

# NRA Recruiting Newsletter Goes Online:

In an effort to better communicate with recruiters in a more timely manner we are moving from the printed quarterly newsletter to an all-online newsletter format starting in Summer of 2009. In addition, the recruiting web site will have improved content and updates. Please make sure we have your current e-mail address on file for the weekly E-cruiter updates and for the new online Recruiter Newsletter.

## Enter to Win a Recruiter Hat or Polo Shirt!

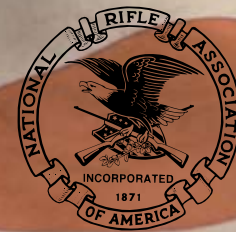
Submit or update your email address and enter to win one of 10 recruiter hats or 10 recruiter polo shirts. Submit your email address to [recruiter@nrahq.org](mailto:recruiter@nrahq.org) with your recruiter ID number and we'll enter you in the drawing!

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Nonprofit Org.  
U.S. Postage  
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Merrifield, VA.  
Permit No. 283



# NRA RECRUITER

SPRING 2009 VOLUME 13 ISSUE 1

## 2008 Recruiters of the Year

### Gun Show Recruiter

#### Dave Fitzmorris - 8,598

Congratulations to Dave Fitzmorris, 2008 Show Promoter of the Year! Dave had an incredible year in 2008 recruiting more than 8,000 members; which is well over 2,000 more members than he recruited in 2007.

Dave has been a Show Promoter Recruiter for the Southeast Region since 1998. Since then he has been breaking records and setting the bar high for Show Recruiters. Dave encourages every recruiter to do their best when signing up members. "Every member we bring into the NRA only strengthens our voice as gun owners and strengthens our fight in defending our freedoms," Dave says.

The secret to Dave's success lies in his use of the "Join Here, Get in Free" promotion at gun shows. This promotion works by allowing anyone who joins or renews NRA to get into gun shows for free. This promotion brings in a lot more members for Dave and has helped him maintain the top spot in the southeast region for several years now.

With his great success in 2008, Dave has now recruited more than 27,000 members over the last ten years. Dave, we know that you are on your way to breaking the 10,000 mark in 2009! Our thanks and congratulations go out to Dave Fitzmorris for his continued efforts in building a stronger NRA!



Dave Fitzmorris with Southeastern Marketing Rep. Shannon McGarry

### Dealer Recruiter

#### G.A.T. Guns - 733

We are happy to award the 2008 Gun Dealer Recruiter of the Year to G.A.T. Guns, of Dundee Illinois! G.A.T. Guns surged ahead with 733 memberships recruited in 2008, sending them to the top of the Dealer lists and continuing a tradition of recruiting that dates back to 1992. G.A.T. Guns experienced a nine-fold increase in recruiting from their totals in 2007, and have now recruited more than 1,700 total members.

We recently had the chance to speak with Greg Tropino, owner of G.A.T. Guns, about his recruiting strategies. When asked if he had any advice for new recruiters, Greg said, "You have to remind the customer what NRA is fighting for. Most guys don't know about all the benefits, and the (firearms) insurance goes over really well. Everyone's busy, but it doesn't take that

### Independent Recruiter

#### Shooting USA - 3,583



Jim Scoutten

2008 was an outstanding year for Shooting USA! Producer, host and NRA recruiter since 2002, Jim Scoutten uses his weekly television show to encourage NRA membership. Shooting USA airs every Wednesday, 52 weeks of the year, and features a 15 second promo spot where Jim personally invites viewers to join NRA. With only 15 seconds airing every Wednesday at prime time, Jim recruited a total of 3,582 members in 2008.

Jim is a Benefactor Member of the NRA, and he has a deep understanding of the benefits of NRA membership. In addition, he regularly features stories on NRA Sanctioned Competitions, Women On Target and numerous other NRA programs and events throughout the year in his programming. Jim is a great example of a recruiter going above and beyond to promote the NRA and understands that without the NRA protecting the Second Amendment he "Wouldn't have much of a show."

