



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 NRA's 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.
- ▶ **How can I stay up to date?** Read the weekly NRA E-Cruiter email update and quarterly NRA Recruiters newsletter. Keep informed of issues related to NRA and the Recruiting program. Sign up at <http://recruiting.nra.org/weekly-e-cruiter.aspx>.

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. Order 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, MD, 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, MN, MO, OK, TX, WI
Kevin 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



National Rifle Association
of America
Recruiting Programs
11250 Waples Mill Road
Fairfax, Virginia 22030

Office: (800) 672-0004
Supplies: (866) 672-4445
Fax: (703) 267-3810
recruiter@nrahq.org
www.NRA.org/recruiter

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.

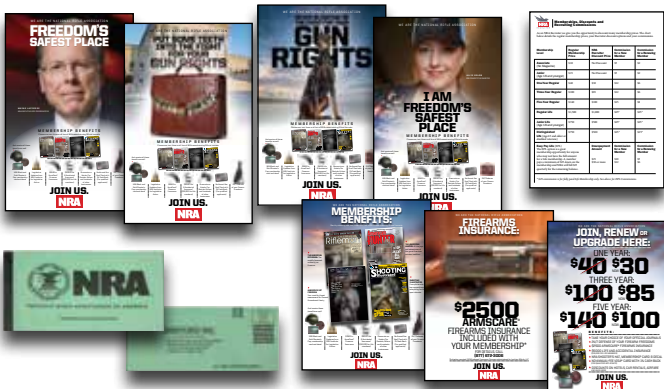
1

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) 2-sided posters
 - (3) tabletop displays
 - 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.

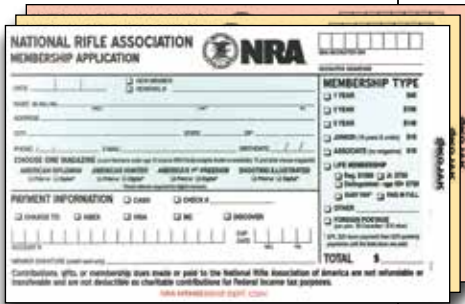
Major benefits are listed on your tabletops. A comprehensive list is available at **benefits.nra.org**.

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.





4

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

NATIONAL RIFLE ASSOCIATION						
MEMBERSHIP DIVISION						
JOE RECRUITER			DATE: 5/1/2017			
123 MAIN STREET			ID#: X0011442E			
ANY CITY, VA 22030			VENDOR: XXXXXXXXXX			
			FED TAX #: XX-XXXXXXX			
VOUCHER NUMBER ####			TOTAL AMT	TOTAL COMMISSION		
			@220.00	@57.00		
TYPE OF	FIRST	LAST	MEMBER	COMMISSION		
DATE	NAME	NAME	AMOUNT	AMOUNT		
NEW	5/1/17	JOHN SMITH	12345	@30	@12	
NEW	5/1/17	NICOLE WEB	12345	@30	@12	
NEW	5/1/17	TONY STARK	12345	@30	@12	
NEW	5/1/17	ROB SMITH	12345	@30	@6	
NEW	5/1/17	WAYNE LEE	12345	@100	@15	
				@220	@57	

5

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!

6

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.

7

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.

8

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 NRA's 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 NRA's 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.


NRA Membership Application Guide

How it works:

Fill in the customer's information

Place your Recruiter ID# here

Indicate the membership type and total

NATIONAL RIFLE ASSOCIATION MEMBERSHIP APPLICATION		 NRA		<div style="border: 1px solid black; width: 100px; height: 30px; margin-bottom: 5px;"></div> NRA RECRUITER ID# _____	
DATE: _____ <input type="checkbox"/> NEW MEMBER <input type="checkbox"/> RENEWAL # _____		RECRUITER SIGNATURE _____			
NAME: Mr./Mrs./Ms. _____ <small>FIRST LAST MI.</small>		MEMBERSHIP TYPE			
ADDRESS: _____		<input type="checkbox"/> 1 YEAR \$40			
CITY: _____ STATE: _____ ZIP: _____		<input type="checkbox"/> 3 YEAR \$100			
PHONE: (____) _____ E-MAIL: _____ BIRTHDATE: ____/____/____		<input type="checkbox"/> 5 YEAR \$140			
CHOOSE ONE MAGAZINE (Junior Members under age 15 receive NRA Family Insights Insider e-newsletter, 15 and older choose magazine)		<input type="checkbox"/> JUNIOR (18 years & under) \$15			
AMERICAN RIFLEMAN <input type="checkbox"/> Print or <input type="checkbox"/> Digital*		<input type="checkbox"/> ASSOCIATE (no magazine) \$10			
AMERICAN HUNTER <input type="checkbox"/> Print or <input type="checkbox"/> Digital*		<input type="checkbox"/> LIFE MEMBERSHIP			
AMERICA'S 1 ST FREEDOM <input type="checkbox"/> Print or <input type="checkbox"/> Digital*		<input type="checkbox"/> Reg. \$1500 <input type="checkbox"/> Jr. \$750			
SHOOTING ILLUSTRATED <input type="checkbox"/> Print or <input type="checkbox"/> Digital*		<input type="checkbox"/> Distinguished - age 65+ \$750			
<small>*Email address required for digital versions.</small>					
PAYMENT INFORMATION		<input type="checkbox"/> CASH <input type="checkbox"/> CHECK # _____			
<input type="checkbox"/> CHARGE TO: <input type="checkbox"/> AMEX <input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> DISCOVER		<input type="checkbox"/> EASY PAY <input type="checkbox"/> PAID IN FULL			
ACCOUNT # _____		<input type="checkbox"/> OTHER _____			
EXP. DATE _____ MO. _____ YR. _____		<input type="checkbox"/> FOREIGN POSTAGE (per year: \$5 Canadian - \$10 other)			
MEMBER SIGNATURE (credit card only) _____		* EPL \$25 down payment then \$25 quarterly payments until the total dues are paid.			
CONTRIBUTIONS, GIFTS, OR MEMBERSHIP DUES MADE OR PAID TO THE NATIONAL RIFLE ASSOCIATION OF AMERICA ARE NOT REFUNDABLE OR TRANSFERABLE AND ARE NOT DEDUCTIBLE AS CHARITABLE CONTRIBUTIONS FOR FEDERAL INCOME TAX PURPOSES.		TOTAL \$ _____			

NRA MEMBERSHIP DEPT. COPY

Pink copy goes to the customer

Keep the yellow copy for your records

Mail the
white
copy with
payment to
NRA

For credit card payments, verify
CC# and expiration date

1

Place your Recruiter ID# in the boxes at the top right of the application (this step can be done before the sale). If applicable, place the sales associate's name or initials on the signature line.

2

Fill in the customer's information, magazine choice, membership type and total dues paid.

Credit Card: Fill in the customer's complete charge card number and expiration date. Verify for accuracy and have the customer sign.

Check: Staple the check to the application and include the check number on the form.

Cash: Please convert to check or money order. You may also deposit the cash and use your own charge card. Do not send cash through the mail. The NRA is not responsible for lost cash.

3

Detach application(s) and give the customer the **pink** copy. Keep the **yellow** copy for your records and mail NRA the top **white** copy with payment(s).

4

Application *must* be mailed to the NRA within one week of sale. **Note:** The application and all copies clearly state 4-6 weeks for membership processing. To ensure member satisfaction, it is imperative the applications be sent to the NRA immediately.

5

Mail applications in your postage-paid envelopes to:

NRA Recruiting Programs

11250 Waples Mill Road
Fairfax, VA 22030