



NRA RECRUITER

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TOP RECRUITERS

[View Complete Top Ten Lists](#)

Gun Show Recruiters

1. **Dave Fitzmorris** - 3,139
2. **Harry Jacobs** - 1,775
3. **Tulsa Gun Show** - 1,626

Dealer Recruiters

1. **Shoot Straight** - 945
2. **Target World of PA** - 418
3. **Turner's Outdoorsman** - 313

Instructor Recruiters

1. **Joe Holdmann** - 479
2. **Gunsite Academy** - 186
3. **Stark's Training Inst.** - 157

Club Recruiters

1. **Peconic River Sportsman's** - 419
2. **Benton Gun Club** - 395
3. **Ancient City Shooting Range** - 361

Independent Recruiters

1. **Shooting USA** - 2,630
2. **USACarry.com** - 498
3. **Marketshare Publications** - 429

JULY/AUGUST RECRUITER NEWSLETTER
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New Recruiters Making a Big Difference



Since instituting the "Strive for 25" membership challenge for all new and single-digit recruiters we have seen some real stars emerge. Although the recruiting focus varies, the strategy remains very much the same - communication. The following individuals actively inform everyone they encounter on why it's important to be an NRA member.

Andre Macon

Instructor Recruiter, [Andre Macon](#), of Detroit, Michigan, has made an immediate impact by recruiting 96 members through his various self-defense classes in just four months as a recruiter. One of the secrets to Andre's success is the use of his own membership materials as visual aids. By showing students exactly what they will receive (membership card, insurance policies, decals, and magazines to name a few) they are able to see the tangible benefits of NRA membership. At this pace, he looks to break the 200 member mark in his first year of recruiting. He sums up his simple, yet effective, approach. "Be persistent, stress the benefits and give them a visual as to what they'll receive".



Crooked Creek Trap Club

Signing up 88 club members to become a 100% NRA club results in immediate recruiting success for [Crooked Creek Trap Club](#) of Winter Park, Colorado. The club now qualifies for [Gold Medal Club](#) status and is eligible for extra grant money in addition to revenue generated by the recruiting commissions. This added revenue is sure to help the club thrive and grow. A gracious handful of club members volunteer to maintain the membership recruitment and record keeping. Their philosophy on 100% NRA membership is simple, "If you want to shoot with us -- support the group looking out for your rights."

Ralph and Linda Celia

In less than eight months Ralph and Linda Celia of Sycamore, Illinois, have recruited 450 members. Focusing on sale weekends at large retail stores, the Celia's are able to pick up members possibly missed at other locations like gun shows. They set aside the time to make contact with store management well in advance of a targeted weekend and building good relationships often leads to being asked back to recruit by the same stores. "Have excitement in the membership, believe in the product you're selling and be passionate for your rights" Ralph explains. "Customers feed

REGIONAL GUN SHOW NEWS

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

MEMBERSHIP PRICING

Recruiter Authorized Discount Pricing For On-the-Spot Sign-ups:

One Year (\$35) - \$25
Three Year (\$85) - \$70
Five Year (\$125) - \$100
Regular Life (\$1000) - \$750

NRA IN THE NEWS

Timely articles featuring current NRA topics from across the country.

QUICK INFO

Order your [recruiting supplies](#) online.



[Instructor PowerPoint](#) available for download.



[Download a fact sheet on NRA success: A Legacy of Winning](#)

[NRA-ILA Fact Sheets](#)

CONTACT US

Recruiting Department:
recruiter@nrahq.org
1-800-672-0004

Regional Reps:

off of this excitement and want to be part of it.”

Other new recruiters of 2011 hitting their 25 member mark are: Tom Knie, Bob Barfus, Stanley Long, Harold Osmon, Ludwig Sawicki, Steven Regoli, Brian Holt, John Brinsfield, Kathy Graham, Old Hickory Rifle & Pistol Club, William Batson, Petersen Firearm Instruction, Vincent Grimm, Tom Boeckmann, Lisa Judy, Howard Slaughter, Robwood Mountain Gun Club and Irish Bullseye Sports Association.