2008 was Jim's best year ever, taking his career recruiting numbers to well over 5,000 members. Jim has earned the title of Independent Recruiter of the Year for 2008, and he has our sincere thanks for his efforts to preserve the Second Amendment by strengthening the NRA.



The dedicated staff at G.A.T. Guns - from left: Mike Carlino, Neal Leuders, Greg Tropino Jr., Randy Potter and Sean Henning.

much to convince (a gun customer) to join NRA. We either hang together or we hang alone." One of the secrets to G.A.T.

Guns' success is their highly motivated staff. Greg distributes any earned recruiting commissions amongst his sales staff, and they have developed a tradition of organized excellence when it comes to submitting applications. Our thanks go out to the staff of G.A.T. Guns for their hard work and dedication. Congratulations on becoming our Gun Dealer Recruiters of the Year in 2008! We look forward to another banner year for G.A.T. Guns in '09!

## Recruiting Programs Directory

Recruiting Program  
(800) 672-0004  
recruiter@nrahq.org  
www.nra.org/recruiter

Jeff Poole  
Director  
Membership Programs  
(703) 267-3786

Candice Shelton  
Program Coordinator  
Shows & Events  
(703) 267-3785

Kristen Bailey  
Events Coordinator  
Shows & Events  
(703) 267-3782

### GUN SHOWS & SPECIAL EVENTS

John Bailey - Manager  
jbailey@nrahq.org  
(703) 267-3771

Kyle Crew  
Marketing Rep - Central  
kcrew@nrahq.org  
(703) 267-3779

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Marketing Rep - West  
bcox@nrahq.org  
(703) 267-3784

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Marketing Rep - Northeast  
pgoggin@nrahq.org  
(703) 267-3714

Shannon McGarry  
Marketing Rep - Southeast  
smcgarry@nrahq.org  
(703) 267-3772

### BUSINESSES, INDIVIDUALS, CLUBS & INSTRUCTORS

Andrea Myers  
Marketing Coordinator  
amyers@nrahq.org  
(703) 267-3759

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mlong@nrahq.org  
(703) 267-3756

Recruiting Supplies  
866-672-4445  
www.nra.org/recruiter

NRA-ILA  
(800)392-8683  
www.NRA-ILA.org

## Important Changes to Membership Applications

We have updated the standard three-part application book. These new books will incorporate the following changes:

**Junior Members** age 15 and older may now choose one of the regular magazines in place of receiving *Insights* magazine.

We have added the **5-Year** membership. You can continue to sell 2-Year memberships for \$60 by utilizing the "OTHER" space on the application form.

NATIONAL RIFLE ASSOCIATION MEMBERSHIP APPLICATION		NRA RECRUITER ID#
<input type="checkbox"/> NEW MEMBER <input type="checkbox"/> RENEWAL #		RECRUITER SIGNATURE
DATE: _____	<b>MEMBERSHIP TYPE</b>	
NAME: Mr./Mrs./Ms. _____ FIRST _____ LAST _____ M.I. _____	<input type="checkbox"/> 1 YEAR \$35	
ADDRESS: _____	<input type="checkbox"/> 3 YEAR \$85	
CITY: _____ STATE: _____ ZIP: _____	<input type="checkbox"/> 5 YEAR \$125	
PHONE: (_____) _____ BIRTHDATE: ____/____/____	<input type="checkbox"/> JUNIOR (18 years & under) \$15	
E-MAIL: _____	<input type="checkbox"/> ASSOCIATE (no magazine) \$10	
<input type="checkbox"/> CHOOSE ONE MAGAZINE (Junior Members under age 15 receive <i>Insights</i> magazine only, 15 and older choose magazine) <input type="checkbox"/> AMERICAN RIFLEMAN <input type="checkbox"/> AMERICAN HUNTER <input type="checkbox"/> AMERICA'S 1 <sup>ST</sup> FREEDOM	<input type="checkbox"/> LIFE MEMBERSHIP	
<b>PAYMENT INFORMATION</b> <input type="checkbox"/> CASH <input type="checkbox"/> CHECK OR MONEY ORDER <input type="checkbox"/> CHARGE TO: <input type="checkbox"/> AMEX <input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> DISCOVER	<input type="checkbox"/> Reg. \$1000 <input type="checkbox"/> Jr. \$550	
ACCOUNT # _____ EXP. DATE _____ MO. _____ YR. _____ MEMBER SIGNATURE (credit card only) _____	<input type="checkbox"/> Distinguished - age 65+ \$375	
<b>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.</b> NRA MEMBERSHIP DEPT. COPY	<input type="checkbox"/> EASY PAY* <input type="checkbox"/> PAID IN FULL	
	<input type="checkbox"/> OTHER	
	<input type="checkbox"/> FOREIGN POSTAGE (per year: \$5 Canadian - \$10 other)	
	* EPL \$25 down payment then \$25 quarterly payments until the total dues are paid.	
	<b>TOTAL \$</b>	

