



Chapter Affiliate Deployment

Thursday, June 9 @ 10 a.m. Eastern

Mission 2022: Affiliate Development

- Every NAIFA member deserves local engagement.
- Local areas/regions for members to gather and share when they are not in the jurisdiction of a Local Chapter.
- Unshackle from historical concepts and draw lines to make both the size and number of Affiliates manageable.
- Need at least one Affiliate leader, but can easily develop numerous micro-volunteering roles based on interest.

Map Development Progress...

- Affiliate Development Webinar – How to Build Your Map
 - Friday, March 4
- Since then...
 - 10 state maps complete
 - 10 state maps we know are currently in development
- **30 more states to go!!!**

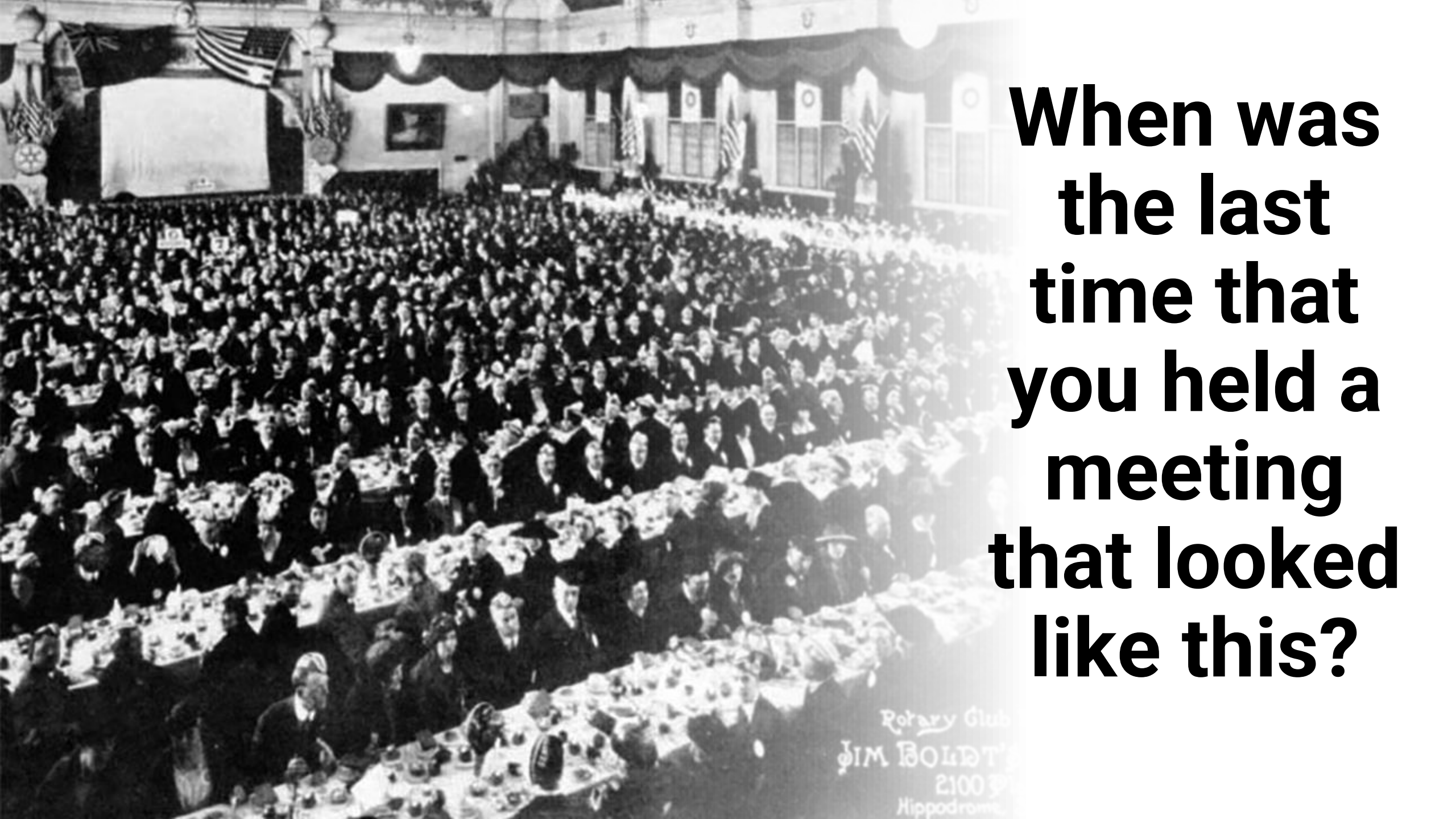
Paradigm Shift

A paradigm shift is a **dramatic new way of thinking or seeing something**. A paradigm is a shift that happens when the standard method of thinking or doing something is replaced by something new and is adopted by several people.



What Is Our Paradigm Shift?

- The world has changed. NAIFA has changed. How we serve our members must change.
- Affiliates are not meant to be echoes of Local Chapters and Local Chapter leadership.
- Since what we have done in the past wasn't working, we must assume that we need to evolve into something new.
- If we want to attract the next generation of the industry, we must adapt to provide them member engagement opportunities that fit their wants and needs.



**When was
the last
time that
you held a
meeting
that looked
like this?**

Rotary Club
JIM BOLDT
2100 P
Hippodrome

**Do
members
really want
rubber
banquet
chicken
and CE
credits?**



So, What Is The Solution???

