

Election Day 2016. Recruitment Videos Now Available! October is "Sign Up a Spouse" Month. Back to Basics - Recruiting with Web Links. 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.



September 29, 2016

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Top Recruiters

Gun Shows

1. Harry Jacobs - 5,229
2. Showmasters - 4,215
3. Cumberland Road Mercantile - 2,202

Dealers

1. Turner's Outdoorsman - 14,733
2. Shoot Straight - 3,163
3. Chuck's Gun Shop - 1,464

Instructors

1. Armed2Defend - 1,246
2. Andre Macon - 636
3. Practical Arms- 531

Clubs

1. Manhattan Wildlife Association - 983
2. Benton Gun Club- 624
3. Escondido Fish & Game Association - 602

Independent

1. Tier One Media - 2,349

Election Day 2016

November 8, 2016 will mark either a great victory for freedom or prove to be the most disastrous election in the history of this country. With only 40 short days until Election Day, ask yourself, have you recruited at least 25 members so far this year? Have you asked ALL of your customers, clients, acquaintances, and friends to join or renew? If you've already hit the 25 member mark, are you continuing to pound the drum for freedom?



There has never been a more important time to build our ranks. As a NRA Recruiter, you have a direct impact on the strength of our NRA as we head into the election. What we do from now until November 8th will shape the future for generations to come. Continue to hammer home the importance of NRA membership to every person you meet. Use these last few, precious weeks and make sure that every hunter, every shooter, and every gun owner will be a well-informed NRA member when the election comes around!

[Email Feedback](#)

Recruitment Videos Now Available!

Recruiters, you have a new tool to recruit and renew members! You may have seen the powerful ads that NRA has put together during

2. Unlimited Firearms & Outfitters - 700
3. The Well Armed Woman, LLC - 383

[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) - \$1,000

Quick Information

[Download the UPDATED Instructor PowerPoint Presentation](#)

Contact the NRA Recruiting Programs Department:
recruiter@nrahq.org
800-672-0004

Order Recruiting Supplies:
[Online](#) or call 866-672-4445

Regional Gun Show

this election cycle. Some of those videos are now available for download to use by Recruiters.

Click the link below to view all available videos. Download those that you wish and use in your stores, on your websites, in the classroom, wherever you can to encourage people to join NRA. Download multiple videos and run them on a loop in your store or at your gun show display! These hard-hitting pieces are incredibly moving. Use them to enlist more members as we move closer and closer to November 8th!



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October is "Sign Up a Spouse" Month

October is right around the corner, which means it's time for "Sign up a Spouse" month! Imagine how many additional NRA members we would have if every member signed up his or her spouse. Signing up spouses is a great way to increase your recruiting numbers without doubling your workload. And October is the perfect time to add needed muscle to the NRA, right ahead of the elections!

Getting a spouse to sign up is easy. Often, Recruiters are signing up a member and the member's spouse is standing back waiting for them to finish. When the bystander is questioned, they overwhelmingly express their support for NRA; however, they cannot be counted as an official NRA member. Here are a few simple tips to add-on a membership for the

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spouse:

- Another member in the household means another award-winning magazine. Many members would like to get 2 of the magazine choices and are forced to make a tough decision. By adding a spouse, they'll get an additional magazine plus strengthen NRA by one more member.
- Inform the member that if their spouse joins as well, they will double the ArmsCare® Firearm Insurance for the household.
- If cost is a factor, offer the \$10 Associate membership. This membership does not come with a magazine, but offers the same regular member benefits. (Note: You will need to submit an application for each member.)

Can the NRA ever have too many members? Of course not! That is why it is imperative that you embrace the spirit of "Sign up a Spouse" month and focus on strengthening NRA one member - plus one spouse - at a time!

[Email Feedback](#)

Back to Basics: Recruiting with Web Links

As a NRA Recruiter, it is your job to sign people up on the spot. This is the essence of the program. But since the use of personal computers is the norm, so are requests for recruiting web links. Adding a link for NRA membership to your website or digital correspondence will generate additional memberships if done properly.

- Your Link Must Be Visible: Make sure the viewer sees your invitation to join immediately, in the initial viewing pane of your website. Placing links at the very bottom of your page or on a different page altogether will not result in many membership signups.
- Annotate Your Link: This is your call to



action! Let them know why they should click your link to join. Highlight the \$10 savings by joining or renewing through your site. Put your brief endorsement under your provided image.

- **Be Creative:** Remember, web links for membership don't have to be limited to your website. Do you use email? Try putting the link in your signature. Do you have a digital newsletter? Insert your link there as well. You'll be surprised how many additional signups you receive.

Web recruiting will rarely yield the same kind of results that you will get with your on-the-spot signups. But, if done properly, it can be an effective supplement to your recruiting efforts.

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