



NRA RECRUITER

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TOP RECRUITERS

[View Complete Top Ten Lists](#)

Gun Show Recruiters

1. **Dave Fitzmorris** - 6,164
2. **Harry Jacobs** - 3,650
3. **Doyle Hallmark** - 1,938

Dealer Recruiters

1. **Shoot Straight** - 2,144
2. **TGSCom** - 647
3. **Target World of PA** - 548

Instructor Recruiters

1. **Indy Gun Safety** - 1,021
3. **Gunsite Academy** - 483
2. **Stark's Training Inst.** - 321

Club Recruiters

1. **Manhattan Wildlife Assn.** - 634
2. **Ancient City Shooting Range** - 493
3. **Peconic River Sportsman's Assn** - 392

Independent Recruiters

1. **Shooting USA** - 4,181
2. **NRA Store** - 1,881
3. **NRA Range** - 982

REGIONAL GUN SHOW NEWS

NOVEMBER/DECEMBER RECRUITER NEWSLETTER
VOL. 14 ISSUE 6 - NOVEMBER 18, 2010

2010 Mid-Term Elections



Simply put, November 2, 2010 was a good day for freedom loving Americans. The question is what now?

First, we have newly elected lawmakers with little or no record as to where they stand on preserving the Second Amendment. It's critical that we watch these individuals closely and hold them accountable for their decisions.

In addition, we must remember that despite pro-gun pickups in both houses of Congress, anti-gun extremists are still present in every branch of government.

Now is not the time for complacency; this fight has only begun. While we cannot predict the timing and manner in which our enemies will attack our gun rights, one thing is certain -- they will. Between now and the next election stay passionate, keep recruiting, and continue building the strength of the NRA.

Strive for 25

Your application book contains precisely twenty-five applications and twenty-five recruited members is a reasonable expectation for every new recruiter. In fact, recruiting twenty-five members over the course of your first year justifies the time, effort and cost associated with adding a new recruiter to the program. In addition, recruiting twenty-five members puts commission dollars in your pocket making recruiting a worthwhile endeavor.



Over the past two years the NRA Recruiting Department has experienced an influx of new recruiters. Recruiting twenty-five members is the first step towards making a measureable impact on the strength of NRA. Many recruiters who accomplish this modest goal go on to recruit hundreds or even thousands of members for the NRA. You pledged to strengthen the NRA by joining our program and recruiting twenty-five members is your starting point!

Examining Successful New Recruiters

New NRA Recruiters have grand aspirations of recruiting hundreds or

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

NRA IN THE NEWS

Timely articles featuring current NRA topics from across the country.

QUICK INFO

Order your [recruiting supplies](#) online.



[Instructor PowerPoint](#) available for download.



[NRA-ILA Fact Sheets](#)

RECRUITER PROMOTIONS

One-Year Membership:
\$10 off a Regular One-Year Membership (\$35)

Regular Life Membership:
\$250 off a Regular (\$1000) Life Membership.

CONTACT US

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Wes Stinson

Northeast - CT, IN, MA, ME, MI, NH, NJ, NY, OH, PA, RI, VT

800-672-0004 (option 2)

thousands of NRA members; however, some recruiters struggle to reach their goals. Below are some relatively new recruiters who have found success by embracing the basics.

Brian Hiatte, Cabot, Arkansas - Recruiting for just over eight months with more than 100 recruited members, the key to Brian's success is that he actively seeks out opportunities to recruit members. While many NRA Instructors actively recruit members, some do not and this is where Brian comes in -- arranging to step in and cover the NRA in their classes. Brian also made arrangements to recruit during special events at his Air Force Base Exchange. Furthermore, Brian states, "Don't overlook the obvious," coworkers, family and friends are all opportunities to strengthen the NRA. Brian likes to compare NRA membership to insurance -- "You insure your home and your car, think of NRA membership as insurance for your rights."

Peter Fisette, Moneta, Virginia - Peter began recruiting in September and is quickly approaching 40 recruited members. The foundation to Peter's success lies in persistence through recruiting at his business, a local UPS store, evenings and weekends at the range and with his gun club. Committing to incorporate NRA recruiting into his daily routine does not hinder his daily activities and demonstrates his passion for the Second Amendment. In fact, his passion is contagious as his recruits realize \$25 is a minor sacrifice for freedom.