Identify and Relate to Your Recruits

A successful recruiter markets specifically to their target audience. For example, if you're recruiting NRA members at a Tea Party rally, you should review [NRAILA.org](#) to ensure you're up to date on hot political topics both locally and nationally. Go the extra mile and have a sample of [America's 1st Freedom](#) on hand for potential members to browse. If you're recruiting at a sport show geared toward hunters, be sure to inform them about NRA Hunter Services and [NRAhuntersrights.org](#), a centralized news source created to keep hunters informed about threats to their rights and what the NRA is doing about it. Take that extra step and have a sample issue of [American Hunter](#) available.

While identifying your customer's interest don't forget to mention the [benefits of NRA membership](#). \$2,500 in ArmsCare firearm insurance that covers theft, accidental loss, and damage of firearms, air guns, bows and arrows, a free monthly magazine, members only-discounts and, most importantly, continuous protection of our Second Amendment rights. By emphasizing the right benefit, your recruiting totals will skyrocket. For example, the ArmsCare insurance would be very important to a customer who is purchasing a firearm from your shop, correct? And hunters booking trips at sport shows would probably be very interested in the travel discounts.

Finally, everyone likes a deal. Now, more than ever, utilize the special discounted rates to close the sale. What's better than \$10 off a one-year membership? How about \$15 off a three-year membership, \$25 off a five-year membership, or \$250 off a Life membership!

The more the customer feels the membership is personalized towards them the more likely they are to join. Consider your circumstances and develop and refine your approach accordingly. You will be well on your way to hitting your goals and further strengthening NRA.

Take NRA Recruiting One Step Further

Signing up new members on the spot is the essence of the NRA Recruiting program. There are supplemental methods that you can use to take your Recruiting efforts to a higher level!

- **Instructors:** Incorporate NRA membership into your course fees. It will add value to the service you are providing and ensure that everyone who takes your class will not only be well trained, but an NRA member as well.

- **Clubs:** Go 100%. This is the ultimate step in showing support for your NRA. Everyone in your club should be an NRA member right? Not to mention the extra commission dollars you receive from new club members

Sarah Scouton

Northeast - CT, IN, MA, ME, MI, NH, NJ, NY, OH, PA, RI, VT
703-267-3714

Vacant

Southeast - AL, DE, FL, GA, KY, LA, MD, MS, NC, SC, TN, VA, WV
703-267-3772

Kyle Crew

Central - AR, IA, IL, MN, MO, OK, TX, WI
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



NRA-ILA



and yearly renewals.

• **Show Recruiters:** Use the “Get in Free” promotion. Work with your promoters and give free admission to those who Join or Renew at the show. Your totals will skyrocket. Contact your Marketing Representative for more details.

• **Dealers/Retailers:** Offer a discount or promotion if a person joins or renews. Take it one step farther and offer a free membership with purchase. Think about **Taurus** and their “free membership promotion.” Taurus has made this promotion synonymous with their product and has already recruited more than 3,500 members this year alone.

These types of promotions always have the same result: success!

Back to the Basics: Recruiting With Web Links

As an NRA recruiter it is your job to sign up people on the spot – this is what recruiting is all about -- plain and simple. Adding a link for NRA membership on your website can also generate a few more memberships but it must be done properly to be effective.

What works: Your link must be visible – make sure the viewer sees your invitation to join immediately in the initial viewing pane of your website. Annotate your link – put your brief endorsement and/or the discount right under the provided image. This is your “call to action”. These two key components are essential and anything else is unnecessary.

What doesn't work: Placing the links at the very bottom of your page (or any scrolling involved with finding the link), not using the provided image, or placing them on a special page with lots of words. Be aware that relying on your link, no matter how good it is, to replace your on-the-spot sign-ups will not work. As an NRA Recruiter, your duty is to sign up people in the present -- relying on people to take the initiative to do something, on their own, at a later time, is not a characteristic of a successful NRA Recruiter.

Click and see. Can you find the web link?



Contact us for help making your web link work.

How to Deal With Media and Press

Occasionally media outlets approach NRA recruiters looking for comments concerning NRA or Second Amendment issues. Under no circumstance should any NRA Recruiter comment to the press while recruiting. Due to the nature of your activities, any comment can be misinterpreted as an official statement by NRA. All press should be directed to NRA's 24 hour media line at 703-267-3820 for comment. Please contact the Recruiting Department should you have any questions about this policy.

[Have questions about anything in this newsletter? Email us.](#)

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