

2014 Mid-Term Elections. Setting Goals for 2015. The Gift of Membership. Back to Basics: Statements and Record Keeping. 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 20, 2014

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Top Recruiters

Gun Shows

1. Harry Jacobs - 5,295
2. Dave Fitzmorris - 4,413
3. Gerald and Margaret Razu - 2,482

Dealers

1. Turner's Outdoorsman - 6,550
2. Chuck's Gun Shop - 2,218
3. Shoot Straight Inc - 1,778

Instructors

1. Armed2Defend - 872
2. Ron Crouse - 777
3. Gunsite Academy - 404

Clubs

1. Manhattan Wildlife Association - 968
2. Tulsa Red Castle Gun Club - 856
3. Buckeye Firearms Association - 819

Independent

1. Tier One Media - 3,565
2. USACarry.com - 1,081

2014 Mid-Term Elections

Simply put, November 4, 2014 was an incredible day for freedom loving Americans. NRA-PVF endorsed candidates won hard-fought victories in Arkansas, Colorado, Georgia, Kansas, Kentucky, Iowa, Montana, Nebraska, North Carolina, South Dakota and West Virginia. The NRA was pivotal in re-electing pro-gun governors in Florida, Georgia, Idaho, Kansas, Texas and Wisconsin, and in ousting a Bloomberg-backed anti-gun governor in Maryland, as well as many other local races across the country!

There is no doubt that the efforts of NRA recruiters had a direct impact on the results of this year's election! Thank you for all your hard work and dedication as the hundreds of thousands of members recruited this year certainly helped to propel pro-gun candidates into office.

Now we must get back to work. There are still anti-gun extremists in every branch of government, and the 2016 general election will be here before you know it. Make sure to continue to build the strength of NRA as we ride out the last two years of this anti-gun, anti-freedom administration.

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Setting Goals for 2015

As we roll into 2015, it is extremely important that each recruiter has a specific recruitment goal in mind. Your goals serve as a tool to keep you motivated and can provide an extraordinary sense of achievement once they are reached and surpassed.



Look at your 2014 membership totals and set a reasonable expectation for growth (remember, a goal must be achievable to be an effective tool). Once you have set your goal, you must prepare a plan to achieve it. What

3. Duncan's Rainbow
Range - 333

[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

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[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
800-672-0004

Order Recruiting

opportunities did you miss last year? How can you capitalize on similar opportunities this year? How many members can you expect out of them? These are the types of questions to ask yourself when preparing goals for 2015.

Instructors - How many of your students joined or renewed with you last year? How many did you want it to be? To set your goal, take a look at the number of classes you have and how many students are in each one. Figure out how many students you need to join or renew from each class and how to make it happen.

Gun Show Recruiters - Have you approached your promoters about the "Join Here, Get in Free" program? You will be amazed at how many promoters will support this program since a healthier NRA means a better bottom line for their business. Make a target list of promoters you have a good relationship with and set out to get them on board. Accomplish this, and your membership sales will skyrocket!

Dealers/Recruiters - Do you have weekly targets for product sales? Should NRA members be any different? NRA membership is a great up-sell opportunity and should be incorporated into every ring at the register. Try giving your employees membership sales quotas and provide incentives to hit them.

Clubs - Is your club 100%? If not, what percentage of club members would you like to see as NRA members? Reach out to those who need to join or renew. Don't forget, the Recruiting Programs department can provide ads for your newsletters and links for your website and digital correspondence. Setting goals and having a strategy to meet and exceed them is necessary to achieve growth. If we all set reasonable goals and meet them in 2015, NRA recruiters will surely have another stellar year.

[Email Feedback](#)

The Gift of Membership

The holiday season is upon us and it's time to start gift shopping for loved ones. What better gift is there for gun owners than NRA membership!

A gift membership is a perfect holiday tool for NRA Recruiters. Many people you encounter are already members. Ask them if they'd like to give the gift of membership to another member of their circle of family and friends. What would make a better gift than a monthly award-winning NRA magazine, \$2,500 in Armscare Firearms insurance, \$5,000 in accident insurance, exclusive NRA member discounts and 24/7 defense of their firearms freedoms!

