

2013 Update: NRA Recruiters on Pace to Shatter Records. Turner's Outdoorsman. Take NRA Recruiting One Step Further. Back to Basics: Statements and Record Keeping. 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.



July 25, 2013

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Top Recruiters

Gun Shows

1. Dave Fitzmorris - 8,727
2. Gerald & Margaret Razus - 6,458
3. Harry Jacobs - 5,048

Dealers

1. Turner's Outdoorsman - 4,929
2. Shoot Straight - 3,960
3. G.A.T. Guns - 1,587

Instructors

1. Ron Crouse - 1,253
2. David Levin - 1,085
3. Armed2Defend - 844

Clubs

1. Honeywell Sportsman Club - 1,207
2. Buckeye Firearms Foundation - 815
3. Benton Gun Club - 652

2013 Update: NRA Recruiters on Pace to Shatter Records

We have reached the halfway point of 2013 and NRA Recruiters are on pace to shatter every recruiting record on the books. Over 290,000 members have already joined or renewed through the recruiting program this year and we still have the second half of the year to go!



Take the time to re-evaluate the goals you set for yourself at the beginning of the year. If you've already surpassed them, set a new goal for the second half of the year. If you are not on pace to achieve your goal, devise a plan to get to that number and beyond. Don't hesitate to contact the Recruiting Programs Department for assistance. It is our goal to help you recruit as many members as possible.

Recruiters, finishing the second half of the year strong will have a direct impact on the power of your NRA! Now is not the time to rest on our laurels. Anti-gun politicians are just waiting for the next opportunity to push their agenda. Help NRA be prepared by making sure that the second half of 2013 is a success!

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Turner's Outdoorsman

For the first time since 2009, there is a new name at the top of the Dealer category! California based Turner's™ Outdoorsman has already recruited over 4,700 members so far this year, passing Florida retailer, and habitual top dealer recruiter, Shoot Straight, Inc.

Independent

1. Tier One Media - 6,476
2. USAcarry.com - 1,535
3. Tom Gresham's Gun Talk Radio - 1,351

[View Complete Top Ten Lists](#)

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

[Order Recruiting Supplies](#)

[Download the UPDATED Instructor PowerPoint Presentation](#)

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

[NRA-ILA Fact Sheets](#)

Contact the NRA Recruiting Programs Department:
recruiter@nrahq.org

According to VP of Operations Bill Ortiz, the secret to Turner's success in 2013 is their employees. "At the end of the day, it's the people in the stores who execute," he explains. Turner's is rewarding that stellar execution by passing along the commission dollars to the sales people in the store. This is a great motivational tool that ensures that NRA membership is part of the sales process, not just an afterthought.

The second half of the year should continue to be fruitful for Turner's. It will have to be if they want to hold on to the top spot in the dealer category. Shoot Straight is not far behind and is extremely motivated to recapture the number one ranking. General Manager Sal Crivello is very excited to see another dealer recruit enough members to surpass them, but he wants that top spot back. "I'm very happy to see them doing well," he explains. "It means NRA is that much stronger and that benefits us all. But believe me; I've made sure my guys know that we've got some catching up to do!"

Stay tuned to watch these recruiting titans battle back and forth for the number one ranking amongst Dealers!

[Email Feedback](#)

Take NRA Recruiting One Step Further!

Asking every person you come in contact with to join NRA is the essence of the NRA Recruiting Program. Below are some supplemental methods you may use to take your recruiting efforts to an even higher level!

- **Clubs:** Go 100%. This is the ultimate show of support for your NRA. Everyone in your club should be a NRA member, right? Not to mention the club will earn the extra commission dollars from year after year renewals.
- **Instructors:** Incorporate NRA membership into your course fees. It will add value to the service you are providing and ensure that everyone who takes your class will not only be well trained, but a NRA member as well.
- **Show Recruiters:** Use the "Get in Free" promotion. Work with your promoters and give free admission to those who join or renew at the show. Your totals will skyrocket. Contact your Marketing Representative for more details.
- **Dealers/Retailers:** Offer a discount or promotion if a person joins or renews. Take it one step further and offer a free membership with a purchase. Taurus has made this promotion synonymous with their product and has already recruited more than 9,500 members this year alone!

800-672-0004

Order Recruiting Supplies:

Online or call 866-672-4445

Regional Gun Show Reps:

Zack Simonini
Northeast Region (CT, IN, MA, ME, MI, NH, NJ, NY, OH, PA, RI, VT)
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Phil Hoffman
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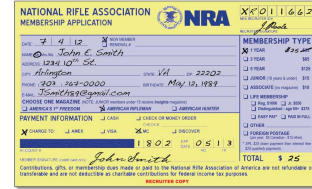
Jeremy Gill
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These types of promotions always have the same result: SUCCESS!

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Back to Basics: Statements and Record Keeping

2013 has produced record numbers of new members submitted by NRA Recruiters. It has never been more important to continue to sign up members in droves. Furthermore, it has never been more important that Recruiters manage their records properly to ensure recruiter and member satisfaction!



Each time you get a commission check you also receive a statement. This statement details the members you recruited since the last statement arrived. Always cross reference your yellow copies to your statement! If a mistake has been made, it is best to catch it as quickly as possible, not only for the member, but for the recruiter as well.

NATIONAL RIFLE ASSOCIATION
MEMBERSHIP SERVICES
1120 WALTERS HILL ROAD
FARMERSVILLE, VA 22039
1-800-672-0004

STATEMENT

STATEMENT DATE: 06/20/12
RECURITER ID: 0001682
FEDERAL TAX ID: 06012200
STATE TAX ID:

TOTAL AMOUNT: \$245.00
TOTAL COMMISSION: \$44.00

TYPE OF MEMBER	DATE	FIRST NAME	MA	LAST NAME	ZIP	NUMBER	AMOUNT	COMMISSION
NEW	06/14/2012	MARK	C	PROFFENSTALLER	61202	0251.00	\$39.00	
NEW	06/14/2012	ANDREW		KAY	67262	\$25.00	\$3.90	
NEW	06/14/2012	DAVID	L	DEWITT	6700	\$25.00	\$3.90	
NEW	06/14/2012	ERIK		BREKERS	52043	\$30.00	\$4.50	
NEW	06/14/2012	DAVID		BELIC	57244	\$25.00	\$3.90	
NEW	06/14/2012	DAVID		BRIDGES	81721	\$25.00	\$3.90	
NEW	06/14/2012	ANDREW		CLARK	81380	\$25.00	\$3.90	
NEW	06/14/2012	ANDREW		ROBERTS	52043	\$20.00	\$2.85	
TOTAL						COMMIT	\$245.00	\$44.00

If you have a yellow copy for a member that is not listed on your statement, first check to see if they paid with a credit card. Look for any missing numbers (youâ€™ll only be able to see the last four) or expiration date. Incorrect credit card information will prevent a membership from processing. Always verify credit card information when you take the membership as it will help to eliminate these types of mistakes. Other types of mishaps that are easily avoidable are unsigned checks, illegible handwriting, or missing address information. Take the few extra seconds to double check each application before you send it.

It is extremely important to identify and rectify any membership issues immediately. Donâ€™t wait for an aggravated member to contact us and, in turn, we contact you. Ensure a positive experience for a new or renewing member by taking the time to check over each statement.

[Email Feedback](#)

National Rifle Association Recruiting Programs Department

11250 Waples Mill Road, Fairfax, VA 22030; 1-800-672-0004

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