

The Next Four Years. Hunting Season Opportunities. Are You Working Events? Back to Basics: Member Benefits. Gift Memberships. 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 with any questions.



November 15, 2012

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Top Recruiters

Gun Shows

1. Dave Fitzmorris - 7,428
2. Harry Jacobs - 4,278
3. NRA Members' Council of Alameda County - 2,181

Dealers

1. Shoot Straight - 4,792
2. Target World of PA - 726
3. Turner's Outdoorsman - 531

Instructors

1. Ron Crouse - 889
2. Joe Holdmann - 628
3. Gunsite Academy - 546

Clubs

1. Manhattan Wildlife - 838
2. Buckeye Firearms Foundation - 661
3. Honeywell Sportsman Club - 555

Independent

The Next Four Years

With the election over, we have a four-year siege where President Obama will push his gun ban agenda to destroy our Second Amendment rights. Recruiters must put every possible effort into NRA Recruitment. The next four years will define the course for generations to come and a powerful NRA is the best way to ensure that the Second Amendment survives his presidency.

All gun owning, freedom loving Americans who didn't join NRA before the election should be banging down your doors to sign up. But in case they aren't, here's a reminder of what's at stake during President Obama's second term:

- **Re-instatement of an "Assault Weapons" ban:** You heard it straight from the President during the second debate; he wants another ban that would strip many commonly owned rifles and shotguns from law abiding citizens by labeling them "Assault Weapons".
- **Supreme Court Appointments:** With a slim one vote majority on the Supreme Court, the Second Amendment will face almost certain doom with the appointments of more anti-gun justices like Kagan and Sotomayor.
- **A Nothing to Lose Agenda:** Gun owners might be well-advised to remember another off-the-record conversation in Seoul, South Korea... one where the President assured Russian President Dmitry Medvedev that "This is my last election. After my election I have more flexibility."

We are in for a fight. A fight that will set our nation's course for generations to come. If we don't do everything we can as recruiters to gain members, strengthen our ranks and raise our voices, we may not have a Second Amendment to defend in our lifetimes.

[Email Feedback](#)

1. Tier One Media - 3,700
2. USACarry.com - 1,967
3. Marketshare Publications - 447

[View Complete Top Ten Lists](#)

Regional Gun Show News

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

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

NRA In the News

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

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](#)

Contact the NRA Recruiting Programs Department:
recruiter@nrahq.org
800-672-0004

Hunting Season Opportunities

Hunting season presents recruiters with many opportunities to recruit new members into the NRA. One great place to find new members is sporting goods stores. As hunters prepare for the season, they will undoubtedly be stocking up on the latest gear and supplies to give them the edge they need out in the field. Many new gun owners and hunters will be at local ranges and at hunter education courses in preparation for the season. Think about any place that hunters, gun owners, and freedom-loving Americans congregate and you'll quickly realize that the possibilities are endless.

You hear a lot of excuses from hunters for not joining the NRA. Stress the membership benefits that hunters care about, such as the gun and bow insurance and the security of knowing the NRA has their back when it comes to the traditions and values of our hunting heritage. Whether it's having the right to hunt and fish embedded into state constitutions or opening more public lands for hunting, NRA is defending sportsmen all over the country. For the most up to date information, visit <http://www.nraila.org/hunting.aspx> for information on what NRA is doing for hunters.

Hunters are prime targets for the membership recruitment and this time of the year provides you with the best opportunity to show them the benefits of joining. It is imperative that we take advantage of the opportunity to sign up this large group of American gun owners: the hunters and outdoorsmen.

[Email Feedback](#)

Are You Working Events?

As the interest in our recruitment program has increased, we are beginning to see more recruiters working gun shows and events. We want to tap into all audiences that share the passion to protect our Second Amendment rights. However, as we are working these events, we need to remember a few things that keep the recruitment process easy, not only for our members, but for all our recruiters.

Recruiting at shows and events is specifically set aside for our recruiters that have a "XP" recruiter number. This XP designation is offered to those whose primary objective is recruitment at gun shows and events. It gives them access to giveaways and other materials that are distributed at the point-of-purchase. These giveaways and materials available to XP recruiters allow them to maximize their efforts at events where other vendors are competing for the same customer's dollar.

If you are recruiting at gun shows and events where a XP recruiter is present, please let them be responsible for all recruiting efforts at that location. We do not want to have more than one recruiter at a show. This creates confusion for our members and takes away from XP recruiters who

Order Recruiting Supplies:

[Online](#) or call 866-672-4445

Regional Gun Show Reps:

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aren't there generating revenue through another source.

If you are interested in recruiting at gun shows or events, please contact the respective regional marketing representative for your area. Proper planning and coordination is the key to keeping the recruiter program working effectively for all of us and our members. We appreciate your continued efforts.

[Email Feedback](#)

Back to Basics: Member Benefits

As recruiters, you are aware that the single most important reason to join NRA is the 24/7 defense of our Constitutional right to keep and bear arms. There's power in numbers and it's the strength of our membership that keeps NRA moving forward. However, the tangible benefits are sometimes needed to push a prospective member over the edge and get him/her to fill out the application.

- **Magazine Choice:** With all regular memberships comes a choice of subscription to *American Rifleman*, *American Hunter*, or *America's 1st Freedom*. The magazines come every month and are worth the dues money by themselves!
- **ArmsCare Coverage:** Are you aware that with membership comes \$2,500 in coverage for your firearms, air guns, bows, and arrows against theft, accidental loss, and damage? Who could turn that down for the price of membership while purchasing a firearm in your store?
- **Accidental Death and Dismemberment Coverage:** Annual members receive \$5,000 (Life Members get \$10,000) of coverage for accidents at, or to and from, a NRA event. It also covers accidents that occur during the use of firearms or hunting equipment while hunting.
- **Members Only Discounts and Services:** A little known benefit to NRA membership is the members' only discounts. They range from moving companies to hotels and rental cars. Use one and it could pay for the membership itself. Check out the full list [here](#).

Don't forget to push benefits such as these when you are recruiting new members. At least one of them should resonate with your clientele, such as the insurance in a gun shop or the discounts for someone booking a hunt. The work NRA does to defend the Second Amendment should be enough, but a little extra incentive to join never hurt!

[Email Feedback](#)

Give the Gift of Membership

NRA membership makes a great gift. It includes all of the great benefits of membership and 24/7 protection of firearm

freedoms. When someone gives NRA as a gift, a welcome card is mailed to the recipient as an introduction.

Email Feedback

It is with great sadness we report that Benefactor Life Member and Show Recruiter Bob Sliger passed away on November 8th, 2012. Our thoughts and prayers go out to his wife Joyce and the rest of their family. He was a great supporter of NRA and our Second Amendment freedoms, as well as a great friend to all of us in the Recruiting Programs Department.



NRA's
GUNS & GOLD

Vote for NRA's Guns & Gold in the Sportsman Choice Awards 2012

You could **WIN A 3-DAY, 2-NIGHT TRIP TO LAS VEGAS** for the 2012 Sportsman Choice Awards on January 16, 2013!

Vote by November 18th!

To vote, visit Sportsman Channel's Facebook page 

SPORTSMAN
CHOICE AWARDS 2012

NRA's Guns & Gold is up for

- Best Educational/Instructional Show
- Best Host (Jim Supica, Phil Schreier)
- Best New Series
- Best Shooting Show

National Rifle Association Recruiting Programs Department

11250 Waples Mill Road, Fairfax, VA 22030; 1-800-672-0004

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