



# NRA RECRUITER

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## TOP RECRUITERS OF 2010

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[View Complete Top Ten Lists](#)

### Gun Show Recruiters

1. **Dave Fitzmorris** - 7,363
2. **Harry Jacobs** - 4,324
3. **Tulsa Gun Show** - 3,006

### Dealer Recruiters

1. **Shoot Straight** - 2,398
2. **TGSCOM** - 691
3. **Target World of PA** - 618

### Instructor Recruiters

1. **Indy Gun Safety** - 1,123
3. **Gunsite Academy** - 483
2. **Stark's Training Inst.** - 377

### Club Recruiters

1. **Tulsa Red Castle** - 844
2. **Manhattan Wildlife Assn.** - 796
3. **Ancient City Shooting Range** - 594

### Independent Recruiters

1. **Shooting USA** - 4,780
2. **NRA Store** - 2,054
3. **NRA Range** - 1,142

## REGIONAL GUN SHOW NEWS

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- [Northeast](#)

JANUARY/FEBRUARY RECRUITER NEWSLETTER  
VOL. 15 ISSUE 1 - JANUARY 20, 2011

## Another Outstanding Year for NRA Recruiters



Congratulations on another stellar year of recruiting! 2010 was the second best year on record with more than 200,000 members recruited. Membership was vital given the critical 2010 mid term elections and NRA recruiters delivered. Well done!

NRA Recruiting is an essential part of the grassroots network of Second Amendment advocates. You know membership matters and we know it matters to you as the majority of NRA Recruiters are Life members. The time for pulling the wagon of non-members has passed and the time to lighten your load has come.

This year we are challenging all new and single digit recruiters to “**Strive for Twenty-Five**”. That’s only one application booklet. When you think about it, it’s essentially two members a month. We are confident that you encounter at least two non-NRA member gun owners as you are in the shooting and firearms industry through your instructing, business, club and recreation activities. Recruiters who regularly recruit more than twenty-five members, we challenge you to increase your recruiting total from 2010 by 25%. Each of you reading this can do it – we know you can!

Don’t be silent, encourage everyone you encounter to join (we keep saying this because it works). If you see an opportunity where recruiting is not taking place – step on in and make recruitment happen. Show the entire NRA community and the rest of the country that NRA recruiters are passionate, dedicated and effective at stopping the erosion of our God-given freedom. Recruiters saw a windfall of memberships shortly before and immediately after the 2008 elections. Recruiting during this time was as simple as it gets. Don’t wait for a reactive populace to come to you – be the movement now, create the buzz now and deliver the voices of millions more NRA members directly to lawmakers, judges and politicians via an NRA on the offensive.

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## The Right Response

Recruiters hear recurring responses when recruiting with “I’m already a member,” being the most common. Be quick with the appropriate response, “I can renew your membership right now for \$10 off!” Renewing an existing member is treated the same as signing up a new member. You can discount the one-year membership and their new year’s worth of membership will add on to the end of their existing membership. **Having the right response at the right time will strengthen the NRA.**

- [Southeast](#)
- [Central](#)
- [West](#)

## **NRA IN THE NEWS**

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Timely articles featuring current NRA topics from across the country.

## **QUICK INFO**

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Order your [recruiting supplies](#) online.



[Instructor PowerPoint](#) available for download.



[NRA-ILA Fact Sheets](#)

## **RECRUITER PROMOTIONS**

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**One-Year Membership:**  
\$10 off a Regular One-Year Membership (\$35)

**Regular Life Membership:**  
\$250 off a Regular (\$1000) Life Membership.

**NEW: ArmsCare Insurance now \$2,500**

## **CONTACT US**

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**Regional Reps:**

**Sarah Scouton**  
**Northeast** - CT, IN, MA, ME, MI, NH, NJ, NY, OH, PA, RI, VT  
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Keep in mind that the shot not taken is always a miss – if you don't ask people to join NRA the chances of them doing it on their own are even less. Statistics never fail to prove that recruiters who use their voices and ask people to join have a much greater success rate than those who let their web links, take home cards, and stationary materials do it for them.