Shoot Straight, Apopka, Florida - "Are you a member of the NRA?" is a question that precedes every customer's departure from any of the five Shoot Straight locations. Recruiting just over a year, Shoot Straight has racked up nearly 2,100 members through their consistent recruiting principle. Every employee is trained to ask this important question in addition to having a thorough understanding of the [benefits of NRA membership](#). Furthermore, display materials are strategically placed throughout the stores and additional motivation is generated by paying employees commissions for members recruited.

The most important element to recruiting is simply asking for the membership and some recruiters have the advantage of asking this question daily. Other recruiters have to try a little bit harder to capitalize on membership opportunities. As the recruiters above demonstrate, being a successful recruiter is easy -- it simply takes a little bit of effort.

Event Recruiting: Create Your Own Success!

Selling NRA memberships at events will lead to larger totals. It's a simple yet proven concept based on the fact that bringing together a large group of people for a specific period of time provides you with a captive audience which to sell and promote your product or service. Couple this with the energy and enthusiasm generated by the subject matter of the event, along with the buzz of fellowship it creates, and you'll find attendees eager to join NRA right on the spot.

While established events such as gun shows, fairs, car shows, motorcycle rallies and rodeos are handled by our individual Gun Show (XP) recruiters; there are still opportunities for Club, Instructor and Retail store recruiters to take advantage of the benefits of event recruiting ... Create your own event! That's right, develop your own event to increase membership totals

Wes Stinson

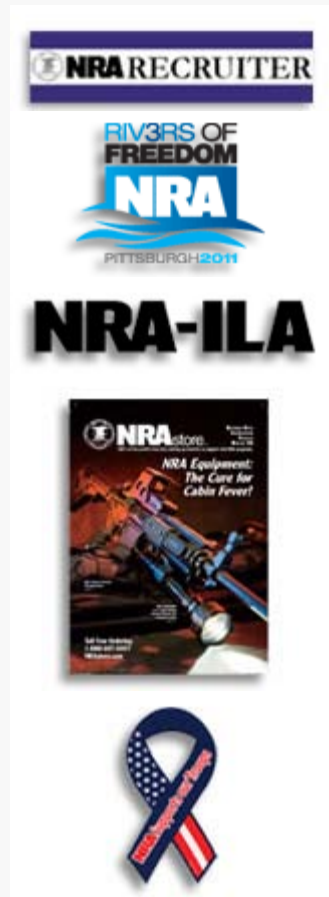
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Kyle Crew

Central - AR, IA, IL, MN, MO, OK, TX, WI
703-267-3779

Steve Malke

Western - AK, AZ, CA, CO, HI, ID, KS, MT, ND, NE, NM, NV, OR, SD, UT, WA, WY
703-267-3784



and your businesses bottom line. Here are a few examples:

Clubs - Host a range day for friends and family of existing members. Include some inexpensive door prizes and fun shooting opportunities and you've got a full day of fun that will result in increased membership for NRA and membership for the club. Take it a step further and offer a special discount for joining both NRA and the club.

Retail Stores - Gun stores are no strangers to the world of selling, whether it be a "truckload" sale, manufacturer's rep weekend or a "themed" weekend sale. The benefits of hosting a scheduled event include more people through the door and more sales out the door. Incorporate NRA membership into your planned event. Set up a stand-alone NRA Recruiting station and offer special discounts for customers who join NRA on the spot, or offer a free membership for anyone buying a gun or a certain dollar amount worth of accessories.

Instructors - Instructors enjoy the benefit of a captive audience with every class they teach. Take advantage of this by hosting an open house for all your former students. Encourage them to bring their friends and family. Offer discounts off classes for anyone who joins NRA at the event or possibly a free membership for those interested in multiple disciplines. You'll increase your membership totals while filling your class schedules, and getting reacquainted with existing students who may be primed for additional training. This type of event is a win-win for everyone!

For help and assistance developing an event, please [contact us](#) or call us. To see if the Shows & Events department has openings at any established events in your area, or if you have a specific event in mind, please contact the Marketing Representative for your state. Their contact information is in the sidebar to the left.

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