The **Associate Membership** was formerly known as the "Liberty" membership.

**Life Membership** is now \$1,000. **All recruiters can continue to offer the Life Membership at a special reduced rate of \$750.00 until further notice.**

On the back: We added the web address for Member Services -- [www.NRAMemberServices.org](http://www.NRAMemberServices.org). Here, members can change their address, email address, or magazine selection. They can also make a payment online, give a gift membership, donate to NRA and gain access to online Member Benefits, plus so much more.

#### Remember these key points:

- **Memberships take 4 - 6 weeks to process.** Per your recruiting contract, always send in applications within one week of receiving them. Promptly submitting applications to NRA ensures the new member will receive his membership within the promised 4 - 6 weeks.
- **Verify credit card numbers and expiration dates for accuracy.** Incomplete or incorrect credit card numbers will not be processed and you will not receive credit for them. Missing expiration dates will delay the processing time of memberships.
- **Do not send cash through the mail.** Send one check or money order for all cash memberships.

#### Did You Know?

One of the best ways to protect your 2nd Amendment freedoms is to visit the NRA Store. 100% of the profits from the NRA Store go directly to support vital NRA programs.

The NRA Store is online at [www.NRAstore.com](http://www.NRAstore.com). Order a catalog on the NRA Store website or call the membership hotline at 800-672-3888.



**BECKY COX**  
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West Regional News  
AK AZ CA CO HI ID KS MT ND NE NM NV  
OR SD UT WA WY



Western region recruiters are breaking records left and right! As recruiters you represent the face of the NRA. With the elections behind us, our goal is to get the NRA in front of as many people as possible. Now is the time to set your goals for 2009. How many members you would like to recruit for the next month, the next quarter and the entire year? Have you researched any new venues or events with potential for recruiting? Just remember, when you shoot for the moon you may land among the stars. Check your previous records to set attainable and realistic goals that will not prove to be frustrating. As many of you have already seen, 2009 may be the year that you recruit three times the number that you have in previous years.

While I know you're all excited to bring in lots of memberships to the NRA, in your rush it's still important to double check the applications.

- Verify credit card numbers are complete
- Checks are written for the correct amount
- Your applications are sorted by cash, check and charge
- Show report is complete

It's important that the memberships get in on time and are correct. Members expect to receive their credentials between four and six weeks as stated on the back of their receipt. If the memberships do not come in promptly and/or correct it holds up processing for everyone. The key is to remember good customer service so they will continue to renew their memberships with you rather than elsewhere.

There are so many people whom I want to congratulate. Many of you like Bill Peterson and Brandon Kirk increased their recruited members by 200%. I have to admire recruiters like Dan Dewey with Southern Arizona Field Support Team who push themselves every year and continue to grow the NRA by hundreds of members a year. I am proud to say the Western Region grew 12% in 2008.

