



NRA RECRUITER

TOP RECRUITERS

[View Complete Top Ten Lists](#)

Gun Show Recruiters

1. Dave Fitzmorris - 7,224
2. Harry Jacobs - 3,210
3. Doyle Hallmark - 3,005

Dealer Recruiters

1. G.A.T. Guns - 1,149
2. TGSCOM - 1,134
3. Target World of PA - 764

Instructor Recruiters

1. C. D. Lamar-Wagner - 762
2. Stark's Training Inst. - 576
3. Glenn Gurnett - 551

Club Recruiters

1. Manhattan Wildlife... - 412
2. Cherokee Gun Club - 328
3. Benton Gun Club - 320

Independent Recruiters

1. Eagle Publishing - 7,535
2. Shooting USA - 5,703
3. Intermarkets, Inc - 2,385

REGIONAL GUN SHOW NEWS

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

NRA-ILA HOT ISSUES

[Bloomberg Wants to "Counter" the NRA](#)

[Is your Mayor on the list?](#)

[MAIG - See it for Yourself](#)

[Article - WMass Mayors Targeted by NRA](#)

[Article - Akron Mayor Resents Being Target of NRA](#)

[Article - Gun Debate Targets East Berlin Mayor](#)

[NRA-Backed Wicker Amendment Adopted By Senate](#)

QUICK INFO

Order your [recruiting supplies](#) online.

[Instructor PowerPoint](#) available for download.

[NRA-ILA Fact Sheets](#)

October is Sign-up Your Spouse Month

If every man signed up his wife think of how many NRA members we could have. Add on a \$10 Associate membership to the sale for a spouse and you'll be adding another member to the NRA, another member to your recruiting total and they will double their ArmsCare® Insurance

SEPTEMBER/OCTOBER RECRUITER NEWSLETTER
VOL. 13 ISSUE 3 - SEPTEMBER 29, 2009

Firearm Sales Surge

It's no secret that the recent surge in firearm and ammunition sales witnessed in America was fueled by last year's elections. The "buy it while you still can" mentality that ignited the buying spree presents an opportunity for millions of new gun owners, with legitimate concern for their freedom, to join NRA.



Like firearm and ammunition sales, NRA membership has climbed during this same time period; however, there are still millions (that's right, millions) of gun owners to sign up. The market for NRA membership is very strong as American gun owners are becoming more aware of the potential attacks on their freedoms. Take advantage of every opportunity to strengthen the NRA, one person at a time, by continually encouraging people to join, explaining the benefits of membership and driving home the point that NRA is the only firewall standing between our firearm freedoms and those who would take them away. In fact, purchasing a firearm may not have even been an option if it were not for the NRA's steadfast defense of the Second Amendment.

Recruiters, make every effort to get all potential new members and the "I was a member a while ago" people signed up. Simply ask yourself this question, "Can the NRA ever have too many members?" By signing up new members, you give NRA more power to fight for Second Amendment rights in Congress, the Courts, and state legislatures.

Hunting Season Opportunities

As always, hunting season presents recruiters with many recruiting opportunities and it's more important than ever to seize every opportunity that comes your way.

A great place to find new members is at **sporting good stores**. As hunters prepare for the season, they will undoubtedly be stocking up on supplies and seeking that special accessory that will give them the edge out in the field. This is also the time when hunters purchase their **hunting licenses**. Many new gun owners and hunters will be at **local ranges** and at **Hunter Education courses** in preparation for the season. **Game check stations** and **deer processing facilities** are also fertile recruiting grounds. Try to think about places where hunters, gun owners and freedom-loving Americans congregate and you'll quickly realize that the possibilities are endless.

When it comes right down to it, we hear many excuses why people are not members of the NRA but the fact of the matter is there are far more reasons to be an NRA member. Hunting has long been a target of the anti-gun and animal rights community. "Regulation Czar" Cass R. Sunstein has even called for a [ban on hunting](#). Relaying current issues facing gun owners when recruiting is just one part of the process. Be sure to let them know that in addition to the many outstanding benefits that come with NRA membership their support as a member will ensure that our hunting heritage will not be compromised.

