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## JUST ANNOUNCED! 2009 RECRUITERS OF THE YEAR

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**Gun Show Recruiter - Dave Fitzmorris**, Goldsboro, NC

**Dealer Recruiter - Target World of Pennsylvania**, Chalfont, PA

**Instructor Recruiter - Starks Training Institute**, Charlotte, NC

Read all about these outstanding Recruiters in the May/June Issue.

## TOP RECRUITERS

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[View Complete Top Ten Lists](#)

### Gun Show Recruiters

1. Doyle Hallmark - 191
2. Alan Bagley - 70
3. Lee Swank - 69

### Dealer Recruiters

1. G.A.T. Guns - 218
2. Shoot straight - 214
3. TGSCom.com - 211

MARCH/APRIL RECRUITER NEWSLETTER  
VOL. 14 ISSUE 2 - MARCH 18, 2010

## SHOT Show 2010 Dealer Recruiter Sign Up

NRA Recruiting Programs had a very impressive presence at the 2010 SHOT Show. 93 exhibitors graciously placed large signs in their booths encouraging dealers to become NRA Recruiters. More than 300 new recruiters joined the program and every recruiter who stopped by the NRA's booth received a free badge holder and pen.

NRA Recruiting is an important grassroots aspect of the NRA and by joining the NRA Recruiter Program you have made the commitment to protect the Second Amendment by strengthening the NRA **one member at a time**. Jump into the cause with extraordinary passion because the size of the NRA directly affects many of your businesses and livelihoods – you have a strong vested interest in growing the strength and effectiveness of the NRA.



### Energizing Your Sales Staff

Offer your employees a spiff on every membership sold. We pay you \$10 on every new and \$5 for every renewal on memberships of \$25 or more. Pay your staff \$5 for each membership sold and use the remaining \$5 for your administrative costs involved with facilitating the NRA memberships.

Have your staff member place their name or initials in the "recruiter signature" area of the 3-part application form. When your statement and commission check arrive, cross-reference your yellow copies (that have the staff members name or initials notated) with the names of the recruited members and pay out accordingly.

**Note:** If you are currently signed up as a non-commissioned recruiter and would like to change your status simply complete a [W-9 form](#), print it out, sign the form, notate your recruiter ID number at the top and mail, fax (703-267-3810) or scan (e-mail [recruiter@nrahq.org](mailto:recruiter@nrahq.org)) the form to us.

**Instructor Recruiters**

1. Indy Gun Safety - 373
2. Starks Training Inst. - 82
3. Glenn Gurnett - 74

**Club Recruiters**

1. Peconic River Sportsman's Club - 366
2. Benton Gun Club - 277
3. WWCCA - 228

**Independent Recruiters**

1. Shooting USA - 1,286
2. NRA Catalog - 526
3. Eagle Publishing - 354

## REGIONAL GUN SHOW NEWS

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

## NRA NEWS

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### **McDonald v. City of Chicago**

[Illinois: Gun Advocates Push for Concealed Carry](#)

[The NRA Outshoots Obama](#)

[Right-to-Carry in Starbucks](#)

[Minnesota: Bill Banning Private Sales at Gun Shows Defeated](#)

[Delaware: NRA Pushes to Rescind Ban on Guns in Public Housing](#)

[Right-to-Carry Takes Effect In National Parks](#)

[Don't Let Obama's Anti-Gun Silence Breed Complacency](#)

## QUICK INFO

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Order your [recruiting supplies](#) online.

## Cabela's NRA Weekend Promotion

Cabela's joined forces with NRA recruiters to host an NRA Weekend at 29 stores across the country on the first weekend of February. This nationwide event was wildly successful, resulting in 3,300 NRA memberships. To promote the event, Cabela's placed a 10% off coupon advertisement in the February 2010 NRA magazines. NRA Recruiters were dispatched to each location to sign up new or renewing members for \$10 off the one-year membership, and as an incentive, new members also received a 10% off coupon for purchases that day.



Some stores saw record breaking sales, and NRA recruiters were on hand to capitalize on the increased traffic. Greg Iverson in Rapid City South Dakota tells the story of a man who was so excited because, not only did he sign up to become an NRA member that day, he also saved \$150 on a safe. He is protecting his firearms in more than one way now!

Successful recruiters got to know the Cabela's staff who guided customers to the recruiting stations to join and receive the 10% off coupon. Cabela's staff served as additional advertising for the promotion all the way up to the cash register. Gail Rogers, in Reno, says she feels like she is part of the Cabela's family when she is there and continues to recruit at least once a month at the store.

