

Make 2017 Great Again! New NRA Carry Guard Expo. Reminder: Summer Life Special! Back to Basics: Multi-Year Memberships. 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.



July 27, 2017

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## Top Recruiters

### Gun Shows

1. Showmasters - 2,404
2. Harry Jacobs- 2,399
3. David Conte - 1,117

### Dealers

1. Turner's Outdoorsman - 6,124
2. Shoot Straight - 1,860
3. Chuck's Gun Shop - 982

### Instructors

1. Armed2Defend - 961
2. Gunsite Academy - 339
3. Black Wolf Tactical - 187

### Clubs

1. Benton Gun Club - 579
2. Agawam Revolver Club - 518
3. Peconic River Sportsman's Club - 477

### Independent

1. Tier One Media - 1,123
2. Shooters World- 266
3. Shooters Way - 238

## Make 2017 Great Again!

We have reached the halfway point of 2017 and NRA Recruiters are on pace for another very good year. But you still have a chance to make it not just a very good year, but a GREAT year. Over 135,000 members have already joined or renewed through the Recruiting program and we still have 6 months to go. That's slightly further behind last year's record shattering pace then we were after the first quarter. It's crucial that you maintain the torrid pace of the first 6 months. Catching 2016 will be a monumental achievement but by just making up some ground over the last 6 months, 2017 will be another GREAT year for NRA Recruiters.

Take the time to reevaluate 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 towards 2018 and the next Mid-term elections!

[Email Feedback](#)

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## New NRA Carry Guard Expo

[View Complete Top Ten Lists](#)

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## Regional Gun Show News

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

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## Individual Category News

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

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## 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

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## Quick Information

[Download the Instructor PowerPoint Presentation](#)

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

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

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## Regional Gun Show Reps:

Hannah Greene  
Northeast Region (CT, IN, MA,



Join us for the inaugural NRA Carry Guard expo at the Wisconsin Center in Milwaukee, WI, August 25th-27th! The NRA Carry Guard Expo is an educational and interactive experience dedicated to Individuals interested in increasing their knowledge and skills within personal protection, concealed carry and defense tactics. Whether just starting out or actively engaged in the personal safety and protection of yourself and your family, this unique event will equip you with the products, skills, knowledge and mindset necessary to prepare and defend yourself when a threat arises.

Over the course of the show, you'll have the opportunity to attend a broad array of seminars and workshops featuring the best personal protection and concealed carry practices taught and demonstrated by leading experts and instructors from across the country. The expo will feature an exhibit hall chock-full of top companies ranging from firearm manufacturers, concealment and storage products and home defense solutions, to knife manufacturers, tactical gear and advanced training options.

Interested in volunteering? If you can spare half a day, recruiters can have a direct impact on the success of this year's event. Volunteer to help in the member services area! NRA Recruiters have the experience to assist in membership sales, a key element in making this area run smoothly. Additional help will also be needed at the NRA Store, especially volunteers who have cashier experience. Go to [www.nracarryguardexpo.com](http://www.nracarryguardexpo.com) for more information on how to sign up as a volunteer and for the most up-to-date information on events, ticketing and hotel information. See you in Milwaukee!

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## Reminder: Summer Life Special!

Time is running out to take advantage of the incredible summer life membership offer! Recruiters can sell life membership for only

ME, MI, NH, NJ, NY, OH, PA,  
RI, VT)

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

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**David Helmer**

XC and XI Categories

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**\$600!** That's \$900 off the regular price. This price is valid on fully paid life memberships only and cannot be applied as an Easy Pay life option. But you have to hurry! The offer expires on July 31st and your web links will update automatically!

You only have a few days left! Email blasts, special events and upcoming classes are perfect opportunities to sell those last few life memberships! Take advantage of this offer now as soon it will be gone!

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**Back to Basics: Multi-Year  
Memberships**

The results of the 2016 general election showed everyone just how powerful the NRA member base can be. Many new members joined for an initial year and witnessed the value of membership. And as the value of NRA member benefits has been realized, so has the value of multi-year discounts. Signing up a member for more than one year ensures that the individual is a member for a longer period of time, a huge benefit to NRA. Not to mention it will save the member money and put a few extra commission dollars in your pocket!

Currently, you are authorized to discount multi-year memberships at the promotional prices below!

- Three-year membership - \$85 (reg. \$100)
- Five-year membership - \$100 (reg. \$140)
- **Life membership - \$600** (reg. \$1,500)  
*(DISCOUNT GOOD THROUGH JULY 31ST ONLY! MUST BE PAID IN FULL. AFTER JULY 31ST THE RECRUITER RATE IS \$1,000)*

Don't forget, you will receive \$15 for every new five-year membership and \$8 for every five-year renewal. For a fully paid life membership, you will get \$25! Recruiters, people are thrilled to support NRA. The time is now to ensure that they are members for much longer than just one year.



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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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