This holiday season, when someone tells you they are

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

Regional Gun Show Reps:

Kara Kelly
Northeast Region (CT, IN,
MA, ME, MI, NH, NJ, NY,
OH, PA, RI, VT)
kkelly@nrahq.org
703-267-3714

Hayden Gilmer
Southeast Region (AL, DE,
FL, GA, KY, LA, MD, MS,
NC, SC, TN, VA, WV)
hgilmer@nrahq.org
703-267-3772

Kevin Conklin
Central Region (AR, IA, IL,
MN, MO, OK, TX, WI)
kconklin@nrahq.org
703-267-3776

Jeremy Gill
Western Region (AK, AZ, CA,
CO, HI, ID, KS, MT, ND, NE,
NM, NV, OR, SD, UT, WA,
WY)
jgill@nrahq.org
703-267-3784

NRA
RECRUITER

NRAstore.com
DEAL OF THE WEEK

Click here!

NOW ON SALE

NRA-ILA

already a NRA member, don't just move on to the next individual. Ask them to give the gift of membership to a loved one and help strengthen NRA!

[Email Feedback](#)

Back to Basics: Statements and Record Keeping

2014 has proven to be yet another stellar year as we've witnessed another massive number of new members submitted by NRA recruiters. It is extremely important to continue to sign up members in droves. Furthermore, it is also crucial that recruiters manage their records properly to ensure recruiter and member satisfaction!

Each time you get a commission check, you also receive a corresponding statement. This statement details the members you've recruited since the last statement arrived. Always cross reference your yellow copies to your statement! If a mistake has been made, it is best to catch it as quickly as possible, not only for the member, but for the recruiter as well.

If you have a yellow copy for a member not listed on your statement, check to see if they paid with a credit card. Look for any missing numbers (you'll only be able to see the last 4 digits) or expiration date. Incorrect credit card information will prevent a membership from processing. Always verify credit card information when you take the membership, as it will help to eliminate these types of mistakes. Other types of mishaps that are easily avoidable

are unsigned checks, illegible handwriting, or missing address information. Take a few extra seconds to double check each application before you mail it to NRA Headquarters.

It is extremely important to identify and rectify any membership issues immediately. Don't wait for an aggravated member to contact us, and in turn, we contact you. Ensure a positive experience for a new or renewing member by taking the time to check over each statement.

[Email Feedback](#)

STATEMENT

NATIONAL RIFLE ASSOCIATION
MEMBERSHIP DIVISION
1725 WARREN HILL ROAD
FAIRFAX, VA 22030
1-800-472-6064

SAM'S SHOOTER'S SEACK
LEE S MCLURAN
106 CORTWELL ROAD
ENID, OK 73734-0408

STATEMENT DATE: 06/29/2012
RECORDER ID: 000000
ISSUE NO: 000000
ISSUE DATE: 06/29/2012

VOUCHER NUMBER	DATE	TOTAL AMOUNT	TOTAL COMMISSION			
MEMBER	DATE	FIRST NAME	LAST NAME	AGE	MEMBER AMOUNT	COMMISSION
NEW	06/12/2012	KEVIN	EVANS	42	\$25.00	\$3.00
NEW	06/12/2012	CONNOR	BRIDGEMAN	17	\$25.00	\$3.00
NEW	06/12/2012	WILLIAM	KOZAK	18	\$25.00	\$3.00
NEW	06/12/2012	KYLE	KOZAK	18	\$25.00	\$3.00
NEW	06/12/2012	ANDREW	BECK	17	\$25.00	\$3.00
RENEW	06/12/2012	KAYDIE	CLARK	42	\$25.00	\$3.00
NEW	06/12/2012	ANGELA	WENDELL	38	\$25.00	\$3.00
TOTAL					\$200.00	\$24.00

NRA
MEMBERSHIP APPLICATION

DATE: 7/4/12 NEW MEMBER RENEWAL

NAME: John C. Smith

ADDRESS: 1234 10th St, Arlington, VA 22202

PHONE: 703-267-0000

EMAIL: JSmith9@gmail.com

CHOOSE ONE MAGAZINE (NOTE: ALL of members under 18 receive magazine free)

AMERICAN RIFLEMAN AMERICAN HUNTER

PAYMENT INFORMATION: CASH CHECK OR MONEY ORDER CREDIT CARD

CREDIT CARD: 1802 0513

TOTAL: \$25

National Rifle Association Recruiting Programs Department

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

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