

2011-Another Fantastic Year. Back to Basics-Setting Goals. Multi-Year Memberships are Hot. SHOT Show 2012. 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.



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Top Recruiters of 2011

Gun Shows

1. Dave Fitzmorris - 7,186
2. Harry Jacobs - 4,055
3. Tulsa Gun Show - 3,053

Dealers

1. Shoot Straight - 2,413
2. Target World of PA. - 756
3. Turner's Outdoorsman - 552

Instructors

1. Joe Holdmann - 816
2. Indy Gun Safety - 438
3. Gunsite Academy - 418

Clubs

1. Tulsa Red Castle Gun Club - 878
2. Manhattan Wildlife Ass'n - 840
3. Ancient City Shooting Range - 758

Independent

1. Shooting USA - 4,465
2. USACarry.com - 898
3. Marketshare Publications - 466

2011- Another Fantastic Year For NRA Recruiters- 210,000 Members Recruited!

Congratulations on another outstanding year of recruiting! Recruiters were challenged with topping 2010, the second best year on record for the program, and you delivered with over 210,000 members recruited. Club recruiters led the way with a 16% increase! Thank you all for your efforts as you made a direct impact on the strength of NRA as we head into 2012 and the general election. Well done!

Once again, we are challenging all new and single digit recruiters to "**Strive for Twenty-Five**". That's only one application booklet. When you think about it, it's essentially two members per month. But don't stop there! Recruiters who regularly recruit more than twenty-five members, we challenge you to increase your total from 2011 by 25%. What's at stake this election year should be all the motivation you need.

Don't be silent, encourage everyone you encounter to join (we keep saying this because it works). If you see an opportunity where recruiting is not taking place - step in and make recruitment happen. The 2012 elections will be the most important of our lifetime. The opportunity is upon us to replace the current anti-gun administration with a President who cherishes our freedom. You can make the difference in 2012!

Back to Basics-Setting Goals

As we roll into 2012 and another general election, it is extremely important that each recruiter have a specific recruitment goal in mind. Your goals serve as a tool to keep you motivated and can provide an extraordinary sense of achievement once they are reached and surpassed.

Look at your 2011 membership totals and set a reasonable expectation for growth (remember, a goal must be

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Regional Gun Show News

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

Current Pricing

NRA Recruiter Authorized Discount Pricing for On-the-Spot Membership Sign-ups:

One-Year (\$35) - \$25
Three-Year (\$85) - \$70
Five-Year (\$125) - \$100
Regular Life (\$1,000) - \$750

NRA In the News

[Timely articles featuring current NRA topics from across the country.](#)

Quick Information

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[Download a fact sheet on NRA Success: A Legacy of Winning](#)

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Contact the NRA Recruiting Programs Department:
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achievable to be an effective tool). Once you have set your goal you must prepare a plan to achieve it.

- What opportunities did you miss last year?
- How can you capitalize on similar opportunities this year?
- How many members can you expect out of them?

These are the types of questions to ask yourself when preparing goals for 2012.

Instructors- How many of your students joined or renewed with you last year? How many did you want it to be? To set your goal, take a look at the number of classes you have and how many students are in each one. Figure out how many students you need to join or renew from each class and how to make that happen.

Gun Show Recruiters- Have you approached your promoters about the "Join Here, Get in Free" program? You will be amazed at how many promoters will support this program since a healthier NRA means a better bottom line for their business. Make a target list of those promoters that you have a good relationship with and set out to get them on board. Accomplish this and your membership sales will skyrocket!

Dealers/Retailers- Do you have weekly targets for product sales? Should NRA memberships be any different? NRA membership is a great up-sell opportunity and should be incorporated into every ring at the register. Try giving your employees membership sales quotas and provide incentives to hit them.

Clubs- Is your club 100%? If not, what percentage of club members would you like to see as NRA members? Reach out to those who need to join or renew. Don't forget, the Recruiting Programs department can provide ads for your newsletters and links for your website and digital correspondence.

Setting goals and having a strategy to meet and exceed them is necessary to achieve growth. If we all set reasonable goals and meet them in 2012, NRA will be unstoppable as we head to the polls in November!

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Multi-Year Memberships are Hot!

Whether you're signing up a new member or renewing an existing one, don't forget to ask about a multi-year membership. The discounts you can offer and the increased commissions for recruiters are making these membership types a hot commodity!

Always check your newsletter for pricing promotions. Currently, you are authorized to discount multi-year memberships for on-the-spot sign ups.

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- A 3-Year membership, normally \$85, can be sold for only \$70
- A 5-Year membership, normally \$125, can be sold for only \$100
- A lifetime membership, normally \$1,000, can be sold for only \$750. That's \$250 off the regular rate!

In addition to the discounts, recruiter commissions are higher for different levels of membership. You will receive \$12 on every new multi-year member and \$6 for every renewal. For a fully paid life membership, you will get \$25!

Don't forget multi-year memberships when you are recruiting. They ensure that the individual is a member for a longer period of time, a huge benefit to NRA, and they put more commission dollars back into your pocket. That's a win-win for both NRA and recruiters!

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SHOT Show 2012

NRA Recruiting Programs staff will, once again, attend this year's SHOT Show, January 17-20, in Las Vegas, NV. While the SHOT Show is a wonderful opportunity to sign up new recruiters, we want to meet our current recruiters too! It's not very often that we get the chance to put a face with a name and SHOT Show is a great time to do so.

Don't let this opportunity pass you by! Be sure to stop by the NRA booth #14540 to meet the staff. We will be on hand to answer questions, provide tips and tactics for increased membership sales and to get feedback from you. What we learn from each other could be the key to signing up a record breaking amount of members in 2012! Plan to make some time to stop by and see us. See you in Las Vegas!

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