

Your 2015 Summer Assignment! The Web Link Advantage. Exploring New Recruiting Opportunities. Back to Basics: Finding the "Hot Button". 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.



May 21, 2015

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Top Recruiters

Gun Shows

1. Dave Fitzmorris - 2,159
2. Harry Jacobs - 2,142
3. Gary Benefield - 1,397

Dealers

1. Turner's Outdoorsman - 2,368
2. Shoot Straight - 826
3. Chuck's Gun Shop - 775

Instructors

1. Armed2Defend - 464
2. Edward Van Steinburg - 269
3. Andre Macon - 245

Clubs

1. Benton Gun Club - 501
2. Agawam Revolver Club - 446
2. Peconic River Sportsman's Club - 333

Independent

Your 2015 Summer Assignment!

2015 is shaping up to be another fantastic year for NRA Recruiters. To date, almost 100,000 members have signed up or renewed through the program, an incredible number! While Recruiters continue to sign up members in droves, the program is slightly behind the amazing pace of 2014. Summer is the perfect time to make up some ground!

As Recruiters, you are more than capable of signing up 25 members a year. Show your true potential by delivering 25 members by the end of July! Complete this assignment and you will have a tremendous impact on the strength of NRA. This effort will also go a long way in closing the gap between 2015 and 2014.



Make sure that as Recruiters, we are doing everything we can to do our part. Keep an eye out for tips and tactics from the Recruiting Programs Department throughout the summer. Follow these simple strategies and you will have no problem completing your summer assignment!

[Email Feedback](#)

The Web Link Advantage!

Having a Recruiter web link is almost a given nowadays. The ability for members to sign up on your website, through your email signature or through any digital correspondence without so much as meeting you face-to-face is a fantastic tool to increase NRA membership. But your Recruiter web link can help in many other ways!

- **Member Security** - We've all run into potential members who cringe at the thought of writing down their credit card number on our paper applications.

1. Tier One Media - 1,118
2. USACarry.com - 291
3. Shooters World, LLC - 217

[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

Order Recruiting

Have your web link handy in the classroom or at the gun counter and the member can use their credit card safely and securely.

- **Quicker Processing Times** - Processing times increase at certain points during the year. This usually occurs around the Great American Outdoor Show and NRA's Annual Meetings and Exhibits. Use your link for the fastest possible turnaround.
- **Saving Money** - Each of you recruit for different reasons. The one thing all Recruiters have in common is the desire to strengthen NRA. Using web links helps cut down the cost of application books and the postage associated with business return envelopes.

Paper and pen applications will never go away. Face-to-face interaction with Recruiters is a necessity in the fight to build NRA membership. Using your web link effectively can increase NRA membership AND member satisfaction. If you haven't requested your link yet, email your request along with your Recruiter ID number to recruiter@nrahq.org.

[Email Feedback](#)

Exploring New Recruiting Opportunities

Recruiters should always look for new ways to increase NRA membership numbers. There are many opportunities to build membership even when you are not face-to-face with potential members. Summer is the perfect time to explore some of these options.

- **Newsletters** - Are you part of a club, association or business that sends out a periodic newsletter? Think about including an ad for NRA membership. Whether it's paper or digital, the NRA Recruiting programs department can help you put together an option to sign up members through your correspondence. Buckeye Firearms Association recruits over a thousand members a year just by adding the opportunity to join NRA in their digital newsletter!
- **Sales Flyers** - Does your shop or retail location put out a weekly flyer? What a perfect spot for a NRA membership ad! There are plenty of potential members who may look at your ad but never visit the store. This is a chance to sign them up despite not having the chance to meet them face-to-face.
- **Get in Free Promotion** - Summer presents the perfect opportunity to talk to gun show promoters that you work with about "Get in Free". Many shows slow down substantially when the weather turns warm making the promoters more willing to try new

Supplies:

[Online](#) or call 866-672-4445

Regional Gun Show Reps:

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things. Recruiting totals have skyrocketed at almost every gun show where this has been implemented. Contact your regional Marketing Representative for more details.

[Email Feedback](#)

Back to Basics: Finding the "Hot Button"

One of the most important skills any successful Recruiter has is the ability to identify a customer's "Hot Button." Each potential member has a need that has to be filled and NRA Membership needs to fill that need. Members sign up for a variety of different reasons. Recruiters must identify which reason will resonate with the potential member standing in front of him or her.

This is where finding the "Hot Button" can help you sell the membership. Which membership benefit will entice the person to join? Just bought a sleek new handgun? Tell them about the \$2,500 in ArmsCare insurance. Traveling this summer? How about the hotel discounts. Police officer? We offer \$25,000 "In the Line of Duty" insurance!

So how can we identify each individual "Hot Button?" The first step is simple; ASK! Open-ended questions can provide a wealth of information. When someone tells you they are not a member, try asking "Why not?" Step two is even easier; LISTEN CAREFULLY! Find out what benefits he or she is in need of. Once that is established, you can move on to step three; FILL THE VOID. Offer one of our many benefits you feel is most important to them and they will probably join!

By tailoring your message to the individual needs of each potential member, your membership totals should increase. You will never get 100% of the people you ask to join, but as you get better at identifying the "Hot Button" you will get much closer.

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