Frequently Asked Questions:

► When do I receive my NRA hat? The black and gold shooter’s cap is a new member premium item only. Hats are mailed to the member once their membership processes at HQ.

► I have handed out hundreds of NRA applications and have not received one commission check yet. Why is that? Experience has proven that simply handing out applications is not an effective way of recruiting. Avoid this practice and sign up members on the spot. Do not hand out applications for customers to take home.

► Can I sell a membership for $30? Yes, as an official NRA Recruiter you are authorized to sell the One Year Annual Membership for $10 off the regular price. Use this privilege as a selling tool to close the sale. Cross out the $40 price on your 3-part application and write in $30. Please refer to the attached sheets of this guide for the discount options and commission breakdown. Read your Recruiter Newsletter emails for current promotional pricing.

► Why do I receive so much mail from the NRA? Because the NRA is a not-for-profit association, we cannot use membership funds to sponsor the political fight to defend our Second Amendment rights. The NRAs Institute for Legislative Action (ILA) subsists primarily on donations. Additionally, the mailings are informational, keeping members up to date on current legislative issues. If a member wants to reduce the amount of mail from NRA, they can call the Membership Hotline (800) 672-3888 (located on the back of their pink receipt) and request to be removed from the list.


Contact Us!
Call the recruiting hotline toll free at (800) 672-0004.
Our office is open 8:30 a.m. – 5:00 p.m. EST. You can also reach us via email at recruiter@nrahq.org. Orders supplies 24/7 at www.recruiting.nra.org or at (866) 672-4445.

Clubs (XC)/Instructors (XI)
David Helmer
dhelmer@nrahq.org
(703) 267-3781

Retailers (XR)/Dealers (XS)
Aaron Michael
amichael@nrahq.org
(703) 267-3751

Southeast Region Shows & Events (XP)
AL, DE, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV
Kathryn Hollifield
khollifield@nrahq.org
(703) 267-3772

Northeast Region Shows & Events (XP)
CT, IN, MA, ME, MI, NH, NJ, NY, OH, PA, RI, VT
Kara Kelly
kkelly@nrahq.org
(703) 267-3714

Central Region Shows & Events (XP)
AR, IA, IL, IN, MI, MN, OK, TX, WI
Kevinn Conklin
kconklin@nrahq.org
(703) 267-3776

Western Region Shows & Events (XP)
AK, AZ, CA, CO, HI, ID, KS, MT, ND, NE, NM, NV, OR, SD, UT, WA, WY
David Merrill
dmerrill@nrahq.org
(703) 267-3784

Getting Started
Your packet contains everything you need to sell NRA memberships.

Congratulations on becoming an NRA Recruiter and joining thousands of other Recruiters committed to protecting our Second Amendment Freedoms by building a stronger NRA.

Please keep this guide near you when recruiting as a reference tool, and don’t hesitate to call the Recruiter Hotline with questions.

1. You need to know your Recruiter ID# before selling memberships. Your ID# must be written on every application. This is how we track your sales and pay your commission!

Your Recruiter ID# is: __________________

2. Your kit contains the following items:

- 1 membership book (25 applications)
- 1 pack (10) of return mail envelopes
- 2-sided posters
- Commission sheet
- Operating guide

3. Very few products or services actually sell themselves. This is also true for NRA memberships. A strong understanding of membership benefits will help you sell more. Simply asking, “Would you like to join or renew your NRA membership today?” may result in a new member. For others, you will have to explain the benefits of NRA membership. Ask everyone to join!

Recruiting is a numbers game and speaking to everyone will improve your results.

Major benefits are listed on your tabloids. A comprehensive list is available at benefits.nra.org.

4. Fill in the member’s information completely on the application. The application has three parts: Give the customer the bottom (pink) copy; send NRA the top (white) copy, and keep the middle (yellow) copy for your records.

Always write your Recruiter ID number at the upper right corner of each application.

You may accept cash, check and credit cards. Attach checks directly to the application and convert cash to a check or money order before sending NRA the completed application. Verify credit card information (account number and expiration date) is complete and accurate. Credit card processing is handled at NRA HQ.
As stated in your recruiter enrollment form, applications must be mailed to NRA within 5 days. Members will receive their credentials approximately 2-4 weeks after NRA receives the applications from you. Remember, prompt processing makes you and the NRA look good. Mail all applications and correspondence to:

NRA Recruiting Programs
11250 Waples Mill Road
Fairfax, VA 22030

Twice a month, NRA will send a check and statement detailing the memberships you sold and your commission. Cross-reference your yellow copies with this statement and notify us immediately of any mistakes. Memberships by web link are included in your statement.

Tip: Split or share your commission as a reward for eager sales people!

Be creative and set goals! NRA can provide a custom web link to a secure online membership form for your website or email signature.

Put an application in your club’s newsletter, store catalog, local newspaper, etc. Contact the Recruiter Program for specifications well in advance of your print date, and make sure your Recruiter ID# is on the application.

Stay informed of issues and updates relating to NRA recruiting and receive tips to get into the “Top 10.” Read the weekly NRA E-Cruiter email update and NRA Recruiter newsletter.

Have a few copies of NRA publications on hand for potential members to examine! NRA magazines are award-winning, high-quality publications jam-packed with information for gun enthusiasts and hunters, and provide up-to-date coverage on the Second Amendment. Contact your representative for copies of the magazines.

America’s 1st Freedom NRAs pure news magazine delivers professional, compelling, accurate, timely and hard-hitting journalism that tells the truth about the threats to our Second Amendment rights.

American Rifleman As the premier magazine produced by NRA Publications for shooting and firearm enthusiasts, American Rifleman utilizes the foremost experts in every shooting pursuit.

American Hunter For NRAs outdoorsmen and women, American Hunter offers expertise on how and where to hunt all types of North American game.

Shooting Illustrated The newest addition to the lineup of award-winning NRA publications available with NRA membership, Shooting Illustrated provides the most up-to-date product reviews, tests and analysis from the top writers in the industry, offering their expert insight into all facets of shooting.

Twice a month, NRA will send a check and statement detailing the memberships you sold and your commission. Cross-reference your yellow copies with this statement and notify us immediately of any mistakes. Memberships by web link are included in your statement.

Tip: Split or share your commission as a reward for eager sales people!

Be creative and set goals! NRA can provide a custom web link to a secure online membership form for your website or email signature.

Put an application in your club’s newsletter, store catalog, local newspaper, etc. Contact the Recruiter Program for specifications well in advance of your print date, and make sure your Recruiter ID# is on the application.

Stay informed of issues and updates relating to NRA recruiting and receive tips to get into the “Top 10.” Read the weekly NRA E-Cruiter email update and NRA Recruiter newsletter.

Have a few copies of NRA publications on hand for potential members to examine! NRA magazines are award-winning, high-quality publications jam-packed with information for gun enthusiasts and hunters, and provide up-to-date coverage on the Second Amendment. Contact your representative for copies of the magazines.

America’s 1st Freedom NRAs pure news magazine delivers professional, compelling, accurate, timely and hard-hitting journalism that tells the truth about the threats to our Second Amendment rights.

American Rifleman As the premier magazine produced by NRA Publications for shooting and firearm enthusiasts, American Rifleman utilizes the foremost experts in every shooting pursuit.

American Hunter For NRAs outdoorsmen and women, American Hunter offers expertise on how and where to hunt all types of North American game.

Shooting Illustrated The newest addition to the lineup of award-winning NRA publications available with NRA membership, Shooting Illustrated provides the most up-to-date product reviews, tests and analysis from the top writers in the industry, offering their expert insight into all facets of shooting.