

2015 Update: Only 6 months Left! New Materials Coming Soon! Utilizing NRA's Online Resources. Back to Basics: Recruiting with Web Links. 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.



July 23, 2015

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Top Recruiters

Gun Shows

1. Harry Jacobs - 2,581
2. Dave Fitzmorris - 2,404
3. Doyle Hallmark - 1,585

Dealers

1. Turner's Outdoorsman - 3,477
2. Shoot Straight - 1,195
3. Chuck's Gun Shop - 1,114

Instructors

1. Armed2Defend - 618
2. Andre Macon - 362
3. Practical Arms - 324

Clubs

1. Manhattan Wildlife Association - 666
2. Benton Gun Club - 552
3. Agawam Revolver Club - 487

Independent

2015 Update: Only 6 Months Left!

We have reached the halfway point of 2015 and NRA Recruiters are well on their way to another great year. Over 126,000 members have already joined or renewed through the Recruiting program this year, and we still have 6 months to go!

While Recruiters continue to sign members up in droves, the program is slightly behind the torrid pace of 2014. Matching last year's membership totals is crucial to NRA with next year's elections right around the corner. 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. If you are not on pace to achieve your goal, devise a plan to get to that number and beyond. Don't hesitate to call the Recruiting Programs department for assistance. Our job is to help you recruit as many members as possible!



Finishing the second half of the year strong will have a direct impact on the power of your NRA as we roll into 2016 and the general election. Help NRA be prepared by making sure the second half of 2015 is a success!

[Email Feedback](#)

New Materials Coming Soon!

NRA Recruiters will soon have new point-of-sale tools to help recruit members! Decide which ones will connect with your target audience and be sure to add them to your recruiting display!

1. Tier One Media - 1,364
2. USACarry.com - 374
3. Shooters World, LLC - 257

[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
800-672-0004



24"x36" Double Sided Poster (Item MG23481) - Hang this poster in high traffic areas to let your customers know they can join or renew on-the-spot with you!



11"x14" ArmsCare Tabletop Display (Item MG23483) - Make sure that your customers know about this important benefit when purchasing a firearm. The insurance alone should be enough to get a new gun owner to join! It's a perfect fit for any firearm retailer!

**Order Recruiting
Supplies:**
Online or call 866-672-4445

**Regional Gun Show
Reps:**

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JOIN OR RENEW
NRA HERE
ENJOY THESE SPECIAL RATES TODAY!
1 YEAR - \$25 (REG. \$35)
3 YEAR - \$70 (REG. \$85)
5 YEAR - \$100 (REG. \$125)
LIFE - \$750 (REG. \$1,000)

MEMBERSHIP BENEFITS:

- 24/7 defense of your firearm freedoms
- \$2,500 Amnecore® firearm insurance
- \$5,000 life and accidental insurance (\$10,000 for Life Members)
- Choice of an award-winning magazine
- Free NRA hat and decal
- More discounts available on NRA.org

*** **ASK ME HOW!** ***

11"x14" Membership Discount Tabletop Display (Item MG23484) - Your prospective members should know that by signing up or renewing with you, they will receive a discount on their membership dues. Display this information in all high traffic areas.

FREE ADMISSION
- INTO THE SHOW -
**WHEN YOU
JOIN OR RENEW
NRA TODAY!**

NATIONAL RIFLE ASSOCIATION
OF AMERICA
INCORPORATED 1871

This promotion includes a free NRA hat and a ticket into the show

WHILE SUPPLIES LAST - MUST SIGN UP FOR REGULAR 1-YEAR OR GREATER MEMBERSHIP

11" x 14" Get in Show Free Tabletop Display (Item MG23482) - Working a gun show or event that offers free admission when you join NRA? Be sure to add this tabletop display as an extra point of contact to grab a potential member's attention.

These new items will never replace the personalized presentation that each recruiter has. But by strategically introducing these new materials to supplement your current ones, you can be more effective as a recruiter.

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Utilizing NRA's Online Resources

NRA has worked extremely hard to develop a state-of-the-art website that is easy to navigate and is extremely informative. WWW.NRA.org includes information on all things NRA, such as NRA-ILA, Friends events and field representatives, NRA Education and Training, and other vital programs.

Recruiters, use this tool to your advantage! Be a one-stop shop for information for potential members. Visit the site and learn as much about each program as you can. Providing the types of answers potential members are looking for gives you the kind of credibility it takes to secure a membership sale.

Imagine a gun show attendee comes up to you inquiring about the benefits of membership. You inevitably go over the basics such as the free magazine, ArmsCare insurance and 24/7 defense of firearm freedoms. But did you know there are hundreds of local businesses that will give discounts to NRA members? Wouldn't it be helpful to know which Michigan businesses will give discounts to NRA members if you are recruiting outside of Detroit? NRA's website provides exactly this type of information.

Staying up-to-date about NRA programs will help you secure additional memberships. Use www.NRA.org to find information about NRA that benefits your target demographic and smash your goals for 2015!

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Back to Basics: Recruiting with Web Links

As a NRA Recruiter, it is your job to sign people up on the spot. This is the essence of the program. But since the use of personal computers is the norm, so are requests for recruiting web links. Adding a link for NRA membership to your website or digital correspondence will generate additional memberships if done properly.

- **Your Link Must Be Visible:** Make sure the viewer sees your invitation to join immediately, in the initial viewing pane of your website. Placing links at the very bottom of your page or on a different page altogether will not result in many membership signups.
- **Annotate Your Link:** This is your call to action! Let them know why they should click your link to join. Highlight the \$10 savings by joining or renewing through your site. Put your brief endorsement under your provided image.
- **Be Creative:** Remember, web links for membership

don't have to be limited to your website. Do you use email? Try putting the link in your signature. Do you have a digital newsletter? Insert your link there as well. You'll be surprised how many additional signups you receive.

Web recruiting will rarely yield the same kind of results that you will get with your on-the-spot signups. But, if done properly, it can be an effective supplement to your recruiting efforts.

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National Rifle Association Recruiting Programs Department
11250 Waples Mill Road, Fairfax, VA 22030; 1-800-672-0004

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