ASK THEM!!!!

So, You Have Your Map, Now What???

- Understanding the Purpose of Affiliates
 1. The purpose of an Affiliate is to provide a local community to facilitate in-person engagement for every member; enhancing the value of all components of NAIFA membership.
 2. A successful Affiliate program provides regular (at least quarterly) opportunities for members to gather in a fun/engaging environment for networking and information sharing on important NAIFA initiatives.
 3. Affiliate programs should focus on what members want and what makes them proud of their affiliation with NAIFA and the time invested to participate.

So, You Have Your Map, Now What???

- Developing Affiliate Leadership
 1. Where do you start?
 - a. Start with just one.
 - b. Start fresh.
 - c. Keep it simple.
 - d. Define the role/ask.
 2. What is the role/ask?
 - a. To be the center of the social network, connecting the members in your Affiliate and gathering their ideas, feedback, and goals on what would attract them and their peers to come to a local program.

So, You Have Your Map, Now What???

- Developing Affiliate Leadership

3. Who do you ask?

- a. Utilize your Young Advisor Team (YAT) to identify a newer member/entrant into the industry who may be willing to volunteer a couple of hours a month to network with their peers and identify opportunities for engaging programs.
- b. This is a win-win for potential Affiliate Chairs, as it gives them an excuse to network and opens leadership opportunities that can advance their career, as well as providing them a chance to give back to their industry and community.
- c. Task your President and YAT Chair with scheduling a call with the potential Affiliate Chair to discuss the role and encourage them to volunteer.

So, You Have Your Map, Now What???

- Developing Affiliate Leadership

4. What do they do?

- a. First, they need to decide whether they want to be the “lone wolf” or the “leader of the pack.” Either works, depending on leadership style, whether they have existing ideas, and how much time they want to personally commit to the effort.
- b. The “lone wolf” can solicit buy-in and engagement from other members; determine the time, date, and location that will work for most members in their area; and then facilitate the planning and execution of the program.
- c. The “leader of the pack” will build a team, with each teammate picking a time, date, and location during the year and is responsible for that program, while the Affiliate Chair serves to organize and coordinate efforts.

So, You Have Your Map, Now What???

- Developing Affiliate Leadership

5. Supporting Your Affiliate Leaders

- a. It is the job of the State Chapter leadership (both staff and volunteers) to make **CERTAIN** that the Affiliate Chair **NEVER** feels alone in this effort.
- b. The State Chapter should hold an organizing/planning call before the start of the year or at the beginning of the effort to carefully explain the role, the goals, what success looks like, and what support they can expect throughout the year.
- c. The State Chapter should hold periodic calls with all Affiliate Chairs to discuss lessons learned, what is working/can be improved, and how the State Chapter can continue to support the Affiliates.

So, You Have Your Map, Now What???

- Developing Affiliate Leadership

5. Supporting Your Affiliate Leaders

- d. The State Chapter should budget specific funds for each Affiliate, based on their membership count, of at least \$40 per member, depending on how active the Affiliate plans to be and the cost of living.
- e. The State Chapter should execute any agreements, as well as arrange for reimbursement and/or facilitate payment of any expenditures on behalf of the Affiliate.
- f. The State Chapter should plan to market and promote the Affiliate programs to members and non-members in the Affiliate area.

So, You Have Your Map, Now What???

- What types of programs should we do?
 - Football games (NFL & College)
 - Baseball games (MLB & Farm Teams)
 - Basketball games (NBA & College)
 - Hockey games (NHL & College)
 - Soccer games (MLS, USL, & College)
 - Golf tournaments (PGA, LPGA, & College)
 - Auto Racing (NASCAR & Formula 1)
 - Horse Racing/Parimutuel Events
 - Top Golf outings/Simulators
 - Mini-Golf outings
 - NAIFA golf tournaments
 - Bowling
 - Pub trivia nights
 - Karaoke
 - Winery/Brewery/Distillery Tours
 - Axe throwing
 - Movie night
 - Teambuilding (Escape Room/Competitive)
 - Amusement park
 - Bingo

So, You Have Your Map, Now What???

- What types of programs should we do?
 - Nature hikes/Yoga
 - Bicycling/Scootering
 - Rock climbing
 - Segway/ghost tours
 - Cornhole tournament
 - Watch parties (NAIFA, Sports, etc.)
 - Aquarium/museum tours
 - Dinner cruise
 - Comedy clubs
 - Dueling pianos
 - Music/film festivals
 - Community festivals
 - Plays/Operas/Ballets/Musicals
 - Paint and sip
 - Cooking class
 - Video game tournament
 - Book club
 - Study groups
 - Educational/learning/CE
 - Community service/volunteerism

So, You Have Your Map, Now What???

- Defining Success

1. Create a comprehensive map and get it to the Chapter Services Team.
2. Recruiting an Affiliate Chair (or more volunteers) for each Affiliate.
3. Build a State Chapter support structure to aid Affiliate leaders.
4. Survey/talk to members about types of programs they would attend.
5. Plan and hold regular (at least quarterly) programs for members of each Affiliate.
6. Be realistic in setting expectations at first for attendance. ***Even a half dozen members and non-members that engage and have fun is a win!***

Need Help?



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Together We Can Take On Anything