

2012-NRA is All In! New Recruiters Making an Impact. Back to Basics-Submitting Applications. 2012 Annual Meetings and Exhibits. If you are having trouble reading this newsletter view the [Web Version](#). Please do not reply to this email - contact us at [recruiter@nrahq.org](mailto:recruiter@nrahq.org) with any questions.



March 15, 2012

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## Top Recruiters

### Gun Shows

1. Dave Fitzmorris - 1,996
2. Harry Jacobs - 1,063
3. Gateway Civil Liberties Alliance - 791

### Dealers

1. Shoot Straight - 839
2. Target World of PA - 167
3. Turner's Outdoorsman - 158

### Instructors

1. Indy Gun Safety - 213
2. Marksmen Masters - 154
3. Joe Holdmann - 142

### Clubs

1. Benton Gun Club - 332
2. Western Wayne Co. Conservation Ass'n - 287
3. Cherokee Gun Club - 203

### Independent

1. Shooting USA - 1,064
2. USACarry.com - 519
3. Marketshare Publications -

## 2012- NRA is All In!

All our victories. All our rights. All our freedoms. Everything is on the line in 2012. Everything gun owners across America have fought to achieve could be lost as a result of just one presidential election. That's why NRA is "All In" for the 2012 election and why recruiters must be "All In" with NRA.



This November marks the most decisive election in U.S. history. If elected to a second term, Obama will very likely get to choose at least three more U.S. Supreme Court justices. An anti-gun majority will command the Supreme Court for the rest of their lives. It is imperative that, as recruiters, you make EVERY effort to sign up new members. You must be "All In" as well!

Over the next few months, you may receive new marketing materials to display during your recruiting efforts. Make sure they are placed in a prominent location so others will see them and be inspired to join. It is crucial that we shatter last year's recruiting totals as we head to the polls in November.

Recruiters, be "All In" with NRA. Don't let anyone get past you without being offered the opportunity to join, renew or upgrade. You have the opportunity to ensure that for this election, every hunter, every shooter, every gun owner will be "All In"!

## New Recruiters Making an Impact

Adding new recruiters to the NRA Recruiting Program is crucial to growing our organization as a whole. All new recruiters are strongly encouraged to "Strive for Twenty-Five" memberships in their first year. More and more, new recruiters are hitting this important milestone and even surpassing it. Below are three new recruiters who are making an incredible impact and are well on their way to

[View Complete Top Ten Lists](#)

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## Regional Gun Show News

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

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## Current Pricing

NRA Recruiter Authorized Discount Pricing for On-the-Spot Membership Sign-ups:

One-Year (\$35) - \$25  
 Three-Year (\$85) - \$70  
 Five-Year (\$125) - \$100  
 Regular Life (\$1,000) - \$750

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## NRA In the News

[Timely articles featuring current NRA topics from across the country.](#)

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## Quick Information

[Order Recruiting Supplies](#)

[Download the Instructor PowerPoint Presentation](#)

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

[NRA-ILA Fact Sheets](#)

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**Contact the NRA Recruiting Programs Department:**  
[recruiter@nrahq.org](mailto:recruiter@nrahq.org)  
 800-672-0004

**Order Recruiting Supplies:**  
[Online](#) or call 866-672-4445

becoming top recruiters in their respective categories.

### Pharr Rifle and Pistol Club, McAllen, TX

In just 5 months, Pharr Rifle and Pistol Club has recruited a total of 128 members. For them, NRA membership and club membership go hand in hand. Proof of NRA membership is mandatory before their club membership card is even activated. NRA membership applications are included on the club application and NRA membership is pushed at every club meeting and event. But aside from just their club members, these folks can flat out sell memberships! According to club officer Horacio Canales, signing up new members is easy. "It's a matter of communication. Talk to them in a manner they can understand. Don't talk about magazine titles. Talk about the magazine. When you're explaining the benefits, explain how it can benefit them." We couldn't agree more Horacio. Keep up the great work!