WEST	
NRA MEMBERS COUNCIL OF ALAMEDA CO.	804
NRA SOUTHERN ARIZONA FST	786
MC SAN DIEGO	767
SACRAMENTO CO. FIREARMS EDUCATION	521
CHILD & ADULT SAFETY SERVICES	466
FIREARMS FREEDOM COUNCIL OF VENTURA	434
LIFEPLANNING SERVICES, INC.	375
FIREARMS EDUCATION & SAFETY	286
NRA MEMBERS COUNCIL OF INLAND EMPIRE	281
BILL PETERSON	266



**PETER GOGGIN**  
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Northeast Regional News  
CT IN MA ME MI NH NJ NY OH PA  
RI VT



I am proud to report that after just one quarter, our numbers are already looking great for the year. Congratulations to Michael Regan who recruits for the Peoples Rights Organization, he has almost doubled their totals from last year! Henry Kutzing and Chris Beebe have also seen significant gains this year. Keep up the great work and push hard for those memberships!

I have just returned from extensive travel during the last three months. It was great to get to meet some of you while I was at shows. For those of you whom I didn't get to meet, I am looking forward to getting to know you better now that I am back in the office more frequently. Please make sure I have your updated contact information so that I can help you as much as possible.

Many people thought that the historic firearm and ammo sales that we have seen over the past few months would begin to drop after January. However that has not been the case. People in this country are speaking out with their dollars, and hand in hand with high numbers of gun sales we have seen record numbers of new NRA members.

This is an unprecedented time in our national history. You have a chance to give people in your area a voice in Washington by helping them sign up for the NRA. Make sure you are getting out there and giving them an opportunity to have their voices heard. Remind them that they can have an impact not only on Washington but also on history by helping the NRA defend the Second Amendment.

Remember to set goals for yourself for the rest of the year and push yourself to do the best you can. Let me know what your goals are so that I can help you meet and break your personal goals. Let's get out there and help make 2009 a great year for the Northeastern Region.

NORTHEAST	
HARRY JACOBS	1,104
PEOPLE'S RIGHTS ORGANIZATION	1,092
WINDT AND SON	760
MARGARET RAZUS	213
JON SMETANA	183
INDIANA STATE RIFLE & PISTOL ASSN	132
HENRY J. KUTZING	131
CLYDE PRITCHARD	113
DAVID MAYBACH	98
CHRIS BEEBE	91



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(703) 267-3779 kcrew@nrahq.org

**Central Regional News**  
AR IA IL MN MO OK TX WI



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**Southeast Regional News**  
AL DE FL GA KY LA MD  
MS NC SC TN VA WV



## 2008 Top Ten's

2008 was an impressive year for recruiting! NRA recruiters responded to the call to "prepare for the storm" by signing up thousands of new members and helping to make the NRA stronger to face the emerging battles of 2009. Together, we witnessed events in 2008 that will affect us over the next year, and we will need many new members to join in the fight to defend our freedoms. 2009 is already shaping up to be a banner year for recruiting, and we must keep up the pace to keep our 2nd Amendment freedoms strong!

The Central Region has amazed me with recruiting gains not only in 2008 but also now in 2009. Last year as a region we improved 80% over the previous year. In 2009 we are already putting up incredible gains, as we are 112% above where we were a year ago! As you all know, recruiting membership numbers have been increasing at a feverish pace, and we need to focus on signing up members now, while gun rights are on the front burner. Remember it's like fishing, if you don't have a line in the water you will not catch a thing. So keep your application books open and a pen ready, and new members will approach you to join the fight for our Second Amendment freedoms.

