



NRA RECRUITER

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TOP RECRUITERS

[View Complete Top Ten Lists](#)

Gun Show Recruiters

1. **Dave Fitzmorris** - 1,584
2. **Harry Jacobs** - 651
3. **Gateway Civil Liberties Alliance** - 546

Dealer Recruiters

1. **Shoot Straight** - 161
2. **G.A.T. Guns** - 160
3. **Target World of PA** - 145

Instructor Recruiters

1. **Joe Holdmann** - 187
2. **George Rogero** - 74
3. **Stark's Training Inst.** - 71

Club Recruiters

1. **Peconic River Sportsman's** - 374
2. **Benton Gun Club** - 327
3. **Cleveland Hunting Rifle & Pistol** - 234

Independent Recruiters

1. **Shooting USA** - 1,234
2. **NRA Store** - 394
3. **NRA Range** - 293

MARCH/APRIL RECRUITER NEWSLETTER
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NEW Promotional Pricing!



Recruiters are now authorized to use the following discounts when recruiting members on-the-spot! The new promotional pricing is as follows:

- One-Year Membership \$25 (Regularly \$35)**
- Three-Year Membership \$70 (Regularly \$85)**
- Five-Year Membership \$100 (Regularly \$125)**
- Life Membership \$750 (Regularly \$1000)**

A 25 member minimum has never been so easy to obtain. Use these discounts when necessary to close the sale and always mark your applications accordingly.

NRA Recruiters Have a Strategic Advantage!

Why is it so important to ask everyone to join the NRA? Because you are at the center of where our supporters congregate. Gun stores, clubs, ranges, classes and gun shows hold the key to a powerful NRA. Direct daily contact with gun owners gives us a strategic advantage over the gun-ban crowd.

Recently, one of our more outspoken opponents made this exact point. Josh Horwitz, the executive director of the [Coalition to Stop Gun Violence](#), recently cited our "structural advantages," commenting, "We can't go to a gun show." This is important because it shows they are aware of their strategic weakness and tells us that they will work overtime in other ways to make-up for their deficiency. Recruiters must continue to utilize and exploit our advantage.

While Horwitz and other gun-ban advocates have no place to recruit activists every weekend - WE do. In fact, we can recruit members every single day and we must capitalize on our advantage. You have the power to make a measurable difference in freedom -- Strive for a minimum of twenty-five new members and make a real difference!

Handout Applications: Good Intentions - Bad Results

Every day, well-intentioned recruiters call in to request membership

REGIONAL GUN SHOW NEWS

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

NRA IN THE NEWS

Timely articles featuring current NRA topics from across the country.

[CBS News Uncovers BATFE Scandal](#)

QUICK INFO

Order your [recruiting supplies](#) online.



[Instructor PowerPoint](#) available for download.



[NRA-ILA Fact Sheets](#)

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Southeast - AL, DE, FL, GA, KY, LA, MD, MS, NC, SC, TN, VA, WV
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materials to "hand-out" to possible new members. Sending everyone in your class home with an application seems like a good idea but it's not. In reality, it's a waste of your time and NRA Recruiting Programs Department resources. We've tried this experiment numerous times and the results are always the same – hand-out applications, in the hands of recruiters, have a less than 1% rate of return. For every 100 applications you pass out, you'll be lucky if you get one member to sign up. How do we know this – it's simple, we track them.

What Works?

Recruiters, you are on the front lines when it comes to NRA membership. It's your voice, your endorsement and your commitment as a trusted expert that makes all the difference. Ask yourself why you are a member of the NRA and use that answer as a starting point for your recruitment dialog. We hope you know why membership matters but if you are unclear, take a look at the [Instructor PowerPoint Presentation](#) or [click here to download a brief history of NRA victories](#). Furthermore, use your discount as a call to action, "If you join with me today, I'll take \$10 off on a one-year NRA membership." Signing up new members on-the-spot is by far the most effective way to strengthen the NRA.

Creative Recruiting for Gun Show Recruiters

Gun Show recruiters often wonder, what other opportunities are available for recruiting? Too often, recruiters don't look further and assume all recruiting opportunities have been exhausted. To be a successful show recruiter you need to think outside the Gun show box.

Gail Rogers is a frequent visitor to the top ten list for the Western Region. She is on constant lookout for new recruiting venues as there are few gun shows in her area. Recently, she secured space at the 2011 Wild Sheep Foundation & Convention Sporting Expo. Despite her inability to afford the booth price, Gail remained persistent staying in constant contact with show management. When another vendor did not show up, the promoters first call was to Gail with an offer for a space, free of charge.

Taking advantage of opportunities such as this is a must. There are only 3 gun shows available to Gail per year. Her creativity adds 15-20 opportunities, such as motorcycle rallies, fairs and sporting goods stores. Every show recruiter should pick up 3 to 5 non-gun show events. Additional events mean additional members which means a healthier NRA! Take it from Gail, it can be done.

Back to the Basics: Cash, Checks & Envelopes

Membership applications you submit will be processed as fast as possible to ensure satisfaction and timely commission payments. Practice these simple methods for organizing and mailing applications to help accelerate membership processing.

Mailing applications with checks:

NRA. Furthermore, when sending in large quantities of applications with large payments, we strongly recommend using trackable mail methods. **Using the postage paid return mail envelopes in any manner other than their intended purpose is not permitted.**

[Got questions? Email us.](#)

Follow Us on Facebook

NRA has launched the "[Wayne LaPierre NRA Membership Matters](#)" Facebook page. This site is loaded with the latest NRA news, issues and efforts. Arm yourself with the necessary information to make your recruiting efforts an even bigger success!

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If you would like to remove yourself from this list, [please click here](#). Thank you.