



# NRA RECRUITER

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## TOP RECRUITERS

[View Complete Top Ten Lists](#)

Gun Show Recruiters

1. **Dave Fitzmorris** - 3,522
2. **Harry Jacobs** - 2,031
3. **Tulsa Gun Show** - 1,639

Dealer Recruiters

1. **Shoot Straight** - 1,354
2. **TGSCOM** - 508
3. **G.A.T. Guns** - 412

Instructor Recruiters

1. **Indy Gun Safety** - 744
2. **Stark's Training Inst.** - 221
3. **Gunsite Academy** - 218

Club Recruiters

1. **Peconic River** - 388
2. **Benton Gun Club** - 341
3. **Ancient City Shooting Range** - 312

Independent Recruiters

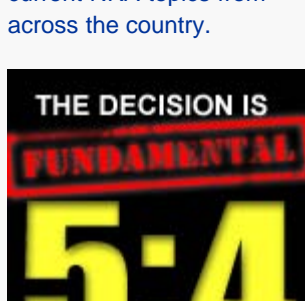
1. **Shooting USA** - 2,831
2. **NRA Store** - 1,220
3. **Eagle Publishing** - 607

## REGIONAL GUN SHOW NEWS

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

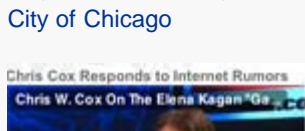
## NRA IN THE NEWS

Timely articles featuring current NRA topics from across the country.



[National Rifle Association Hails Historic Victory on Second Amendment Freedom in \*McDonald v. City of Chicago\*](#)

[NRA Supporting Chicago Residents New Suit Against Mayor Richard Daley and the City of Chicago](#)



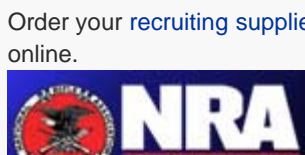
[NRA-ILA Exec. Dir. Chris Cox Responds to Internet Rumors](#)



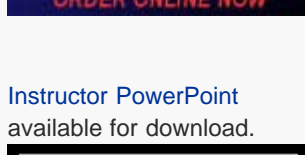
[Special edition of America's 1st Freedom Digital magazine features in-depth coverage of the McDonald case and what it really means to all of us](#)

## QUICK INFO

Order your [recruiting supplies](#) online.



Instructor PowerPoint available for download.



[NRA-ILA Fact Sheets](#)

## CONTACT US

Recruiting Department:  
[recruiter@nrahq.org](mailto:recruiter@nrahq.org)

1-800-672-0004 (option 2)

Regional Reps:

**Vacant**

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

**800-672-0004 (option 2)**

**Wes Stinson**

**Southeast** - AL, DE, FL, GA, KY, LA, MD, MS, NC, SC, TN, VA, WV

**703-267-3772**

**Kyle Crew**

**Central** - AR, IA, IL, MN, MO, OK, TX, WI

**703-267-3779**

**Vacant**

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

**800-672-0004 (option 2)**



JULY/AUGUST RECRUITER NEWSLETTER  
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## NRA How To: The Renewal Membership

More and more recruiters are running into a similar issue: *"I ask everyone to join but they are already members."* There are still a number of members who do not understand how a renewal works. Many believe that if they renew before their membership expires, their original membership will be cut short. Remind the member that they will not lose a single day of the membership, the renewal simply adds to the end of the current membership. Not to mention they can save \$10 with you, an official NRA recruiter. This is a powerful tool to ensure that they do in fact renew! Also, remind the member that the \$1,000 in gun insurance will expire along with the membership if it is not renewed. In addition, they will miss many great gun and hunting articles from the NRA's official journals.

Right now, more than ever, is the time to encourage people to renew their memberships. The members who signed up during the surge in 2009 are coming up for renewal. These members signed up because they saw the new balance of power in Washington, D.C. as a threat to their rights. Remind them that the balance has not changed. The same gun-banners are in power and regulatory and legislation threats have grown. These threats to our rights grow every time a new anti-gun official is appointed to a position of power by the current administration.

Renewal memberships can be an easy way to keep NRA strong. Growth in an organization comes not only from gaining new members, but from retaining old ones as well. By giving attention to renewals as well as new memberships, you help NRA stay strong for the inevitable fights ahead.

## Shoot Straight to Sell 2,000 Memberships in 2010

Shoot Straight Inc. of Apopka, Florida is on pace to sell 2,000 memberships in only their first full year of recruiting -- a superb accomplishment! It all starts with employees asking every customer a simple question, "Are you a member of the NRA?"

Manager Sal Crivello makes sure that all sales clerks in all four store locations are familiar with the benefits of membership and the importance of NRA. He explains, "If it weren't for the NRA, my customers would not be able to buy their gun." In addition to knowledgeable sales people, Tampa store manager Bruce Kitzis adds, "Every one of the 40 Tampa employees talks to EVERY customer about what the NRA does for them" he explains. Furthermore, Shoot Straight also provides cash incentives to their employees for selling NRA membership.

