

2016 Update: NRA Recruiters on Fire! Arm Yourself With the Facts! Turner's Outdoorsman Hits 10,000! Back to Basics - Multi-Year Memberships. 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.



July 21, 2016

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Top Recruiters

Gun Shows

1. Harry Jacobs - 3,661
2. Showmasters - 3,155
3. NRA Members Council of Alameda County- 1,291

Dealers

1. Turner's Outdoorsman - 10,978
2. Shoot Straight - 2,573
3. Chuck's Gun Shop - 1,187

Instructors

1. Armed2Defend - 1,012
2. Andre Macon - 581
3. Practical Arms- 439

Clubs

1. Benton Gun Club - 611
2. Manhattan Wildlife Association - 579
3. Agawam Revolver Club - 503

Independent

1. Tier One Media - 1,969

2016 Update: NRA Recruiters on Fire!

We have reached the halfway point of 2016 and NRA Recruiters are well on their way to a record shattering year. Over 167,000 members have already joined or renewed through the Recruiting program and we still have 6 months to go. That's more than 30% ahead of last year!

It's crucial that you maintain the torrid pace of the first 6



months. Surpassing first half numbers will help to ensure that freedom loving Americans won't have to endure another 4 years of a gun grabbing presidency. Take the time to re-evaluate the goals you set for yourself at the beginning of the year. If you've

already surpassed them, set a new goal for the second half. If you are not on pace to achieve your goal, devise a plan to get to that number and beyond. Don't hesitate to call the Recruiting Programs department for assistance. Our job is to help you recruit as many members as possible!

Finishing the second half of the year strong will have a direct impact on the power of your NRA as we roll towards the general election. Help NRA be prepared by making sure the second half of 2016 is a success!

[Email Feedback](#)

Arm Yourself With the Facts!

Along with every general election cycle comes plenty of inquiries from current and potential members about candidates and pending legislation. The ability to answer these types of questions accurately is essential when you are recruiting.

Get the facts! Go straight to the source for up to date information. Visit the [NRA-ILA](#) and [NRA-PVF](#) websites to stay informed on all of the issues. Use these sites as a

2. USACarry.com - 329
3. The Well Armed Woman, LLC - 312

[View Complete Top Ten Lists](#)

Regional Gun Show News

[Northeast](#)
[Southeast](#)
[Central](#)
[West](#)

Individual Category News

[XC](#)
[XI](#)
[XR](#)
[XS](#)

Current Pricing

NRA Recruiter Authorized Discount Pricing for On-the-Spot Membership Sign-ups:

One-Year (\$40) - \$30
Three-Year (\$100) - \$85
Five-Year (\$140) - \$100
Regular Life (\$1,500) - \$500 (ends July 31)

Contact the NRA Recruiting Programs Department:

recruiter@nrahq.org
800-672-0004

Order Recruiting Supplies:

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

Regional Gun Show Reps:

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reference so that you have the tools you need to accurately answer questions from potential members.

Recruiters are often approached by other NRA supporters asking them to display materials or information on their behalf. Please remember that as recruiters, you should only display materials at your NRA recruiting station that have been supplied to you from NRA! Please contact the NRA Recruiting Programs Department at (800) 672-0004 or recruiter@nrahq.org if you are unclear about any of the materials in your display.

Don't be caught off guard. Arm yourself with the facts today. A well-informed recruiter is a successful recruiter!

[Email Feedback](#)

Turner's Outdoorsman Hits 10,000!

Turner's Outdoorsman of California set out to make 2016 its best year ever. Vice President of Compliance Bill Ortiz set the bar high in January; 10,000 members. It turns out that 10,000 members was not only obtainable, but obtainable within the first 6 months of the year! Now the chain of California stores has revised its goal, 20,000!

The logo for Turner's Outdoorsman features the word "TURNER'S" in a large, bold, red, sans-serif font. Below it, the word "OUTDOORSMAN" is written in a smaller, bold, black, sans-serif font. The letters are closely spaced and have a slight shadow effect.

A new employee commission plan was implemented at the stores this year and it's made an incredible impact. Turners shares \$5 of the commission with the employee who sells the membership no matter what. If the store, in its entirety, hits the monthly goal set by management, each employee earns an extra dollar for every membership sold that month, even the memberships sold before the goal was reached! This type of plan helps to foster an incredible sense of teamwork that comes along with reaching a common goal, maximizing NRA membership!

Take a look at this sort of plan and see if it will help your store or business. Turners has a model based on multiple stores and it may not work for the classroom, club or one location business owner. However, thinking of creative ways to get your team to work together and incentivizing them for doing so will help you reach your goals for NRA membership recruitment and beyond!

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Back to Basics: Multi-Year Memberships

The wave of pro-gun enthusiasm and the impending Presidential election have created an environment that is perfect for multi-year membership sales. Signing up a member for more than one year ensures that the individual is a member for a longer period of time, a huge benefit to

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NRA. Not to mention it will put a few extra commission dollars in your pocket!

Currently, you are authorized to discount multi-year memberships at the promotional prices below!

- **Three-year membership** - \$85 (reg. \$100)
- **Five-year membership** - \$100 (reg. \$140)
- **Life membership** - \$500 (reg. \$1,500) **(GOOD THROUGH JULY 31ST ONLY! MUST BE PAID IN FULL. AFTER JULY 31ST THE RECRUITER RATE IS \$1,000).**

Don't forget, you will receive \$15 for every new five-year membership and \$8 for every five-year renewal. For a fully paid life membership, you will get \$25! Recruiters, people are thrilled to support NRA. The time is now to ensure that they are members for much longer than just one year.

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