

New Recruiter Website! October is "Sign Up a Spouse" Month. NRA Launches New Show. 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.



September 21, 2017

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Top Recruiters

Gun Shows

1. Harry Jacobs- 3,338
2. Showmasters- 3,073
3. David Conte - 1,373

Dealers

1. Turner's Outdoorsman - 7,851
2. Shoot Straight - 2,271
3. Chuck's Gun Shop - 1,118

Instructors

1. Armed2Defend - 1,322
2. Gunsite Academy - 429
3. Ryan Felton - 394

Clubs

1. Manhattan Wildlife Association - 719
2. Escondido Fish & Game Association - 638
3. Benton Gun Club - 599

Independent

1. Tier One Media - 1,336
2. Shooters World - 448
3. The Well Armed Woman- 279

New Recruiter Website!



Share Page

ARE YOU READY TO GET REWARDED FOR YOUR SUPPORT?

Join the thousands of NRA certified instructors, affiliated clubs, independent businesses and dedicated members who are already participating in NRA membership recruiting. This program provides a great opportunity for you to not only strengthen the NRA by increasing membership, but also to earn up to \$25 for every new and renewing membership at the same time!

There is no cost to enroll, so get started and apply today! Program participants are furnished with NRA recruiting materials and online recruiting tools for free, as well as effective recruiting tips and techniques.

In the coming weeks, the NRA Recruiting program will launch a revamped, refreshed website! The new site will have an updated look, better functionality, up-to-date top ten reports and so much more!

Make sure to check www.nra.org/recruiter throughout the first week of October. Recruiters will be able to sort NRA news by regions and categories, order new updated supplies and even be able to put a face with your Marketing Representatives name.

[Email Feedback](#)

October is "Sign Up a Spouse" Month

[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 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:



October is right around the corner, which means it's time for "Sign up a Spouse" month! Imagine how many additional NRA members we would have if every member signed up his or her spouse. Signing up spouses is a great way to increase your recruiting numbers without doubling your workload.

Getting a spouse to sign up is easy. Often, while Recruiters are signing up a member, the member's spouse is standing back waiting for them to finish. When the bystander is questioned, they overwhelmingly express their support for NRA; however, they cannot be counted as an official NRA member. Here are a few simple tips to add-on a membership for the spouse:

- Another member in the household means another award-winning magazine. Many members would like to get 2 of the magazine choices and are forced to make a tough decision. By adding a spouse, they'll get an additional magazine plus strengthen NRA by one more member.
- Inform the member that if their spouse joins as well, they will double the ArmsCare Firearm Insurance for the household.
- If cost is a factor, offer the \$10 Associate membership. This membership does not come with a magazine, but offers the same regular member benefits. *(Note: You will need to submit a separate application for each member.)*

Can the NRA ever have too many members? Of course not! That is why it is imperative that you embrace the spirit of "Sign up a Spouse" month

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and focus on strengthening NRA one member - plus one spouse - at a time!

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NRA Launches New Show



The inaugural NRA Carry Guard Expo held in Milwaukee, Wisconsin, drew 14,127 visitors to experience the ultimate assembly of education, training and products dedicated to concealed carry, personal protection and home defense. The first-year event boasted 124 seminars, with topics spanning home defense, active threat protection, concealed carry tactics, gender and age-specific training, less-than-lethal defense and much more. The exhibit floor featured 160 exhibitors spread across nearly 100,000 square feet of the Wisconsin Center.

Continue to frequent www.nracarryguardexpo.com for coming information on the 2018 expo. NRA Recruiters can make an incredible impact on the success of the show by volunteering half a day in the member registration area, at the range or in the NRA store.

[Email Feedback](#)

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 every member has access to. Having information about each one may overwhelm someone interested in joining. Make the focus joining NRA at the Recruiter authorized discount and mention membership offers available.

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.

[Email Feedback](#)

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