\* Funding Opportunity Number

F-FWS-WSFR-24-002

CFDA(s)

15.628

\* Applicant Name

NATIONAL SHOOTING SPORTS FOUNDATION, INC.

\* Descriptive Title of Applicant's Project

2024 MSCGP- Developing Firearm Ownership and Sport Shooting R3 Communications for Black Americans

\* Project Abstract

The purpose of this project is the develop targeted R3 strategies, communications, and outreach materials for Black Americans regarding their purchases of firearms and their participation in target and sport shooting activities.