

Election Recap! Selling Memberships in 2017. Setting Goals for 2017. 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.



December 1, 2016

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

In This Issue:

[Election Recap!](#)

[Selling Memberships in 2017](#)

[Setting Goals for 2017](#)

[Back to Basics: Statements and Record Keeping](#)

Top Recruiters

Gun Shows

1. Harry Jacobs - 6,232
2. Showmasters - 4,797
3. NRA Members' Council of Alameda County- 2,425

Dealers

1. Turner's Outdoorsman - 17,722
2. Shoot Straight - 4,018
3. Chuck's Gun Shop - 1,771

Instructors

1. Armed2Defend - 2,391
2. Andre Macon - 682
3. Ryan Felton - 610

Clubs

1. Manhattan Wildlife Association - 1,515
2. Tulsa Red Castle Gun Club - 766
3. Escondido Fish & Game Association - 663

Independent

1. Tier One Media - 2,747
2. Unlimited Firearms &

Election Recap!

The 2016 elections were a historic event for the 2nd Amendment. Not only did Donald Trump defeat Hillary Clinton to become President-elect, but pro-gun majorities were retained in Congress, a crucial victory in the process of filling Antonin Scalia's Supreme Court seat.

Read NRA's full statement on the election results [here](#).

Enjoy the great victories from election night for now, but remember there is still plenty of work ahead for NRA. Michael Bloomberg, and his billions of dollars, will certainly continue his anti-gun crusade at the state and local level and many 2nd Amendment battles remain to be fought. We must also undo what has been done over the last 20 years and make sure all Americans enjoy equal protections under the Constitution. Be sure to keep your foot on the gas, keep asking people you encounter to join or renew, and finish 2016 strong!

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Selling Memberships in 2017

For the first time since the mid-2000s, gun owners will enjoy a pro-gun White House, Senate and House of Representatives simultaneously. It is surely a wonderful time to be a pro-freedom, pro-gun American. However, as Recruiters, you may experience some gun

Outfitters - 748
3. The Well Armed
Woman, LLC - 461

[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

Quick Information

[Download the UPDATED
Instructor PowerPoint
Presentation](#)

**Contact the NRA
Recruiting Programs
Department:**
recruiter@nrahq.org
800-672-0004

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

**Regional Gun Show
Reps:**

owners who don't see the urgency to join without the threat of the election on the horizon.

Do not accept complacency! Now is the perfect time to act as gun owners. If you come across an apathetic gun owner, give them a great reason to join!

- **The state level:** Many battles remain at the state level. Places like California, New Jersey and New York still badly need NRA support.
- **The benefits:** Don't forget about the free \$2,500 ArmsCare firearms insurance that comes with membership. This valuable benefit provides peace of mind for any gun owner.
- **The opportunity:** Gun owners have the opportunity to make incredible gains for freedom. Now is the time to go on offense and fight for issues such as National Reciprocity.
- **The future:** The best way to insure we don't experience the threat of an anti-gun administration in 4 years is to show our resolve now. Squash the threat of tomorrow TODAY by strengthening NRA in the form of members.

NRA membership is needed just as much now as it is during an election cycle. Now is the perfect time to push forward rather than play defense. Help create an unstoppable voting bloc NOW so gun owners have the strongest voice in future elections.

[Email Feedback](#)

Setting Goals for 2017

As we roll into 2017 with the successful general election behind us, it is crucial that each Recruiter have 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.

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Look at your 2016 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 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 2017.

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 that 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 those promoters that you have a good relationship with and set out to get them on board. Accomplish this and your membership sales will skyrocket!

Dealers/Retailers- Do you have weekly targets for product sales? Should NRA memberships 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 2017, NRA Recruiters will surely have a tremendous impact on the future of the NRA and the impact we can have on the next 4 years!

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](#)

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

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