

2014: Your 2014 Summer Assignment! 2014 Annual Meetings a Success! Professional Gun Show Displays. Back to Basics: Member Benefits. 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.



May 22, 2014

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Top Recruiters

Gun Shows

1. Harry Jacobs - 2,410
2. Gerald and Margaret Razu - 2,243
3. Dave Fitzmorris - 1,918

Dealers

1. Turner's Outdoorsman - 2,852
2. Chuck's Gun Shop - 1,315
3. G.A.T. Guns - 1,005

Instructors

1. Armed2Defend - 515
2. Ron Crouse - 506
3. McCarthy - 140

Clubs

1. Benton Gun Club - 605
2. Buckeye Firearms Association - 458
3. Agawam Revolver Club - 388

Your 2014 Summer Assignment!

2014 has proven, thus far, to be another stellar year for NRA Recruiters. To date, more than 125,000 members have signed up through the program, an incredible number! Following a record shattering year like 2013 is no simple task but Recruiters are still signing up fellow freedom loving Americans in droves.



As Recruiters, you are more than capable of signing up 25 members a year. Show your true potential by delivering 25 members by the end of July! If you are a gun show recruiter, aim higher and sign up 100 members in the coming months! Complete this assignment and you will have a tremendous impact on the strength of NRA as we roll toward fall and the mid-term elections.

Remember, this is not a fight that's going away. Michael Bloomberg has shown us that, no matter what Americans want, he and others of his ilk will not hesitate to attempt to purchase public policy. It is imperative that every customer, friend, acquaintance and family member join NRA today!

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2014 Annual Meetings a Success!

The official attendance of 75,269 is the second LARGEST NRA Annual Meetings and Exhibits on record for the longest running shooting & hunting show in the world. With over 600 exhibitors, the exhibit hall was packed with NRA members the entire weekend, many of whom traveled



Independent

1. Tier One Media - 2,090
2. USAcarry.com - 634
3. Tom Gresham's Gun Talk Radio - 217

[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 UPDATED 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

from all over the country to attend the event.

Recruiters, plan for 2015 now! The 2015 Annual Meetings and Exhibits will be in Nashville, TN April 10-12. Housing for the event opens up June 3rd at 9am EST. Make sure to visit www.nraam.org on the 3rd so that you can plan on attending in Nashville!

[Email Feedback](#)

Professional Gun Show Displays

As NRA Gun Show Recruiters, you are in contact with current and potential members regularly. For many members, this may be the only contact they have with a NRA representative. It is extremely important that your presentation leaves a positive impression.

Your booth, or table space, is the first thing potential members notice.

This first impression can make or break a sale before speaking and looking professional will make a positive impact. Having a backdrop display, table cloth, and proper signage will help this perception and increase your exposure to event attendees. When asked to cite the top 10 reasons for success, the most common answer among top recruiters was *professionalism*. Professional appearing displays, attire, and attitude increase the likelihood that a new or renewing member will trust conducting a transaction at your booth.

Investing in the professionalism of your booth is as simple as placing an order from the Recruiter website. Do not hesitate to contact your marketing representative for recruiting and booth display advice.

[Email Feedback](#)

Back to Basics: Member Benefits

As Recruiters, you are aware that the most important reason to join NRA is the 24/7 defense of our firearm freedoms. There's power in numbers and it's the strength of our membership that keeps NRA moving forward. However, the other benefits of membership provide fantastic additional incentives for an individual to join NRA!



800-672-0004

Order Recruiting Supplies:

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

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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 alone! Don't forget; magazines are not included with Associate memberships.

ArmsCare Coverage: Are you aware that membership also comes with \$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 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. If a member joins for life, the coverage doubles!

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 more than pay for the membership! Check out the full list [here](#). You can even narrow it down to local companies by state, a HUGE selling point!

Don't forget to push benefits such as these when 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 looking for a hunt. The work NRA does to defend the Second Amendment should be enough but a little extra incentive to join never hurt!

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