

Finishing 2015 Strong. Don't Forget the Spouse! Award Winner Visits Washington DC! Back to Basics: Selling the Member Benefits. 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.



October 1, 2015

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Top Recruiters

Gun Shows

1. Harry Jacobs - 3,532
2. Dave Fitzmorris - 2,680
3. Doyle Hallmark - 1,959

Dealers

1. Turner's Outdoorsman - 4,526
2. Shoot Straight - 1,557
3. Chuck's Gun Shop - 1,295

Instructors

1. Armed2Defend - 807
2. Andre Macon - 513
3. Practical Arms - 391

Clubs

1. Manhattan Wildlife Association - 957
2. Benton Gun Club - 566
3. Agawam Revolver Club - 513

Independent

1. Tier One Media - 1,687
2. USACarry.com - 445
3. Duncan's Rainbow

Finishing 2015 Strong

NRA Recruiters are making an incredible impact in 2015. 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 2016 and the general elections! Every Recruiter is encouraged to "Strive for 25" memberships. This year, over



600 Recruiters have already hit or surpassed the 25 member mark. If you haven't surpassed 25 members yet, 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. For NRA, that comes in the form of memberships. It is your 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 outstanding numbers!

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Range - 316

[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 Supplies:

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

Don't Forget the Spouse!

If every NRA member signed up his or her spouse, think of how many additional NRA members we would have. Signing up spouses is a great way for Recruiters to increase membership totals without doubling the workload!

Often, Recruiters are signing up a member while the member's spouse is standing back waiting for them to finish. When the by-stander is questioned, he or she overwhelmingly expresses their support for NRA but cannot be counted as an official member. Take the opportunity to sign them up!

Here are a few simple tips to add on a NRA membership for a spouse. Be sure to inform the member that if their spouse joins as well, they will double their NRA members insurance for the household and receive another magazine. If cost is a factor, you can offer the \$10 Associate membership for the spouse. This membership does not come with a magazine, but offers the same regular member benefits including the insurance and members-only discounts. And don't forget, just because a spouse is not physically present doesn't mean you can't ask the new member to sign them up!

Signing up spouses is a great opportunity to help strengthen NRA without adding too much to your workload. Focus on signing up spouses and not only will you increase your member signups, but also have a direct impact on the strength of NRA by adding more members.

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Award Winner Visits Washington DC!

It takes incredible dedication to NRA and its mission to be a successful recruiter. Winning "Recruiter of the Year" honors can mark the pinnacle of recruiting success. To reward that dedication and commitment, selected recruiters are invited to the NRA's September Board of Directors meeting in the Washington DC area for a weekend of activities, mingling with Board Members and NRA officers and, most importantly, receiving recognition for their outstanding achievement.

This year was no different. John Riggio, of Chuck's Gun Shop, enjoyed beautiful fall weather, a guided tour of DC, and much more! Thank you again to John and the staff at Chuck's Gun Shop for all their hard work!

[Email Feedback](#)

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Back to Basics: Selling the Member Benefits

As Recruiters, you are aware that the most important reason to join NRA is the 24/7 defense of our firearm freedoms. However, the other benefits of membership provide fantastic additional incentives for an individual to join NRA. Be sure to highlight the member benefit that will resonate the most with the potential member in front of you.

Magazine Choice: With all regular memberships comes a choice of subscription to American Rifleman, American Hunter, or America's First Freedom. The magazines come every month and are worth the dues money alone! Don't forget, magazines are not included with Associate memberships.

ArmsCare Coverage: Are you aware that membership also comes with \$2,500 in coverage for your firearms, air guns, bows and arrows against theft, accidental loss and damage? Who could turn that down for the price of membership while purchasing a firearm in your store?

Accidental Death and Dismemberment Coverage: Annual members receive \$5,000 of coverage for accidents at, or to and from, a NRA event. It also covers accidents that occur during the use of firearms or hunting equipment. If a member joins for life, the coverage doubles!

Members Only Discounts and Services: A little known benefit to NRA members is the members' only discounts. They range from moving companies to hotels and rental cars. Use one and it could more than pay for the membership! Check out the full list [here](#). You can even narrow it down to local companies by state, a HUGE selling point!

Don't forget to push benefits such as these when recruiting new members. And be sure to order the new table top displays that not only list the benefits, but highlight the authorized Recruiter discounts as well!

JOIN OR RENEW
NRA HERE
ENJOY THESE SPECIAL RATES TODAY!

1 YEAR	- \$25 (REG. \$35)
3 YEAR	- \$70 (REG. \$85)
5 YEAR	- \$100 (REG. \$125)
LIFE	- \$750 (REG. \$1,000)

MEMBERSHIP BENEFITS:

- 24/7 defense of your firearm freedoms
- \$2,500 ArmsCare® firearms insurance
- \$5,000 life and accidental insurance (\$10,000 for Life Members)
- Choice of an award-winning magazine
- Free NRA hat and decal
- More discounts available on NRA.org

★★★ ASK ME HOW! ★★★

[Email Feedback](#)

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

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