

2015 - NRA Recruiters Have a Spectacular Year! 2015 Show Recruiter of the Year: Jane Snapp. 2015 Recruiter of the Year: Andre Macon. Recognizing Outstanding Recruiters. 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](mailto:recruiter@nrahq.org) with any questions.



February 4, 2016

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

## In This Issue:

[2015 - NRA Recruiters Have a Spectacular Year!](#)

[2015 Show Recruiter of the Year: Jane Snapp](#)

[2015 Recruiter of the Year: Andre Macon](#)

[Recognizing Outstanding Recruiters](#)

## Top Recruiters

### Gun Shows

1. Harry Jacobs - 5,061
2. Dave Fitzmorris - 3,416
3. Showmasters - 3,122

### Dealers

1. Turner's Outdoorsman - 6,429
2. Shoot Straight - 2,448
3. Chuck's Gun Shop - 1,606

### Instructors

1. Armed2Defend - 1,113
2. Andre Macon - 609
3. Gunsite Academy- 499

### Clubs

1. Manhattan Wildlife Association - 1,422
2. Tulsa Red Castle Gun Club - 973
3. Buckeye Firearms Association - 668

## 2015 - NRA Recruiters Have a Spectacular Year!

Congratulations on another outstanding year of recruiting! 2015 was a crucial year as NRA must bolster its ranks in anticipation of the 2016 general election. NRA's success is always tied in to its strength in membership, and NRA Recruiters delivered with over 235,000 members recruited. Thank you for all your efforts and for a job well done!

As always, we are challenging all new and single digit



Recruiters to "Strive for 25" members. Conveniently, there are 25 applications per recruiter booklet! For Recruiters who regularly recruit more than 25 members, we urge you to set your sights on a 15% increase. With the upcoming election, and the real

threat of multiple Supreme Court nominees for the next administration, it is imperative Recruiters enlist every Second Amendment supporter! Anti-gunners never rest and neither can we.

Don't be silent, encourage everyone you encounter to join NRA. If you see an opportunity where recruiting is not taking place, step in and make recruitment happen. Together we can make 2016 another tremendous year for NRA membership!

[Email Feedback](#)

## 2015 Show Recruiter of the Year: Jane Snapp

For more than 15 years, the Dallas-Fort Worth area has had a familiar face at gun shows recruiting for NRA. She's so well-known that all other vendors know her by first name, but to many of the attendees, she goes by "The NRA Lady."

## Independent

1. Tier One Media - 2,621
2. USACarry.com - 649
3. Duncan's Rainbow Range - 406

[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** (\$40) - \$25  
**Three-Year** (\$100) - \$70  
**Five-Year** (\$140) - \$100  
**Regular Life** (\$1,500) - \$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](#)

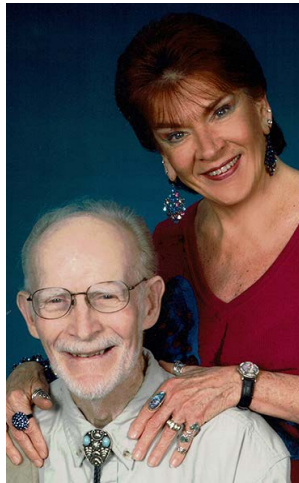
[Download a fact sheet on NRA Success: A Legacy of Winning](#)

[NRA-ILA Fact Sheets](#)

---

**Contact the NRA Recruiting Programs Department:**  
[recruiter@nrahq.org](mailto:recruiter@nrahq.org)  
800-672-0004

Not just one, but almost every gun show in the DFW area is covered by Jane Snapp.



Jane makes sure no one passes by her recruiting table without hearing her NRA membership pitch, and John is always there to help. Since becoming a NRA recruiter in 1999, they have recruited nearly 18,000 members and have done it one member at a time by relying on great salesmanship. Jane explains selling NRA membership as "having a conversation with someone who is like-minded about freedoms we both enjoy."

A firm believer that selling the NRA membership is a numbers game, Jane makes sure she not only asks everyone if they are a member, but also if they need to sign up friends or family not in attendance.

She has been a mainstay in the Top 10 Recruiters list in the Central Region her entire recruiting career. Jane is a pleasure to work with, and everyone in the Recruiting department knows her by name. She always takes care of memberships issues right away and sends in accurate show reports almost every week.

We couldn't be prouder to have Jane Snapp as the 2015 Show Recruiter of the Year!

[Email Feedback](#)

---

## 2015 Recruiter of the Year: Andre Macon

With over 600 members recruited last year, Andre Macon finished near the top of the Instructor Recruiter category, earning him 2015 Recruiter of the Year honors! Andre worked tirelessly to recruit new NRA members and increased his membership recruitment over 80% from last year. His hard work had an incredible impact on the strength of NRA.

What makes Andre such a successful recruiter is his unique technique to selling memberships. "Students really want to understand what they get with their membership," he explains. That's why Andre always has samples of the magazines, hats and decals to show his students what they will receive for their \$25. He always includes the information on the insurance benefits as well. Additionally, Andre doesn't let the first "no" stop him. He makes sure to ask his students to join multiple times per class! If the student says no the first time, they get a second chance to join NRA at the end of the session.

Not only does Andre recruit members, he also encourages other instructors to join the NRA Recruiting Program. It's

## Order Recruiting 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](mailto:kkelly@nrahq.org)

703-267-3714

### Kathryn Hollifield

Southeast Region (AL, DE, FL, GA, KY, LA, MD, MS, NC, SC, TN, VA, WV)

[khollifield@nrahq.org](mailto:khollifield@nrahq.org)

703-267-3772

### Kevin Conklin

Central Region (AR, IA, IL, MN, MO, OK, TX, WI)

[kconklin@nrahq.org](mailto:kconklin@nrahq.org)

703-267-3776

### David Merrill

Western Region (AK, AZ, CA, CO, HI, ID, KS, MT, ND, NE, NM, NV, OR, SD, UT, WA, WY)

[dmerrill@nrahq.org](mailto:dmerrill@nrahq.org)

703-267-3784

---

## Category Marketing Reps:

### Aaron Michael

XS and XR Categories

[amichael@nrahq.org](mailto:amichael@nrahq.org)

703-267-3751

### David Helmer

XC and XI Categories

[dhelmer@nrahq.org](mailto:dhelmer@nrahq.org)

703-267-3781

---

that kind of dedication that is required to win a Recruiter of the Year award. Congratulations Andre!

[Email Feedback](#)

---

## Recognizing Outstanding Recruiters

What do our Recruiters of the Year have in common? They recruited at least 25 members in their first year. Recruiting the first 25 is the biggest step to becoming a top flight recruiter. All recruiters are strongly encouraged to recruit at least 25 members per year. When you think about it, it's essentially only 2 members per month. We are confident you encounter at least 2 non-NRA gun owners in your daily activities. Ask everyone to join and "Strive for 25"!

There were many other success stories from 2015 that are worth highlighting. Jim Scoutten, once again, led the way in the Independent category with over 2,600 members recruited. Turner's Outdoorsmen had another outstanding year with over 6,400 recruits, while longtime stalwarts Shoot Straight and G.A.T. Guns both recruited 2,400 members and 1,500 members respectively. The Manhattan Wildlife Association once again led the way in the Clubs program followed closely by Tulsa Red Castle Gun Club, and in the Shows and Events category, Harry Jacobs signed up over 5,000 members!

[Email Feedback](#)



---

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

You are receiving this newsletter because you are an NRA Recruiter.  
Should you no longer wish to receive these messages, you can click to [Unsubscribe](#).