

Looking Ahead-2014. The Gift of Membership. Utilizing NRA's Online Resources. Back to Basics: The Associate Membership. 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.



November 21, 2013

[Recruiter Home](#) | [Recruiter Supplies](#) | [Newsletter Archive](#) | [Top Tens](#) | [Regional News](#) | [Contact Us](#)

In This Issue:

[Looking Ahead-2014](#)

[The Gift of Membership](#)

[Utilizing NRA's Online Resources](#)

[Back to Basics: The Associate Membership](#)

Top Recruiters

Gun Shows

1. Dave Fitzmorris - 11,271
2. Gerald & Margaret Razus - 9,315
3. Harry Jacobs - 7,273

Dealers

1. Turner's Outdoorsman - 7,594
2. Shoot Straight - 4,721
3. G.A.T. Guns - 1,972

Instructors

1. Ron Crouse - 1,620
2. David Levin - 1,168
3. Armed2Defend - 981

Clubs

1. Honeywell Sportsman Club - 1,313
2. Buckeye Firearms Foundation - 1,226
3. Manhattan Wildlife Association - 1,009

Independent

Looking Ahead-2014

2013 will go down as a banner year for NRA Recruiters. When all is said and done, most, if not all, recruiting records will be smashed! Recruiters recognized the threat to freedom and responded with an unprecedented effort.

As the calendar turns to 2014, look back with pride on your accomplishments of the previous year but be sure to shift your focus to the New Year and the challenges that still lie ahead. We must still endure more than two years of the Obama administration, the 2014 mid-term elections are in November, and the United Nations Arms Trade Treaty still sits signed, awaiting ratification. In short, the threats to our freedoms guaranteed by the Second Amendment continue to remain on the forefront.

Now is the time to plan your efforts in 2014. Look at the opportunities you had this past year and plan to expand them. Review some of the opportunities that you may have missed and capitalize on them. 2014 must be another fantastic year of recruiting to combat the ever present threat to our freedom.

[Email Feedback](#)

The Gift of Membership

The holiday season is upon us and it's time to start gift shopping for loved ones. What better gift is there for gun owners than NRA membership!

A gift membership is a perfect tool during the holidays for NRA Recruiters. Many people that you encounter are already members. Ask them if they'd like to give the gift of membership to another freedom-loving individual. What would make a better gift than a monthly award winning NRA magazine, \$2,500 in Armscare® firearms insurance, \$5,000 in accident insurance, exclusive NRA member discounts,

1. Tier One Media - 7,518
2. USAcarry.com - 2,089
3. Tom Gresham's Gun Talk Radio - 1,410

[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
800-672-0004

and 24/7 defense of their firearms freedoms.

When someone tells you that they are already a NRA member this holiday season, don't just move on to the next individual. Ask them to give the gift of membership to a loved one and help strengthen NRA!

[Email Feedback](#)

Utilizing NRA's Online Resources

NRA has worked extremely hard to develop a state of the art website that is easy to navigate and is extremely informative, www.NRA.org. It includes information on all things NRA, such as NRA-ILA, Friends events and field representatives, NRA Education and Training, and other vital programs.

Recruiters, use this tool to your advantage! Be a one-stop-shop for information for potential members. Visit the site and learn as much about each program as you can. Providing the types of answers potential members are looking for gives you the kind of credibility it takes to secure a membership sale.

Imagine a gun show attendee comes to you inquiring about the benefits of membership. You inevitably go over the basics such as the free magazine, ArmsCare® insurance, and 24/7 defense of your firearms freedoms. But did you know that there are hundreds of local businesses that will give discounts to NRA members? Wouldn't it be helpful to know what Michigan businesses will give discounts to NRA members if you are recruiting outside of Detroit? The website provides exactly this type of information.

Every ounce of information you have about NRA programs will help you secure additional memberships. Use www.NRA.org to find information about NRA that benefits your target demographic and smash your goals for 2014!

[Email Feedback](#)

Back to Basics: The Associate Membership

Recruiters should always be looking for new ways to recruit members. The associate membership (\$10), when used properly, can be an extremely effective way to enhance your recruiting efforts.

Whenever possible, the regular one-year membership should be sold. Full voting rights in the Association are assured and the member receives the award-winning monthly magazine, the only benefits not associated with the \$10 associate. And odds are the member will be much more

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)

zsimonini@nrahq.org

703-267-3714

Hayden Gilmer

Southeast Region (AL, DE, FL, GA, KY, LA, MD, MS, NC, SC, TN, VA, WV)

hgilmer@nrahq.org

703-267-3772

Kevin Conklin

Central Region (AR, IA, IL, MN, MO, OK, TX, WI)

kconklin@nrahq.org

703-267-3776

Jeremy Gill

Western Region (AK, AZ, CA, CO, HI, ID, KS, MT, ND, NE, NM, NV, OR, SD, UT, WA, WY)

jgill@nrahq.org

703-267-3784



involved with the association; a huge benefit to NRA. So when should recruiters rely on the \$10 associate membership?

- **Signing up a spouse:** Some claim they don't need membership because their spouse is a member and already receives the magazine. Remind them that there is power in numbers and it's not just about the magazine; we need every member we can get! For only \$10 they can be a card carrying member, receive most of the benefits, and still read their spouse's magazine!
- **They just don't have the money:** Many will tell you that times are tough. They simply can't or won't spend the \$25 for a regular annual membership. As a last resort, you can ask them if they can afford \$10 to join the fight.
- **Incorporating into a sale/service:** Many instructors and shop owners will include an associate membership with a class or purchase and then sell the member on upgrading to a regular one-year membership. Not only does this technique add value to their product or service, but adds another member to NRA.

When used properly the associate membership will add to your recruiting totals. It should not be relied on by any means but having a member join as an associate member is better than no membership at all!

[Email Feedback](#)

National Rifle Association Recruiting Programs Department

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

You are receiving this newsletter because you are an NRA Recruiter. Should you no longer wish to receive these messages, you can click to [Unsubscribe](#).