This is a great example of how gun show recruiters are increasing their recruitment totals by reaching beyond the traditional gun & knife shows. There are similar opportunities available for gun show recruiters. Please contact your Marketing Representative to find out how you can get involved.

### **Create Your Own Promotion**

NRA members are loyal and supportive consumers -- the folks at Cabela's know this. Creating a promotion for NRA members is easy! G.A.T. Guns of Dundee, Illinois recently combined an NRA membership promotion with their annual Factory Shoot. Everyone who signed up for NRA was entered into a drawing for a Ruger 10/22 Rifle. G.A.T. Guns recruited 115 members during this event. Below are some tips on how to get a special NRA promotion started.

• **Determine Your Sales Promotion** What is your special incentive to encourage customers to join or renew NRA? For instance, Cabela's used a coupon, while G.A.T. Guns used a raffle. Another good example is Taurus' "Free NRA Membership with Purchase" incentive -- whereby you would cover the cost of a membership as an incentive for customers. This also works very well for instructors who incorporate memberships costs into their course fees.



Instructor PowerPoint available for download.



[NRA-ILA Fact Sheets](#)

#### Cash Commission Checks Promptly -

Commission checks are only valid for 90 days after we issue them, so please cash your checks as soon as possible. After six months, any un-cashed commission checks are automatically voided and are considered donated to the NRA General Fund. Prior to the six month cutoff, any stale checks can be returned to NRA to be reissued – simply send them in to the Recruiting Department with a request to reissue.

## CONTACT US

**Recruiting Department:**  
[recruiter@nrahq.org](mailto:recruiter@nrahq.org)  
 1-800-672-0004 (option 2)

#### Regional Reps:

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

**Wes Stinson**  
 Southeast - AL, DE, FL, GA,

• **Advertise Your Promotion** Incorporate your promotion into your sales flyers and print ads. Use [this image for your printed materials](#) ("right click" and "save as" to save the file). Also advertise your promotion on your website or in any radio or television ads. The bottom line is -- don't keep it a secret!



• **Personal Selling** As the name implies, this element of a promotion involves personal contact between sales staff and customers. Reinforce the promotion verbally to your customers prior to and during the event.



#### Finding New Places to Recruit

If you don't have a business, not to worry – seek out new places to recruit! Large sporting goods stores, fairs and social gatherings are great places to recruit NRA members. Many businesses are happy to support local clubs, organizations and individuals by allowing them space to recruit. All you have to do is ask for the opportunity.

## Three-Year Memberships Are Hot!

As NRA recruiters, you are authorized to offer the One-Year membership at a \$10 discount. This will always be a huge draw for people to sign up with you, but that doesn't mean you should ignore the many other membership options that NRA offers for its members. The three-year membership is a great opportunity for those people who want to put their minds at ease that their NRA membership is secure for multiple years to come.

Many people like to pay in advance, especially when they get a discount by doing it. While \$85.00 might seem like a steep price compared to a discounted one-year membership, it's actually a huge discount to members. With the normal membership fee of \$35.00, those who sign up for the three-year membership will save \$20.00 versus just renewing every year! Be sure to remind prospective members of the money they could be saving by signing up for the three-year membership.

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

**Becky Bostic**

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



**NRA-ILA**



Another added benefit of the three-year membership is the political security it brings. Members who sign up for this membership right now can take pride in the fact that they are protecting their gun rights for as long as the current administration is in office. And that alone is worth the price of admission!

## NRA Membership - Not Just for Men

When you ask women if they belong to the NRA they usually say, "My husband belongs," or "My grandfather belongs ... or my father ... my brothers ..."



Why is that? Why do women virtually choose to marginalize themselves when it comes to membership in the NRA?

Perhaps it is because women are not aware of all that the NRA offers them.

Many women are unaware of the safety, recreation, competition, scholarship and awards programs offered by NRA. In fact, NRA has an entire department dedicated to [women's programs](#), offering several training courses dedicated specifically to enhance women's safety and firearms training.

Consider offering [NRA Women's Programs](#) to the community and you will find women generally bring their friends and family with them. Request an [instructional shooting clinic guide and application](#) or contact the [Women's Programs Department](#) for more information.

We hope that each year, more and more women will learn that they have a place in the NRA alongside their grandfathers, their fathers, their uncles, and their brothers. Women belong here, and we want them to bring their mothers, their sisters, their nieces, and their daughters with them.

Thanks to Elizabeth Hellman, National Program Coordinator for the NRA's Women's Programs and Women On Target Instructional Shooting Clinics, for her contributions to this article. [Read more by Elizabeth on this topic.](#)

**Tip:** when signing up anyone always remember to explain the [benefits of membership](#) and offer the discounted one-year membership as an incentive to close the sale.

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