

**Hillary Steiner**

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8/15/2025

**Cheshire County Shooting Sports Education Foundation**

19 Ferry Brook Road

Keene, NH 03431

**Subject: Letter of Intent for Board of Directors Open Seat**

Dear Members of the Board of Directors,

I am writing to formally express my intent to run for the open seat on the Board of Directors for the Cheshire County Shooting Sports Education Foundation (CCSSEF). As a dedicated member, volunteer, and supporter for the past four years, I have been consistently impressed by the foundation's mission to build and operate a shooting range that serves our community through training and education.

As a dedicated member, volunteer, and supporter of CCSSEF for the past four years, I have been continually impressed by its mission to build and operate a shooting range that will meet the needs of the community and promote training and education. I believe my skills and passion for this organization will allow me to be a valuable asset to the board.

My professional background spans over 25 years in Marketing, Design, and User Experience (UX), which can significantly benefit the foundation. Here are some of the ways my professional experience can help the range:

- This experience can help develop a modern marketing strategy to attract a new generation of members. This could include using social media platforms for safety tips and engaging content or creating a referral program to reward existing members for bringing in new ones.
- My experience can help shape the range's brand identity, ensuring it's seen as a safe, welcoming, and professional environment. I can advise about our online presence, respond to reviews, and promote gun safety to build trust with the wider community.
- I can design and promote special events, classes, and competitions to boost engagement. This might involve creating targeted email campaigns, digital ads, and professional-looking flyers to reach specific audiences, such as new gun owners or competitive shooters.

Beyond my professional career, I have had the privilege of serving on the Board of Directors and as an Officer for several volunteer-led community groups, where I gained valuable experience in governance, fiscal oversight, and collaborative leadership. I am confident that these experiences have prepared me to handle the financial and governance responsibilities of a board member.

I am particularly passionate about enhancing member services and contributing to training and education, especially for women—an under-represented group of potential members. I have enjoyed volunteering for "Women on Target" and as a staff member for PCSL and Steel Challenge. It's been a privilege to participate in classes like "A Girl with a Gun" and seeing my children benefit from the Junior Rifle League.

If elected, my primary goal would be to contribute collaboratively to the board's efforts to ensure CCSSEF continues to thrive and fulfill its mission. Thank you for considering my candidacy.

Sincerely,

Hillary Steiner