### Gary Dolinka, Sun City, AZ

Gary Dolinka, a gun show recruiter from Arizona, has signed up a whopping 387 members in only his first six months! What's his secret? "Greet everyone who walks by. Make the initial contact and don't wait for members to come to you." This strategy suits him very well and is extremely successful. Because of his success, he must enlist others to help. "It's important to have more than one person behind the table." Gary's correct! Every potential member who passes by without being asked to join or renew is a lost opportunity for a member. "You need an extra hand to finish up a sale so that you can continue to reach out to those passing by."

### Elaine Henderson, Lexington, SC

Elaine Henderson is making quite a splash in the Instructor category. In less than 7 months she has pulled in 60 members! She makes time in EVERY class to talk about NRA membership, the benefits and why you should join. Not only that, she revisits membership at the end of the class for those who may have to think about it. "I make sure to talk about the discount, I show them the magazines and I stress the insurance." When you lay out everything to each student the way Elaine does, the membership practically sells itself. What advice would she have to other recruiters? She explains, "All you have to do is ask!"

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## Back to Basics-Properly Submitting Applications

Thus far in 2012, the Recruiting Programs department has witnessed a significant increase in the number of applications received from NRA recruiters. It is imperative that the proper practices are followed when submitting

## Regional Gun Show Reps:

### Kelley Hart

Northeast Region (CT, IN, MA, ME, MI, NH, NJ, NY, OH, PA, RI, VT)

[khart@nrahq.org](mailto:khart@nrahq.org)

703-267-3714

### Phil Hoffman

Southeast Region (AL, DE, FL, GA, KY, LA, MD, MS, NC, SC, TN, VA, WV)

[phoffman@nrahq.org](mailto:phoffman@nrahq.org)

703-267-3772

### Kyle Crew

Central Region (AR, IA, IL, MN, MO, OK, TX, WI)

[kcrew@nrahq.org](mailto:kcrew@nrahq.org)

703-267-3779

### Kyle Crew (Interim)

Western Region (AK, AZ, CA, CO, HI, ID, KS, MT, ND, NE, NM, NV, OR, SD, UT, WA, WY)

[kcrew@nrahq.org](mailto:kcrew@nrahq.org)

703-267-3779



applications to ensure the fastest processing possible. Practice these simple methods to help accelerate membership processing.

- **Recruiter ID Placement:** Every day, memberships are submitted by recruiters with missing or incorrect Recruiter ID numbers. Please make sure that every application you send in has the correct Recruiter ID. Without this number, the Recruiting Programs department cannot trace this membership to you, the recruiter. Commission payments will not be sent and valuable time will be lost correcting these errors.
- **Credit Card Applications:** Take the time to make sure that credit card information is filled out completely and accurately. If an application contains incomplete information (i.e. missing numbers or expiration dates) or the number is copied wrong, the application cannot be processed. Membership credentials and recruiter commissions will be delayed until we receive the correct information from the member.
- **Checks and Cash:** Always convert your cash applications to a check or money order; never send cash through the mail! Staple the check or money order to the corresponding applications in the upper left hand corner. Please do not staple through the routing number on the check. Double check that the amount you're sending is the correct amount. When a member pays with a personal check, staple the check to their application and verify that the check number is written on the appropriate line on the membership application. Make sure all checks are made payable to "NRA".

Following these simple procedures will expedite processing of membership applications, ensure timely commission payments and increase member satisfaction.

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## 2012 NRA Annual Meetings and Exhibits

Join us for the 141st NRA Annual Meetings and Exhibits at America's Center in the heart of St. Louis, MO April 13-15, 2012.

With over **500 exhibitors** covering **340,000 square feet** of exhibit hall space, educational seminars, celebrities, and fun filled special events. Bring the whole family- there will be something for everyone! Spend the day exploring the products from every major firearm company in the country, book the hunt of a lifetime in our exclusive outfitter section, and view priceless collections of firearms in our gun collector area. You'll also see knives, wildlife art, shooting accessories, hunting gear, ATV's, and much more!

Interested in volunteering? NRA recruiters have the

experience to have a powerful impact in the membership services area. Additional help will also be required at the NRA Store. The store requires lots of manpower; especially needed are volunteers who have cashier experience. Click [here](#) for information on how to sign up as a volunteer.

Check [www.nraam.org](http://www.nraam.org) for the most up-to-date information on events, ticketing and hotel information. See you in St. Louis!

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**National Rifle Association Recruiting Programs Department**

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