

Finishing the Year Strong. October is "Sign Up a Spouse Month". Hunting Season Opportunities. 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 with any questions.



September 19, 2013

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Top Recruiters

Gun Shows

1. Dave Fitzmorris - 9,818
2. Gerald & Margaret Razus - 7,720
3. Harry Jacobs - 5,797

Dealers

1. Turner's Outdoorsman - 6,608
2. Shoot Straight - 4,488
3. G.A.T. Guns - 1,742

Instructors

1. Ron Crouse - 1,351
2. David Levin - 1,087
3. Armed2Defend - 911

Clubs

1. Honeywell Sportsman Club - 1,254
2. Buckeye Firearms Foundation - 942
3. Manhattan Wildlife Association - 806

Independent

Finishing the Year Strong

NRA Recruiters are setting new recruiting milestones across the board in 2013. As we enter the last quarter of the year, it is imperative that we finish strong and keep up the momentum as we roll into 2014!



Every recruiter is encouraged to "Strive for 25" memberships. This year, the number of recruiters who have reached that mark is up 41%! If you haven't surpassed the 25 member mark, make it a point to do so. If you have, strive to recruit 25 more before the end of the year. Below are some helpful hints to get you there:

- **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.
- **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 extra commission dollars you receive from new club members and yearly renewals.
- **Show Promoters:** 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 on your goods if a person joins or renews. Take it one step further and offer a free membership with purchase.

The key to survival for any organization is growth. With NRA, that comes in the form of memberships. It is your

1. Tier One Media - 6,951
2. USAcarry.com - 1,535
3. Tom Gresham's Gun Talk Radio - 1,382

[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

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Contact the NRA Recruiting Programs Department:

recruiter@nrahq.org
800-672-0004

commitment year in and year out that helps us achieve that growth. The last three months of this year are a great opportunity to add to already record breaking numbers.

[Email Feedback](#)

October is "Sign Up a Spouse" Month

October is right around the corner, which means it's time for "Sign up a Spouse" month! Imagine how many additional NRA members there would be if every member signed up his or her spouse. Signing up spouses is a great way to increase your recruiting numbers without doubling your workload. We frequently hear amazing success stories every fall from recruiters who focus on spouses in October.

Getting a spouse to sign up is easy. Often, recruiters are signing up a member while the spouse is standing aside waiting for them to finish. When the bystander is questioned, they overwhelmingly express their support for NRA; however, they cannot be counted as an official NRA member. Here are a few simple tips to add on a membership for the spouse:

- Another member in the household means another award-winning magazine. Many members would like to get two of the magazines and are forced to make a tough decision. By adding a spouse, they'll get an additional magazine PLUS strengthen NRA by one more member.
- Inform the member that if their spouse joins as well, they will double the ArmsCare® Firearm insurance for the household. Both spouses will now be covered!
- If cost is a factor, offer the \$10 Associate membership. This membership does not come with a magazine, but offers the same regular member benefits.

Can the NRA ever have too many members? Of course not! That is why it is imperative that you embrace the spirit of "Sign Up a Spouse" month and focus on strengthening NRA.

[Email Feedback](#)

Hunting Season Opportunities

Hunting season presents recruiters with many opportunities to recruit new NRA members. Identifying these opportunities and pursuing them is crucial to membership recruitment in the fall and winter seasons.

Sporting good stores are a great opportunity to broaden the scope of your recruiting efforts. As hunters prepare for the

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Online or call 866-672-4445

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season, they will undoubtedly be stocking up on the latest gear and supplies to get the edge they need while out in the field. Contact your local store today and explore the possibility of setting up a recruiting table on a weekend! Local ranges will also be a hot bed of potential; many gun owners and hunters will be sighting rifles and taking their hunter education courses. Look for any place that hunters, gun owners, and freedom-loving Americans congregate and you'll quickly realize that the possibilities are endless!

You may hear a lot of excuses from hunters for not joining the NRA. Stress the membership benefits that hunters care about such as the gun and bow insurance. And, as always, be prepared to talk about the issues that matter to them. Visit www.nraila.org/hunting to stay informed.

Hunters are prime targets for membership recruitment and this time of year provides you with the best opportunity to show them the benefits of joining. It is imperative that we take advantage of the opportunity to sign up this large group of American gun owners: the hunters and outdoorsmen.

Email Feedback

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 all together 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 your 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 will 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.

[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](#)

National Rifle Association Recruiting Programs Department

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