Shoot Straight Inc. is a great example of effective store recruitment. Not everyone has four locations or the same amount of manpower, but by looking at other success stories from around the country we can all become more effective recruiters and help build an even stronger NRA.

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## NRA-PVF Endorsements

For the record, the NRA-PVF has not yet made an endorsement in the Nevada U.S. Senate race. In fact, there have been no announced endorsements for any U.S. Senate seat for the November general elections--period.

For several reasons, we generally do not announce ratings or endorsements until closer to the elections. There are still votes to be graded and other information to be evaluated prior to issuing an accurate grade as Election Day nears.

The NRA-PVF looks at the entirety of a candidate's record. We start with the candidate's voting record (if any), along with answers to questionnaires, statements and floor speeches the candidate makes on Second Amendment issues, as well as any action the candidate may have taken as a committee member or leader.

Our endorsements are not given lightly, nor are they issued in every race. An NRA-PVF endorsement is something that has to be earned. As we do every election year, we wait until all the votes are taken and evaluate a candidate's entire record. Making a decision prematurely, before votes are taken, risks giving politicians a "free pass"--something we can't and won't allow.

It is important to note that the NRA is a single-issue organization. Our ratings and endorsements are based solely on a candidate's support for, or opposition to, our Second Amendment rights. Other issues, as important as they may be to many people, do not and cannot play any role in those decisions. NRA represents a broad coalition of American gun owners, who are bound together by their support for the right to keep and bear arms.

For us to factor non-gun-related issues into our ratings would foolishly divide our unified base of support on the Second Amendment. This policy has served NRA and gun owners well over the past three-plus decades, making us the nation's pre-eminent pro-Second Amendment advocacy group.

We fully understand that voters must take into account a variety of issues when deciding for whom to vote. We respect that. It is our responsibility, however, to provide voters with information solely on a candidate's position on gun-related issues so that they may factor that consideration in addition to other issues.

Read [More](#)

[Read the NRA-PVF Endorsement Policy](#)

## Take the High Road to Recruit More Members

**Knee jerk reaction** - an immediate unthinking emotional reaction produced by an event or statement to which the reacting person is highly sensitive; - in persons with strong feelings on a topic, it may be very predictable.

You may encounter these types of reactions and similar aggressive questions while recruiting, and it's important that your response be the opposite. A well-thought-out response is more likely to have a positive outcome than a knee-jerk response. Prepare yourself on how to properly handle difficult recruiting questions.

**Know the issues inside and out.** Have a thorough understanding of NRA issues and go directly to the source for your information. [NRA-ILA](#) has current statements, press releases and other information located on the [NRA-ILA website](#). Print out relevant information to reference or hand out when needed.

**Be understanding while recruiting.** [NRA is a single issue organization](#) -- most voters have wider expectations and determine their votes on multiple issues. Agree to disagree. NRA has millions of members and you probably know the saying about pleasing all of the people all of the time -- it's impossible. The one thing we can all agree on is that our freedom is what's important. NRA works tirelessly to defend the Second Amendment and sometimes makes tough choices on complicated issues.

**Have NRA department phone numbers and contact information on hand.** Sometimes it's easier to direct a person straight to NRA. The right NRA department can answer questions quickly and accurately. [Here is a pdf copy for you to print.](#)

And finally, **ask them to join.** You have been knowledgeable, helpful, understanding and likely cleared up some common misconceptions. The NRA is the most effective and influential gun rights organization in America; therefore membership in the NRA is essential to the survival of the Second Amendment.

## New Opportunities to Recruit NRA Members

Recruiters are always looking for new ways to increase NRA membership numbers. There are many ways to help build membership even when you are not face-to-face with potential members. Here are a few ideas worth exploring:

**Newsletters**- Are you a part of a club, association or business that sends out a periodic newsletter? Think about including an ad for NRA membership. Last year alone the Texas State Rifle Association recruited over 250 memberships strictly through their newsletter. Is your newsletter digital? No problem. We'll create a link to capture those additional memberships. [Contact NRA Recruiting Programs for details.](#)

**Sales Flyers**- Are you a shop or retailer that puts out a weekly ad flyer? What a perfect spot for an NRA membership advertisement or application! There are plenty of potential members who may look at your ad but not visit the store. This is a chance to sign them up despite not having the chance to meet them face-to-face. [Contact NRA Recruiting Programs for details.](#)

**Get in Free Promotion**- Do you recruit on the gun show circuit? Talk with your promoters. Tell them about the "Get in Free" promotion. Work out a deal with them to allow every person who signs up or renews to get in the show for free. At his Harrisburg, Pennsylvania gun show Harry Jacobs has more than doubled his recruitment numbers by using this exciting promotion. [Contact your Regional Marketing Rep for details.](#)

Finding new ways to add to your numbers is an essential part of NRA Recruiting. They not only add to your recruiting totals but they're also a necessity for growing and strengthening NRA for years to come.