Be Seen, Be Heard, Be Prepared

coverage.

CONTACT US

Recruiting Department:
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Regional Reps:

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Becky Cox

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UT, WA, WY
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With the influx of so many new gun owners it's important that you are making the greatest impact possible on these new potential NRA members.

To succeed you must be seen! As a recruiter, you can [order supplies](#) that will instantly identify you to potential members. Consider investing in a few additional items to make yourself and the NRA more visible. We offer great NRA Banners that are sure to draw attention, and the X-Frame Standing Banner lists the benefits of NRA membership for all to see. For a complete Recruiting display, our eye-catching Red NRA Tablecloth will truly stand out in a crowd.



To succeed you must be heard, so be vocal! Use your enthusiasm to talk up NRA membership - a potential member will want to sign up with a Recruiter who is genuinely excited about the NRA. Our top Recruiters confirm that a good sales pitch is an absolute necessity in one-on-one sales. Hone your sales skills be sure to check the weekly E-Cruiter for recruiting sales tips. Remember, when you're recruiting, talk to everybody!

To succeed you must be prepared! Organize your supplies so that you always have recruiting materials nearby. Successful recruiters have a solid understanding of the [benefits of membership](#) and can quickly draw upon these to inform and educate their potential member. New members have come from restaurants, doctor's offices, grocery stores and other unexpected places. Were it not for prepared recruiters, these individuals would still be NRA supporters - now they are counted among NRA's members.

If you are seen as an NRA Recruiter, heard promoting NRA membership and prepared to sign up new members, you will find your membership numbers jump! If you have any suggestions or ideas, please let us know by calling the Recruiting Hotline or sending us an [e-mail](#). We welcome your suggestions!

New Recruiter FAQ's

Welcome all new recruiters! Over the past year, thousands of you have made the commitment to help build a stronger NRA. Below are common questions new recruiters frequently ask.

What is the most effective way to recruit? By far, the most statistically effective way to recruit is to practice one-on-one sales techniques. Physically handing an application to a potential recruit so they can fill it out on the spot is proven to result in many more memberships than any other method.

How do I offer the \$10 discount on the 1-year annual membership? All you have to do is cross out the \$35 listed on the application and write in \$25 next to it. Use this discount as an opportunity to close the sale by offering the 1-Year membership at the discounted rate.

How can I get more supplies? As recruiters, you can order from our [supply website](#) or call our Supply Hotline at 866-672-4445. Please have your recruiter ID ready.

Who should I contact if I have questions? [E-mail](#) the Recruiter Department or call the Recruiter Hotline at 800-672-0004, option 2, to speak with a Recruiting Programs representative between the hours of 8:30 AM and 5 PM, Eastern Standard Time, Monday through Friday. We will respond to any messages left after 5 on the next weekday.

How do I send in my completed applications? When sending in multiple memberships at one time we ask that you use a trackable method. If sending just a few at a time feel free to use the green postage paid envelopes we provide. All memberships should be sent to:

NRA Recruiting Programs
11250 Waples Mill Road
Fairfax, VA 22030

How often do I send in my memberships? Per your Recruiter agreement, you have up to seven days after the sold date to submit us your memberships. However, the rule of thumb is to get them in as quickly as possible. We want to impress our members and let them know we appreciate their support. Being able to quickly process their membership goes along way to accomplish this, and is crucial to gaining their trust and long-term support.

How do I know you've received my memberships?

When you receive your statement in the mail immediately check the names against your yellow copies. Once you've found the members name, you know we've received the membership and you should then destroy your copy of that membership. If you sent in a batch of memberships together and only see some of the names on your statement don't panic, odds are they'll be on your next statement. If you still haven't seen the names, it most likely means we haven't received the application(s), or there was a problem with the check or credit card. If this is the case, please call the Recruiter Hotline for assistance.

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