

2014 Update: NRA Recruiters Make an Impact. Election Year Recruiting Opportunities. Utilizing Recruiter Web Links. Back to Basics: Ordering Supplies. If you are having trouble reading this newsletter, view the [Web Version](#). Please do not reply to this e-mail - contact us at [recruiter@nrahq.org](mailto:recruiter@nrahq.org) with any questions.



July 24, 2014

[Recruiter Home](#) | [Recruiter Supplies](#) | [Newsletter Archive](#) | [Top Tens](#) | [Regional News](#) | [Contact Us](#)

## In This Issue:

[2014 Update: NRA Recruiters Make an Impact](#)

[Election Year Recruiting Opportunities](#)

[Utilizing Recruiter Web Links](#)

[Back to Basics: Ordering Supplies](#)

## Top Recruiters

### Gun Shows

1. Harry Jacobs - 2,907
2. Dave Fitzmorris - 2,740
3. Gerald and Margaret Razu - 2,311

### Dealers

1. Turner's Outdoorsman - 3,955
2. Chuck's Gun Shop - 1,501
3. G.A.T. Guns - 1,190

### Instructors

1. Ron Crouse - 688
2. Armed2Defend - 627
3. Starks Training Institute - 178

### Clubs

1. Buckeye Firearms Association - 538
2. Escondido Fish & Game Association - 508
3. Manhattan Wildlife Association - 426

## 2014 Update: NRA Recruiters Make an Impact

We have reached the halfway point of 2014 and NRA Recruiters are in the midst of another stellar year. Over 150,000 members have already joined or renewed through the Recruiting Program this year, and we still have the last six months to go!



Take the time to re-evaluate the goals you set for yourself at the beginning of the year. If you've already surpassed them, set a new goal for the second half of the year. If you are not on pace to achieve your goal, devise a plan to get to that number and beyond. Don't hesitate to contact the Recruiting Programs department for assistance. Our job is to help you recruit as many members as possible.

Recruiters, finishing the second half of the year strong will have a direct impact on the power of your NRA as we roll into fall and the mid-term elections. Help NRA be prepared by making sure that the second half of 2014 is a success!

[E-mail Feedback](#)

## Election Year Recruiting Opportunities

Mid-term elections are right around the corner and NRA-ILA will play an active role helping to elect candidates who support our Second Amendment. Working with them will not only ensure a successful November, but will also help uncover brand new recruiting opportunities!

Your local political efforts will be headed by Campaign Field Representatives, CFRs for short. CFRs are tasked with rallying volunteers to register voters, distribute candidate information, etc. Working with them will expose you to a variety of new recruiting opportunities at political

## Independent

1. Tier One Media - 2,525
2. USAcarry.com - 765
3. Tom Gresham's Gun Talk Radio - 257

[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 UPDATED 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)

rallies and campaign meetings. For those of you who recruit at gun shows and public events, *you* may be contacted by your local CFRs to help coordinate efforts at various events in your area. You may even be asked to assist with other events that you are not currently slated to attend. Turn these events into extra recruiting opportunities as there is always room for membership sales!

It is of the utmost importance that NRA membership is strong heading into November. Reach out to your local CFR and work together to help build an unstoppable grassroots network and to enlist brand new members! For information on your area representative, contact the NRA Recruiting Programs department.

[E-mail Feedback](#)

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## Utilizing Recruiter Web Links

The ideal time to recruit a member is always during a face-to-face interaction. But with online activity and connectivity becoming a part of daily life, we have seen the number of people recruited online skyrocket! Having the tools you need to take advantage of the online realm will strengthen the NRA by expanding your recruiting efforts.

Make sure you request a personalized web link! Web links can be used on your website, in the signature of your e-mail, and anywhere else you have digital correspondence. By providing online sign-up capabilities, you provide a convenient means for individuals to join or renew. You will also have the ability to sign up or renew members you otherwise may have never come in contact with.

Getting a link established is as simple as contacting the NRA Recruiting Programs department. E-mail your request, including your Recruiter ID number and the URL of your website, to [recruiter@nrahq.org](mailto:recruiter@nrahq.org). Once completed, we will e-mail your link for placement.

[E-mail Feedback](#)

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## Back to Basics: Ordering Supplies

To be successful, Recruiters must have the opportunities to recruit members, the knowledge pertaining to NRA membership and, of course, the tools to sign members up! Making sure that you have the necessary materials on hand will ensure that you are taking advantage of every opportunity that arises.

1. *Order your materials in time-* It can take 7-10 business days for an order to arrive after it is placed and approved. Make sure to keep this in mind while scheduling your recruiting efforts.

800-672-0004

## Order Recruiting Supplies:

Online or call 866-672-4445

## Regional Gun Show Reps:

### Zack Simonini

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

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### Jeremy Gill

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2. *Follow the appropriate procedures-* Going through the proper channels is the most efficient way to get your materials. The supply hotline has everything you need as a Recruiter. Do not call the headquarters hotline for materials as you will be re-directed to the warehouse. Conversely, make sure to call headquarters for all other NRA inquiries, not the supply hotline. Be sure to have your Recruiter ID number available when you are ordering your supplies. This will save both you and the warehouse time and confusion.

3. *Be sure to order an appropriate amount-* Every order you place has to receive approval from the Recruiting Programs department. Be prepared for every circumstance, but don't over-order. If you recruit 50-70 members a year do not order 250 applications as information on these materials changes over time. You may find yourself with outdated materials.

Following these simple guidelines will ensure that you are properly prepared to take advantage of every opportunity to sign up NRA members!

[E-mail Feedback](#)

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**National Rifle Association Recruiting Programs Department**

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