For this year make a goal for yourself, whether it's recruiting 100 members or 1,000. Make a realistic goal that you can work towards in what is expected to be a good year for membership recruiting. Last year the entire Top 10 was above 500 members. This year let's see how many recruiters get to that mark or even if the Top 10 can exceed 1,000 members each. A few exceptional performances not shown in the Top 10 of 2008 are Gateway Civil Liberties Alliance, Cedric Scofield, Permit to Carry, Linda Baxter, and Bobby Lloyd who all put up career highs in recruiting — great job to all of you.

Many of you have built great relationships with the gun show promoters you work with. Be sure to thank them for their support of your recruiting; whether they give you a free table or let you work "Get in Free," they are helping us boost the membership in the NRA which helps all of us. Also do not be afraid to try new venues with the warming weather, as outdoor events might bring in many Second Amendment supporters.

Thanks again for a great 2008, and here is to making 2009 even better in the Central Region.

In 2008, each of you impressed me by increasing the Southeast numbers 61% over the previous year, but even more impressive are the numbers you are bringing in already for 2009! We all know that the new administration has played a huge role in the number of members joining, but the success of the Southeast is directly related to each of you who are out there on the front lines, planning and preparing for your shows, urging people to join or renew, and signing them up!

Throughout the Southeast Region, many of you are experiencing record-breaking shows. Congratulations to Frank Krasner who signed up 203 members at the Silverado Gun Show in MD and to Bruce Jones who signed up 125 members at the Richmond, VA Showmasters show - both of which are record-breakers for them! Special Congratulations to Dave Fitzmorris who recruited 2,008 members at the Nation's Gun Show in Chantilly, VA! All I have to say about that is "WOW!"

Congratulations are also in order for many of our new SE recruiters already making their mark as Top Recruiters in our region. Herb Speas began recruiting in September '08 and already debuted in the #2 spot for the SE with 885 members in 2009. Herb, I knew you would be great! Daniel Leatherwood, Alan Bagley and Stacey Rowe are also new recruiters who have made their mark in the Top 20! Each of you have worked hard and your success is showing through – Keep up the great work!

Right now, people want to join, so it's our job to get the application in front of them and sign them up. Let me know your '09 goals, and I will help you work toward them. Let's make 2009 the BEST YEAR EVER for the SE Region!

### Dealer Recruiters:

1.	TGS.Com	869
2.	G.A.T. Guns	733
3.	Target World of Pennsylvania	728
4.	Jay's Gun & Accesories	720
5.	Chuck's Gun Shop	506
6.	Buffalo Gun Center	242
7.	Turners Outdoorsman	235
8.	Stengel Gun Shop	200
9.	Blue Trail Range & Gun Store	143
10.	Ron Peterson	133

### Independant Recruiters:

1.	Shooting USA	3,583
2.	Tom Gresham's Gun Talk Radio	1,957
3.	NRA Range	1,080
4.	AR15.com	971
5.	Select Publishing	644
6.	Marketshare Publications	636
7.	GunBroker.com	340
8.	Mark Richardson	335
9.	Oldham & Associates	320
10.	Sacramento Valley Shooting Center	205

### Instructor Recruiters:

1.	Gunsite Academy	669
2.	Cheryl Lamar-Wagner	613
3.	Starks Training Institute	531
4.	Glenn Gurnett	383
5.	Roger Richards	252
6.	Kerry Miller	168
7.	Donald Lee McCarthy	148
8.	Bella Laslo	106
9.	Allen Salem	88
10.	Steve Teutsch	83

### Club Recruiters:

1.	Tulsa Red Castle Gun Club	779
2.	Manhattan Wildlife Club	684
3.	Peconic River Sportsman's Club	532
4.	Benton Gun Club	506
5.	Westfield Sportsmans Club	426
6.	Western Wayne Co. Cnsrv. Assn.	320
7.	Cherokee Gun Club	309
8.	Escondido Fish & Game Assn.	254
9.	Tri-County Gun Club	239
10.	East Texas Rifle & Pistol Club	236

