

Your 2017 Summer Assignment! Exploring Summer Recruiting Opportunities. Summer Life Special! Back to Basics: Don't Forget About Renewal 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.



May 25, 2017

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Top Recruiters

Gun Shows

1. Harry Jacobs - 2,145
2. Showmasters - 1,941
3. David Conte - 1,077

Dealers

1. Turner's Outdoorsman - 4,162
2. Shoot Straight - 1,463
3. Chuck's Gun Shop - 741

Instructors

1. Armed2Defend - 785
2. Gunsite Academy - 241
3. Black Wolf Tactical - 187

Clubs

1. Benton Gun Club - 510
2. Peconic River Sportsman's Club - 463
3. Western Wayne Co. Conservation Assn - 344

Independent

1. Tier One Media - 889
2. Shooters World- 192

Your 2017 Summer Assignment!

2017 is shaping up to be another fantastic year for NRA Recruiters. To date, more than 110,000 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 record shattering pace of 2016. 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 2017 and

2016. 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](#)

Exploring Summer Recruiting Opportunities

Recruiters should always look for new ways to

3. The Well Armed Woman -
177

[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 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 Reps:

Hannah Greene

increase NRA membership numbers. The summer is a perfect time to explore these new efforts!

- **Find unique events** - Summer usually provides a number of events unique to the summer months. County fairs, flea markets and tent sales are just a few kinds of events that could be new and fertile ground for NRA members.
- **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.
- **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 ideas to get people in the door. Recruiting totals have skyrocketed at almost every gun show where this has been implemented. Contact your regional Marketing Representative for more details.

[Email Feedback](#)

Summer Life Special!

Starting on **June 15th**, Recruiters can sell life membership for only \$600! That's \$900 off the regular price. This price is valid on fully paid life memberships only and cannot be applied as an Easy Pay life option. The offer will run until July 31st and your web links will update automatically!

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Use the next couple of weeks to plan and prepare to sell life memberships in droves! Email blasts, newsletter advertisements, special events and upcoming classes are perfect opportunities to plan for now so that when the calendar turns to June 15th you can hit the ground running! Start thinking about how you will take advantage of this incredible offer!

[Email Feedback](#)

Back to Basics: Don't Forget About Renewal Memberships!

It goes without saying that, as Recruiters, you should be asking every potential member to join. But many Recruiters run into a common problem; they claim that most prospective members already belong to NRA.

Don't forget about renewal memberships! When a current member renews with you, a year is simply added to the end of their expiration date. Members lose no time on their membership, save money on their dues, and avoid the possibility of their membership lapsing.

Renewals are an easy but often overlooked opportunity to add to your recruiting totals. They also ensure that NRA stays strong by retaining current members for another year!

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