

NATIONAL RIFLE ASSOCIATION
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Executive Vice President
Wayne LaPierre



NRA

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Dear Friend,

There has never been a more important time for you to accept the enclosed NRA membership card and carry it with pride.

Right now hundreds of gun-hating politicians, judges, radical billionaires, and freedom-hating media elites are attacking your freedom with everything in their arsenal. They're attacking in the courts, the state legislatures, the media, and even in Congress.

They have spent decades passing anti-gun regulations... packing our courts with gun-hating judges... and they're promising to **fight on** and **never surrender** until the day they tear the heart out of our Second Amendment freedoms.

If you want to save your guns and your precious freedoms—for you and your children—please act NOW. Please accept this card and join NRA today.

No other symbol packs the power of your NRA membership card. That's because this card has stopped hundreds of schemes to ban your guns and ammo, make you pay sky-high taxes on firearm purchases, and shut down gun shows, ranges and hunting lands.

How could this simple membership card be so powerful? Because behind this card stands the ironclad commitment of over **FIVE MILLION NRA MEMBERS** to fight gun-ban politicians and media elites who attack our guns and trample our freedoms.

This card offers crystal-clear proof to our elected leaders that if they push gun registration, licensing and prohibition, then they can expect defeat in the next election! It's that promise, backed by NRA membership muscle, that stops gun-banners in their tracks.

So if you believe with all your heart in the purpose and power of your NRA membership card, put it in your wallet. Then, make your personal commitment to the future of our firearm freedoms by joining NRA today.

For a fraction of what it costs to buy guns, gear and ammo, you can **STAND** and **FIGHT** with NRA to defend our shooting and hunting traditions. And if you join NRA in the next 30 days, you can join at low, introductory new member rates.

That's right. If you join NRA today, you'll get a full year of NRA membership for just \$30 (*regularly \$45*). Or you can join for three years for only \$75 (*regularly \$100*). The longer your commitment, the more you save.

Plus, if you join today, I'll send you three special benefits:

- The first benefit I'll send you: **NRA's heavy-duty duffel bag.** Nothing gives you years of service and says you'll fight for freedom like this rugged and distinctive bag bearing the NRA logo.
- The second benefit I'll send you: **Your choice of an NRA magazine.** Get month after month of eye-popping photography, information-packed reviews of the hottest new guns, gear and ammo, hundreds of hunting tips, plus all the news and strategies you need to defend your freedoms. Available in digital or print!
- The third benefit I'll send you: **Your NRA member credentials package** with your personalized membership card. With this card you have access to all your NRA benefits—FREE admission to NRA's Guns, Gear & Outfitter Show, special savings from NRA member partners, and more!

Can I send these three benefits to you today?

If your answer is YES—and I hope it is—then please complete the enclosed NRA Membership Acceptance and return it to me today!

Remember: NRA is the one firewall standing between your Second Amendment rights and those who would take your freedoms away.

But our strength to FIGHT and WIN comes from YOU. And with our biggest battles just ahead, we need your help now more than ever. You are the key to victory. No one can take your place on the front lines of the battle for freedom's future.

Please accept your NRA membership card today. Thank you for your friendship and support of our Right to Keep and Bear Arms. I look forward to hearing from you soon.

Yours in Freedom,



Wayne LaPierre
Executive Vice President

P.S. Remember, if you join in the next 30 days, you'll **save \$15 or more** on NRA membership and get NRA's heavy-duty duffel bag and your choice of an NRA magazine—**FREE.**