### Central Region Show Recruiters:

1.	Tulsa Gun Show	4,065
2.	Doyle Hallmark	2,194
3.	Ernest Roney Jr.	1,444
4.	Lajuana Murray	1,232
5.	Lee Swank	1,034
6.	Jane Snapp	1,013
7.	Damaso Torres	953
8.	Iowa State Rifle & Pistol Club	719
9.	Philip Dean Wulz	544
10.	Glenn Stanfield	515

### Western Region Show Recruiters:

1.	Members Council of Alameda County	1,399
2.	Southern Arizona Field Support Team	1,333
3.	Costa Mesa Newport Rifle Assn.	1,261
4.	Members Council San Diego	907
5.	Utah R&P Association	862
6.	Firearms Education & Safety	707
7.	Gail Rogers	675
8.	Child & Adult Safety Education Services	581
9.	Members Council of Inland Empire	543
10.	Firearms Freedom Council of Ventura	535

### Northeast Region Show Recruiters:

1.	Harry Jacobs	4,410
2.	Windt & Son	1,141
3.	Peoples Rights Organization	661
4.	Jon Smetana	562
5.	Charles Lehnert	380
6.	Margaret Razus	297
7.	Indiana State Rifle & Pistol Association	268
8.	Marc Diana	213
9.	Robert Sarp	196
10.	Lawrence Himberg	160

### Southeast Region Show Recruiters:

1.	Dave Fitzmorris	8,598
2.	Southern Classic Gun & Knife	1,856
3.	Sun Coast Gun Shows	1,015
4.	Wes Stinson	925
5.	Silverado Gun Shows	822
6.	James Mangels	813
7.	William Dickens	629
8.	Carol Shaffer	541
9.	Mark Becker	521
10.	2nd Amendment Coalition	500

## CENTRAL

TOP TEN	DOYLE HALLMARK	812
	JANE SNAPP	638
	LAJUANA MURRAY	602
	PHILLIP WULZ	506
	ERNEST RONEY	482
	IOWA STATE RIFLE & PISTOL ASSN.	408
	DAMASO TORRES	351
	GATEWAY CIVIL LIBERTIES ALLIANCE	330
	PERMIT TO CARRY	260
	GERALD PALLESEN	201

## SOUTHEAST

TOP TEN	DAVID FITZMORRIS	3,135
	HERBERT SPEAS	885
	JAMES MANGELS	676
	DARYL PORN	556
	BILL HUFF	427
	WES STINSON	402
	SUN COAST GUN SHOWS	357
	DR. NORM JOHNSON	317
	VIRGINIA BEACH RIFLE & PISTOL	298
	SECOND AMENDMENT COALITION	276

# TOP TEN

As of 3/31/2009

## DEALER RECRUITERS

1. G.A.T. GUNS 589
2. TGS.COM, INC 552
3. TARGET WORLD OF PENNSYLVANIA 435
4. BUFFALO GUN CENTER 200
5. STENDEL GUN SHOP 163
6. BLUE TRAIL RANGE & GUN STORE 134
7. CHUCK'S GUN SHOP & PISTOL RANGE 128
8. SPORTSMEN'S NEWS 94
9. GARY'S GUN SHOP 91
10. TURNER'S OUTDOORSMAN 54

## INSTRUCTOR RECRUITERS

1. CHERYL LAMAR-WAGNER 433
2. GLENN GURNETT 278
3. STARKS TRAINING INSTITUTE 254
4. ROGER RICHARDS 201
5. JAMIE LYNN POPE 128
6. AMERICAN TACTICAL TRAINING ARMS 118
7. BRET BARTLETT 108
8. WILLIAM MARTIN 85
9. GUNSITE ACADEMY 84
10. EQUIP 2 CONCEAL FIREARMS GROUP 82