Your job as an NRA Recruiter is to recruit the people right in front of you. You know the tired statistic of gun owners vs. NRA members and you also know that firearm ownership and the NRA are synonymous. It is your job to put a face on NRA membership. It's your endorsement as a firearm instructor, gun store salesman, show promoter or gun club officer that makes all the difference. Your voice is a vital function regarding the strength of the NRA – silence is not a character trait of NRA Recruiters.

## **NRA How to: The Lifetime Upgrade**

Every time you sell a one-year membership, you are helping to build the strength of NRA. However, recruiting a lifetime member does a much greater service to the association. Once an individual commits to the lifetime membership, they will be counted in the ranks for the rest of their life with no chance of their membership lapsing.

Not many people go to a gun shop or show prepared to spend \$750 on an NRA Membership. Always lead with the \$25 one-year offer unless the potential recruit expresses interest in another level. When the customer decides to go for the \$25 membership you can then begin your upgrade effort. Knowing the benefits for lifetime membership is very helpful. The Accidental insurance doubles to \$10,000 and the member never has to worry about a dues increase again. In addition, Life members receive invitations to special events and exclusive NRA promotions.

Don't forget about the Easy Pay Life membership option. The same \$25 being paid toward a one-year membership can be used as the down payment on this membership plan. If the member ever decides to stop making payments, the amount paid into the plan is credited into regular membership years. There is nothing to lose by taking on the Easy Pay Life plan and your customer may start with any amount, \$25 or more, he or she wishes.

Always consider that the regular one-year membership holds an upgrade opportunity. Life memberships are an important tool for the long term health of your NRA.

## **SPEAK UP – Give Us Your Feedback**

We don't hear from our recruiters as often as we would like. Far too often recruiters have a question or misconception but never seek clarification and fall into a mode of inactivity, a worst case scenario. Let us know what you're doing that works, you may have a tip that can benefit all recruiters or improve the program. Ask the questions you haven't asked and help us help all recruiters have more success -- don't hesitate to ask us! And finally, send us pictures of your recruiting operations. We are

**Wes Stinson**

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**703-267-3779**

**Steve Malke**

**Western** - AK, AZ, CA, CO, HI, ID, KS, MT, ND, NE, NM, NV, OR, SD, UT, WA, WY  
**703-267-3784**



happy to use these in our newsletters and advertisements to reach out and motivate new recruiters. For instance, 2009 Dealer Recruiter of the Year, G.A.T. Guns, sent us a bunch of very nice pictures that we currently use in advertisements for the 2011 SHOT Show.

Keep us in your recruiting loop so we can better serve you in the year to come. We are here to help you recruit as many new NRA members as possible!

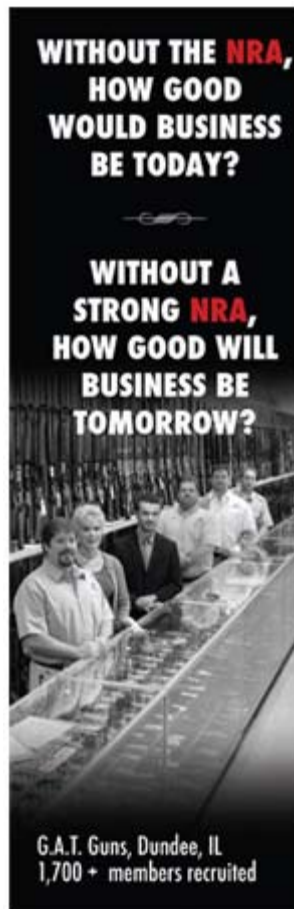
**Some regularly heard misconceptions:**

**"If I give the \$10 discount I will lose my commission."** – There is no truth to this common misconception. Simply put, your commissions are as follows: for every membership you sell that is \$25 or greater you will receive \$10 for new members and \$5 for renewals. \$5 and \$2 respectively for membership less than \$25.

**"There is no discount on renewal memberships."** – Again, this is false. You can discount the one-year membership for a renewal to \$25 when a member wants to renew with you on the spot.

**"I need hats to give away."** – Most recruiters do not get hats to give away but anyone who signs up with you will have one sent in the mail. There are plenty of recruiters who sign up thousands of members a year without giving away hats on the spot.

We have some major projects in the works for recruiters including an updated and comprehensive operating guide, display materials overhaul and increased recognition for attaining recruitment goals. Stay tuned for more information on the release of these new program features.



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If you would like to remove yourself from this list, [please click here](#). Thank you.