

2015 Off to a Great Start. Your Recruiting Station. Back to Basics: The Associate Membership. 2015 NRA Annual Meetings and Exhibits. 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.



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## Top Recruiters

### Gun Shows

1. Dave Fitzmorris- 1,353
2. Gary Benefield- 1,229
3. Harry Jacobs- 941

### Dealers

1. Turner's Outdoorsman - 1,039
2. Chuck's Gun Shop - 349
3. Shoot Straight Inc - 207

### Instructors

1. Armed2Defend - 221
2. Bradley Arthur Robinson - 134
3. Ryan Felton - 132

### Clubs

1. Benton Gun Club - 487
2. Peconic River Sportsman's Club - 312
3. Cherokee Gun Club - 279

### Independent

1. Tier One Media - 736
2. USACarry.com - 190
3. Shooters World, LLC - 124

## 2015 Off to a Great Start

The first quarter of 2015 is almost in the books and NRA Recruiters continue to make a significant impact on the strength of NRA! Thus far, more than 50,000 members have already enrolled through the Recruiting program. Keep up the great work!

It is imperative that NRA Recruiters stay informed in 2015. The general election is approaching and Obama has already shown he will not hesitate to use executive action when he doesn't have to worry about re-election. Luckily, your NRA has been hard at work fighting ludicrous anti-gun plans, such as banning commonly used rifle ammunition. That such a plan exists and was so close to implementation should motivate freedom loving Americans everywhere to join NRA.

Make sure that you are up to date on all of the challenges NRA faces and the stance NRA takes. Visit [www.NRAILA.org](http://www.NRAILA.org) on a frequent basis to get your information straight from the source. Be sure to look at both federal AND state specific issues. Staying current on issues important to gun owners in your area will give you instant credibility and will improve your effectiveness as a recruiter.

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## Your Recruiting Station

The first step to being an effective recruiter is presentation. They say you only get one chance to make a first impression. For recruiters, that impression is made by the presentation of your "Recruiting Station".

When it comes to your NRA Recruiting station, make sure potential members see the information about the Association pertinent to membership. Don't let your table get overloaded with brochures and literature about too

[View Complete Top Ten Lists](#)

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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 UPDATED 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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many different Second Amendment issues. This may be great information, but it clutters your recruiting area and clouds what the prospective member sees when they approach your table with questions about joining NRA.

If your table has more than membership application books, sample magazines and a member benefits table display, it may be time for some spring cleaning. The NRA has over 270 programs that every member has access to. Having information about each program on your table will overwhelm someone interested in joining. Limit the amount of materials you have on the table to what is important in your particular niche. Make the focus on joining the Association and the membership offers available to them at the recruiter authorized discount.

Having the membership offers front and center, with little clutter will increase your number of membership sign ups. Extra materials such as NRA-ILA updates are great for keeping our members and potential members informed, but too many additional materials will obscure the most important information you have as a Recruiter, membership information.

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## 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 obtainable and the member receives the award-winning monthly magazine, the only benefits not included with the \$10 associate. And odds are the member will be much more 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

## Regional Gun Show Reps:

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and shop owners will include an associate membership with a class or a 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, it 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!

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## 2015 NRA Annual Meetings and Exhibits

Join us for the 144th NRA Annual Meetings and Exhibits at the Music City Center in the heart of Nashville, TN April 10-12, 2015! With over 550 exhibitors covering 450,000 square feet of interior and exterior exhibit hall space, educational seminars, celebrities, and fun filled special events, bring the whole family - there will be something for everyone! Spend the day exploring products from every major firearm company in the country, book the hunt of a lifetime in our exclusive outfitter section, and view priceless collections of firearms in our gun collector area. You'll also see knives, wildlife art, shooting accessories, hunting gear, ATVs and much more!

Interested in volunteering? If you can spare half a day, recruiters can have a direct impact on the success of this year's event. Volunteer to help in the member services area! NRA Recruiters have the experience to assist in membership sales, a key element in making this area run smoothly. Additional help will also be needed at the NRA Store, especially volunteers who have cashier experience. Go to [www.nraam.org](http://www.nraam.org) for more information on how to sign up as a volunteer and for the most up-to-date information on events, ticketing and hotel information. See you in Nashville!

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