## INDEPENDENT RECRUITERS

1. EAGLE PUBLISHING, INC 3,245
2. SHOOTING USA 2,713
3. INTERMARKETS, INC 1,502
4. TOM GRESHAM'S GUN TALK RADIO 872
5. ARI5.COM 677
6. NRA RANGE 448
7. DOUG WANNALL 344
8. GUNBROKER.COM 217
9. MARK RICHARDSON 178
10. LIBERTY PRESS 128

## CLUB RECRUITERS

1. CHEROKEE GUN CLUB 324
2. BENTON GUN CLUB 279
3. WESTERN WAYNE CO. CONSERV. ASSN 228
4. PECONIC RIVER SPORTSMAN'S CLUB 217
5. MANHATTAN WILDLIFE ASSOCIATION 137
6. TRI-CITY GUN CLUB 133
7. RAPPAHANNOCK PISTOL & RIFLE CLUB 130
8. HAMDEN FISH & GAME ASSN 119
9. NORTHWESTERN GUN CLUB 117
10. HARVARD SPORTSMEN'S CLUB 102



## NEW Recruiting Tool: X-Frame Standing Banner

At an impressive 6'2' tall, this self standing banner with frame ensures that your NRA display will draw attention. This simple to assemble, light weight and easily storable banner lists membership benefits and serves as a powerful marketing tool at any recruiting event, gun shop or range.

We will offer additional banners for the X-Frame in the future, and once you own the frame you can switch out banners in seconds.

We are offering the new X-Frame banner at a low introductory price of \$54.95 — a great deal for this invaluable recruiting tool. This banner will pay for itself with only six recruited members. Call the Recruiter Supply Hotline at 866-672-4445 to order item #MG23515 today!

### Recruiting Supplies:

- MG23580** 3 - Part Application Book
- MG23550** Recruiter Business Return Envelopes
- MG23480** Membership Benefits Table Top Display
- MG23595** NRA Recruiter Card (limit 1 pack per order)
- MG23500** Gun Show Recruiting Kit\*

Order these items online at [www.nra.org/recruiter](http://www.nra.org/recruiter) or call 866-672-4445

- MG23530** NRA Tablecloth ..... \$54.95
- MG23525** NRA Banner with Seal ..... \$34.95
- MG23515** NRA X-Frame & Banner ..... \$54.95
- MG23520** NRA Banner "Get in Show Free\*" ..... \$34.95

Call the supply hotline to order these items 1-866-672-4445

\*These items available to XP recruiters only.

## NRA E-cruiter Gets a Makeover

In an effort to better communicate with recruiters we've spruced up the E-cruiter, the Recruiting Department's weekly email update, to deliver it with improved readability. This is in conjunction with our switch-over to an online newsletter to better improve timely information and updates.

We remind all recruiters to have current email addresses of everyone involved with your NRA recruiting efforts on file with the Recruiting Department. The E-cruiter comes to your inbox every Friday with current information about supplies, helpful hints and useful NRA information. If you are not receiving the E-cruiter, please notify us promptly by emailing us at [recruiter@nrahq.org](mailto:recruiter@nrahq.org) or by calling the Toll Free Recruiting Hotline at 800-672-0004, and we will get you on the list!



## NRA Membership Recruiting - On the Up and Up!

Ever since the elections NRA Recruiting has experienced a dramatic surge in memberships. With all of these memberships coming in, huge stacks of statements and commission checks are going out to recruiters. Here Recruiting Programs Assistant, Matt Long stands with Kristen Bailey and Candice Shelton with the largest stack of recruiting statements to date! Help us keep things moving by making sure your applications are complete, balanced and in order.

## Recruit While the Recruiting is Good!

*There's no question the political climate is driving increased gun sales and membership sales. The question is not, "Why should I join?," it's "How do I Join?." People really want to join the NRA right now and it's our responsibility to be available, and make it easy for them. Follow these simple tips and you will increase the number of members you recruit.*

### Clubs:

**Name a club member as the NRA Recruiting liaison.** This person will coordinate club NRA memberships for every club member and organize membership drives at special events or meetings. Any membership questions will be directed to the liaison, who in turn can contact us, thus helping to streamline the process.

