

Don't Lie For The Other Guy™

The Firearm Industry's Anti-Straw Purchasing Program

What is a straw purchase?

A straw purchase occurs when the actual buyer of a firearm is unable to pass the required federal background check, or does not want his or her full name associated with the purchase, and has someone else who can pass the required background check purchase the firearm for him or her.

Recent and widespread reports of increased cartel-related violence in Mexico have illustrated law enforcement's need to continue to combat illegal straw purchasing of firearms in the United States. Though most of the firearms recovered in Mexico do not come from the United States, as has been erroneously reported, America's firearms industry recognizes the importance of deterring any illegal acquisition of firearms regardless of the firearm's origin or location of use.

Fighting Straw Purchasing

The Don't Lie for the Other Guy (Don't Lie) program is a public awareness and firearm retailer education campaign that was developed in 2000 by the National Shooting Sports Foundation (NSSF) – the trade association for the firearms industry – in partnership with the Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF) to address the challenges of detecting and deterring potential straw purchases of firearms.

Firearms retailers receive a Don't Lie kit to educate sales

personnel on how to detect and deter straw purchases. The kit includes a video detailing common straw purchasing scenarios use to obtain firearms illegally, store display materials to warn consumers about straw purchases and the penalties associated with them, and retailer guides for training employees.

Billboards, posters, transit signs, public transportation signs, public service

announcements, press conferences with federal, state and local law enforcement, and educational/warning messages

on display at firearms retailer shops support the program's no-nonsense message about the consequences of participating in a straw purchase: "Purchase a gun for someone who can't and buy yourself 10 years in jail." These efforts have led to over 1 billion media impressions of the Don't Lie campaign.



Purchase a gun for someone who can't and buy yourself 10 years in jail

Resources

To learn more about straw purchases visit www.dontlie.org.

Urge Congress To Support Don't Lie

NSSF is urging Congress to adequately fund the Don't Lie for the Other Guy anti-straw purchasing program. By adequately funding Don't Lie, Congress and President Obama will be giving law enforcement an important tool it needs to help deter the criminal acquisition of firearms, some of which might otherwise be misused in Mexico by the drug cartels.

A COOPERATIVE PROGRAM



of the National Shooting Sports Foundation and the Bureau of Alcohol, Tobacco, Firearms and Explosives

