

NRA Recruiters are "All In!" Update: Strive for 25. Discount Membership Prices. Back to Basics: Recruiting with Web-Links. 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](mailto:recruiter@nrahq.org) with any questions.



July 19, 2012

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## Top Recruiters

### Gun Shows

1. Dave Fitzmorris - 4,510
2. Harry Jacobs - 2,365
3. Tulsa Gun Show - 1,565

### Dealers

1. Shoot Straight - 3,101
2. Target World Inc. - 467
3. Turner's Operations - 350

### Instructors

1. Ron Crouse - 589
2. Joe Holdmann - 515
3. Gunsite Academy - 317

### Clubs

1. Peconic River Sportsman's Club - 494
2. Manhattan Wildlife - 419
3. Benton Gun Club - 414

### Independent

1. Tier One Media - 2,154
2. USACarry.com - 1,206
3. Marketshare Publications - 371

[View Complete Top Ten Lists](#)

## NRA Recruiters are "All In!"

Over the last month, thousands of NRA Recruiters were sent new "All In" recruiting materials to display. Every gun owner and freedom lover must be "All In" this election season if we are to ensure the freedoms we cherish will be guaranteed for generations to come.



Al Ardale is "All In" in 2012. So far this year, Al's sold 98 NRA memberships! Here, he poses in front of Iron Sights Gun Range in California.



Jamison Hancock works at Shoot Straight, the top dealer recruiter. He alone has sold over 300 memberships at his store, part time!

Make sure that your new materials are in a high traffic, highly visible location. Display them proudly so that the people you encounter everyday know that they can be "All In" with NRA by simply talking to you. Don't let anyone get by you without being offered the opportunity to join or renew. Go "All In" with NRA and watch your recruiting totals soar!

## [Email Feedback](#)

## Update: Strive for 25

In the January/February NRA Recruiter Newsletter, all new and single digit recruiters were tasked with the goal to "Strive for 25". So far this year, 573 recruiters have already recruited 25 or more members, a 13% increase for the same time-frame last year! In addition to that, there are



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## Regional Gun Show News

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

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## 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

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## NRA In the News

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

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## Quick Information

[Order Recruiting Supplies](#)

[Download the Instructor PowerPoint Presentation](#)

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

[NRA-ILA Fact Sheets](#)

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**Contact the NRA Recruiting Programs Department:**  
[recruiter@nrahq.org](mailto:recruiter@nrahq.org)  
800-672-0004

**Order Recruiting Supplies:**  
[Online](#) or call 866-672-4445

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## Regional Gun Show

another 202 recruiters who are less than 10 members away from hitting the 25 member mark!



Bob Barfus poses at an event in California. He's sold over 1,100 memberships in his first 15 months!

As you look toward the second half of 2012 the focus should be on keeping the momentum going. Never lose sight of the goals that you set at the beginning of the year. If you are a new or were a single digit recruiter, 25 is the first milestone. For

those of you who were regularly recruiting more than 25 members, we challenged you to a 25% increase. How are you doing so far? If you are not on track to exceed expectations, let us help you to do so. Please contact us when needed so that by November we can reach our goal, an unstoppable NRA!

[Email Feedback](#)

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## Discount Membership Prices

New recruiters, and even a few established ones, often stumble when it comes to promotional membership prices. Effective use of promotional pricing can greatly enhance your recruiting results.

Promotional pricing is a sales and marketing technique. It involves reducing the price of a product or service to attract customers. At this time, there are multiple memberships that you can offer at a discounted rate (see current prices above). For example, a regular three-year membership is regularly \$85, but if someone signs up with you on-the-spot, you can take \$15 off. The final price is \$70.

For example, "If you join with me **TODAY**, you can save \$15 dollars on a three-year membership."

This is a promotion to entice membership sign-ups. Most importantly, it's also a privilege extended to you as a NRA recruiter. Someone may pass on the opportunity to join at the regular cost, but extending them a sale price just might entice them to join with you. Also, be aware that you must cross out the original price on your three-part applications and write in the discounted price. Total accordingly at the bottom on the "total line".

Promotional membership pricing should be used at every opportunity to sign up or renew members. The power of a discount cannot be overstated. Make it a habit to offer the promotional prices to everyone you encounter and watch

MEMBERSHIP TYPE	
<input type="checkbox"/> 1 YEAR	<del>\$25</del> \$25
<input type="checkbox"/> 3 YEAR	\$85
<input type="checkbox"/> 5 YEAR	\$125
<input type="checkbox"/> JUNIOR (18 years & under)	\$15
<input type="checkbox"/> ASSOCIATE (no magazine)	\$10
<input type="checkbox"/> LIFE MEMBERSHIP	
<input type="checkbox"/> Reg. \$1000	<input type="checkbox"/> Jr. \$550
<input type="checkbox"/> Distinguished - age 65+	\$375
<input type="checkbox"/> EASY PAY*	<input type="checkbox"/> PAID IN FULL
<input type="checkbox"/> OTHER _____	
<input type="checkbox"/> FOREIGN POSTAGE (per year: \$5 Canadian - \$10 other)	
* EPL \$25 down payment then \$25 quarterly payments until the total dues are paid.	
<b>TOTAL</b>	<b>\$ 25</b>

## Reps:

### Kelley Hart

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your recruiting totals sky-rocket!

[Email Feedback](#)

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## Back to Basics: Recruiting with Web-Links

As a NRA Recruiter, it is your job to sign people up on the spot. This is what recruiting is all about, plain and simple. But since the use of personal computers is the norm, so are requests for recruiting web-links. Adding a link for NRA membership to your website will generate additional memberships if done properly.

*Your link must be visible* -- Make sure the viewer sees your invitation to join immediately, in the initial viewing pane of your website. Placing links at the very bottom of your page or on a different page altogether will not result in many membership signups.

*Annotate your link* -- This is your call to action! Let them know why they should click your link to join. Highlight the \$10 savings by joining or renewing. Put your brief endorsement under the provided image.

*Be creative* -- Remember, web-links for membership don't have to be limited to your website. Do you use email? Try putting the link in your signature. A simple line such as the one below may generate more signups. If you have digital correspondence with customers, club members, etc. try inserting the link. You'll be surprised how many additional sign ups you will receive.

Yours in Freedom,  
Joe Recruiter  
(703) 555-1234

[Click Here to save \\$10 when you Join, Renew, or Add a Year!](#)

Remember, web recruiting will very rarely yield the same kind of results that you will get with your on-the-spot signups. But, if done properly, it can be an effective supplement to your recruiting efforts.

[Email Feedback](#)

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