

2016 - Year of the NRA Recruiter! Don't Forget - Commissions Raised! Professional Gun Show Displays. Back to Basics - Your Recruiting Station. 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.



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Top Recruiters

Gun Shows

1. Harry Jacobs - 3,469
2. Showmasters - 2,654
3. Robert Conte - 1,291

Dealers

1. Turner's Outdoorsman - 7,894
2. Shoot Straight - 2,031
3. Chuck's Gun Shop - 950

Instructors

1. Armed2Defend - 861
2. Andre Macon - 405
3. Practical Arms- 396

Clubs

1. Benton Gun Club - 595
2. Agawam Revolver Club - 503
3. Manhattan Wildlife Association - 354

Independent

2016 - Year of the NRA Recruiter!

Summer is almost here and NRA membership sales are as hot as the summer sun! All categories of the program have seen at least double digit percentage gains, with a few up well into the triple digit range! As the summer days heat up, so should your Recruiting efforts. The general election is right around the corner and it is imperative that NRA is at full strength for the fight ahead.

Every year we encourage all Recruiters to "Strive for 25"



members. This year is so important that the NRA Recruiting Programs department is challenging each and every recruiter to not just reach the 25 member mark, but to challenge yourself and sign up 25 members over just the summer months! When you think about it, it breaks down to eight or nine members a month from June through August. We are confident you can complete this summer assignment. Do so, and you will have a direct impact on the strength of NRA and the future of this country! Good luck!

[Email Feedback](#)

Don't Forget - Commissions Raised!

While much focus has been given to the recent dues increase, one result is that Recruiters have received a raise! The new commission on a regular one-year membership is now \$12 for a new member and \$6 for a renewal. It's even higher for a five-year membership at \$15 for a new member and \$8 for a renewal! The new commission structure for all types of memberships is below:

Membership Type	Recruiter Pricing	Recruiter Commission
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1. Tier One Media - 1,500
2. USACarry.com - 246
3. The Well Armed Woman, LLC - 225

[View Complete Top Ten Lists](#)

Regional Gun Show News

[Northeast](#)
[Southeast](#)
[Central](#)
[West](#)

Individual Category News

[XC](#)
[XI](#)
[XR](#)
[XS](#)

Current Pricing

NRA Recruiter Authorized Discount Pricing for On-the-Spot Membership Sign-ups:

One-Year (\$40) - \$30
 Three-Year (\$100) - \$85
 Five-Year (\$140) - \$100
 Regular Life (\$1,500) - \$1,000

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](#)

1-Year	\$30 (reg. \$40)	\$12 new \$6 renewing
3-Year	\$85 (reg. \$100)	\$12 new \$6 renewing
5-Year	\$100 (reg. \$140)	\$15 new \$8 renewing
Life	\$1,000 (reg. \$1,500)	\$25 (for fully paid)
Junior and Distinguished Life	\$500 (reg. \$750)	\$25 (for fully paid)

Don't forget; the price for the five-year membership remains unchanged at \$100. That's a savings of \$40 to the member! Combined with an increased commission, the NRA Recruiting programs looks forward to seeing the five-year memberships roll in!

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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.



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

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Back to Basics: Your Recruiting Station

One of the most important aspects of being an effective Recruiter is presentation. They say you only get one chance to make a first impression. For Recruiters, that impression is made by the presentation of your "Recruiting Station".

When it comes to your NRA Recruiting station, make sure potential members see the information about the Association pertinent to membership. The NRA has over 270 programs that every member has access to. Having information about each one may overwhelm someone interested in joining. Make the focus on joining NRA and the membership offers available to them at the Recruiter authorized discount. The NRA Recruiting Programs department has updated membership materials to reflect the new Recruiter authorized discount pricing, no cost NRA firearms insurance, member benefits and more! Be sure to have these materials out for all to see at your Recruiting station.



Having the membership offers front and center, with little clutter, will increase your number of membership signups. Extra materials such as NRA-ILA updates are great for keeping our members and potential members informed, but too many additional materials will obscure the most important information you have as a Recruiter, membership information.

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NRA
RECRUITER

NRAstore.com.
DEAL OF THE WEEK



NRA-ILA

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