**Become a 100% NRA Club** Make NRA membership a prerequisite to joining the club. Not only do you help increase NRA membership, your club will also be one step closer to qualifying for Gold Medal Status.

**Coordinate a membership drive.** At your next club event, hold a membership drive and encourage friends and family members to join. Provide extra incentive by giving away a raffle prize.

**Advertise on your website.** We provide you with a link for your website that directs people to an online membership page where they can join NRA and your club gets the credit. Place the link in a prominent spot on your webpage and advertise this in your club newsletter.

### Dealers:

**Make NRA membership an add-on sale.** Up-sell a NRA membership at the register,

the same as you would a box of ammo or a gun case. Inform customers of the vast benefits of membership. Compare the price with that of an accessory. For example, "membership for a year costs about the same as a box of ammo."

**Share commissions with your sales staff.** Allocate part or all of your recruiting commissions to your staff. This is a great way to provide extra incentive to your employees with no out-of-pocket cost for the business. Utilizing this method will likely double membership sales!

**Have your recruiting materials displayed in plain view.** Place your counter top display in a prominent location or near the register. Be sure the application books and pens are open and ready to go!

**Advertise that you are a NRA Recruiter.** Often prospective members seek out places to join and current NRA members do business with folks who support what they support. Take advantage of the designation and help separate yourself from the competition.

### Instructors:

**Don't ask them to join—tell them why to join!** You are an expert in your field and you have a captive audience with people often new to shooting. Spend a

few moments to explain the benefits and help them understand why it's important for gun owners to help preserve our rights and traditions for future generations.

**Do the "tough work" for them.** Unfortunately, take home applications rarely end up at NRA headquarters. The "tough work," mailing in the application, ensures sign ups and you'll earn \$10 in the process.

**Incorporate NRA membership into course fees.** Adding NRA membership to your course fee is a great way to ensure all students become NRA members.

### Show Promoters:

**Don't oversell.** Know when to talk and when not to. Right now people are seeking out NRA and many have already decided to join. Your job is to make the sign-up easy!

**Don't be a wallflower.** Set up your Recruiting table with maximum visibility and use the various promotional tools NRA has available to extend visibility. Initiate conversation, it's up to you to engage people as they walk by your table.

**Be Professional.** This is a business. Treat it as such and you will be successful.

## Recruiters in Action - Gary's Gun Shop

Gary's Gun Shop, an NRA Recruiter in Sioux Falls, South Dakota, actually made the news in November with it's excellent membership recruitment campaign. Gary's Gun Shop utilized the busiest shopping day of the year, Black Friday, to promote NRA membership. Leading up to the event Gary's advertised the drive on a large store sign and even attracted the local Sioux Falls news station, KELO, to send in a reporter for the event. Gary's Gun shop recruited more than 70 members on this day. In addition to taking advantage of the busiest shopping day of the year, Gary's Gun Shop is a great example of an NRA Recruiter taking advantage of the recent surge in firearm sales.

Since Election Day, NRA Recruiters around the country have done exceptional work signing up new members, sending in more than 100,000 memberships. Some recruiters have reported a dramatic increase in membership sales, sometimes up to double the normal numbers. As the country faces the reality that our firearms freedoms are attack, your NRA is experiencing a surge in membership.

You can do your part to boost membership in this critical

season by finding creative ways to take advantage of this national trend. Incorporating NRA membership into firearms-related instruction fees and product costs can have dramatic results on your recruiting numbers, especially now that all gun owners have an extra incentive to protect their rights.

To see the positive news coverage and read the actual article on Gary's Gun Shop's Black Friday promotion please go to: <http://www.keloland.com/videoarchive/index.cfm?VideoFile=112808nraweb>

Jackie Naatjes of Gary's Gun Shop proudly shows off her Recruiting display and signs up her father-in-law, Harvey Naatjes.

