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## Membership Best Practices

Chapter Membership Chairs help guide NAIFA by connecting new, current, and prospective members with the people, programs, and resources they need to succeed. The structure of work is outlined in the job description. Below are some ideas to help you be effective and efficient with your time.

### Build a Membership Team

Build a team based on the size of your chapter. Team size would be based on the number of members within your state. Suggest one capable and committed team member to 100 members. No “volun-tolds.”

### Identify Brand Ambassadors Who Love to Speak About NAIFA

- Recruit a micro-volunteer in each regional office of a carrier, IMO, BGA, etc. Ask them to meet with non-members.
  - Use the membership sell sheet and the AED pitch speech. (see pitch below)
  - Bring bagels, buy coffee, don't beg, but confidently state that it is a goodwill mission on behalf of the agents/financial Professionals in the profession that they hear NAIFA's message. Leave no financial professional unprotected or neglected!
- Adam Sachs is building a volunteer team to deliver the NAIFA Membership Promise Presentation, Group Membership Pitches, and more. If you have someone, or want to nominate yourself, to be part of the NAIFA Nation Membership Team, reach out to Adam Sachs.

### New Member Recruitment

The vast majority of NAIFA members are here today because someone asked them to join. Most people do not organically find NAIFA and decide to join. We know that the best results happen when they are asked by someone they like, know, and trust. Here are some best practices on recruitment.

- **Learn the NAIFA Advocate, Educate, Differentiate Pitch.**  
Determine if the prospect is new to the industry or an experienced financial professional.

#### New to the Industry Pitch

I seriously doubt if you would have started in this career if it wasn't for NAIFA. I'm excited to tell you about my professional association, NAIFA, the National Association of Insurance and Financial Advisors. I'm sure you have heard of the American Medical Association for doctors or the American Dental Association for dentists. NAIFA is the professional association for insurance and financial advisors.



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NAIFA does it all. NAIFA advocates for its members and their clients in 50 state capitals and Washington, D.C. It was NAIFA that lobbied for the deferred taxation of inside build-up over 100 years ago. It was NAIFA that prevented the ill-advised fiduciary regulation a few years ago. And, it's NAIFA who is fighting for your clients today. The proposed tax changes could hurt the middle class as well as the rich.

Have you heard of the Society of Financial Service Professionals, or SFP? Everyone knows they have world-class education and now they've joined NAIFA as our professional development arm. NAIFA educates its members so they may better serve their clients. Our members' only monthly program, NAIFA Live is second to none in helping you become a more productive and better educated financial professional. NAIFA Live gives you a top producer providing sales & marketing tips and techniques to up your game.

NAIFA members are differentiated from non-members as outside studies have shown they make more money and adhere to a Code of Ethics that includes they must act in their clients' best interest. Best of all, you can choose whether to go to a local in-person watch party, or just watch from your desk (or on-demand when your schedule allows).

The other real power of NAIFA is our National Network. Our NAIFA Network does business with one another because we all are cut from the same cloth and our word is our bond. If you want to be the best then you know that you have to surround yourself with the best from which to learn and grow—and that's just what we do. I joined NAIFA and it was the best business investment I ever made. I invite you to join and by going to [naifa.org/join](http://naifa.org/join)

### **If they are a seasoned professional**

I think you would agree that you would not be in this room today if it wasn't for NAIFA. NAIFA, the National Association of Insurance and Financial Advisors does it all. But maybe you're not aware that NAIFA completely restructured in 2018 to become a dynamic new association after 128 years. That's right, NAIFA took all of its strengths—such as state advocacy whereby there is a professional lobbyist in every state capital—and streamlined its operations so that it is a modern association ready to serve a diverse and youthful population of financial Professionals. And what's better yet is the Society of Financial Service Professionals and Life Happens have now joined NAIFA!

Have you heard about any of our new programs such as NAIFA Live? Are you aware that now you can receive all the benefits of NAIFA *and* FSP *and* Life Happens? We have new programs for Young Advisors including a brand new LUTCF program. If you haven't looked at NAIFA in a long time, it's time to look again. I guarantee there's something that you will find priceless for your personal and professional life.



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**NOTE:** Should the non-member be a wholesaler, carrier rep, or fund rep, you may want to add: NAIFA membership can open doors for you as you could gain access to more financial Professionals. Personally, I have decided to only work with wholesalers who are NAIFA members.

- **Give Out a Business Card.** After presenting your elevator pitch, it's key that your audience has the information it needs to remain in touch. Have business cards on hand that list your contact information and the QR code to the NAIFA join page. That way, if a potential member wants to know more they can easily connect. Order your personal NAIFA business cards here: <https://naifa.formstack.com/forms/businesscards>
- **Keep an Eye Out for Group Membership Opportunities.** Ideally, a qualified agency is one that can add ten or more new members. Smaller numbers work, too. NAIFA's closure rate increases when the lead is set in as a referral (a.k.a warm lead). This program can have a huge impact on your chapter's numbers and provide positive year-end growth. Submit your leads to [recruitment@naifa.org](mailto:recruitment@naifa.org).
- **Engage your fellow chapter board members.** Consider setting a goal that each board member strives to become part of the Triangle Team and can attribute 3 new members to their profile. Plus, they'll receive all of the perks of being part of the Triangle Team!
- **Invite prospects to chapter events.** Seeing the chapter in action is crucial for prospects. Be sure to invite non-members to every event (most importantly your state legislative day) and then be prepared to assist them through the join process. Use your member kit to set up a recruitment table and have sell sheets and QR codes on hand. NAIFA can even customize your sell sheet with state leadership. Request a customized sell sheet here: [https://naifa.formstack.com/forms/customized\\_membership\\_collateral](https://naifa.formstack.com/forms/customized_membership_collateral)  
If they leave without joining, make sure to contact them, get their feedback on the event, and offer them the additional opportunity to join.
- **Did You Hold an Event and Develop New Non-Member Leads?** Let us know what you did by reporting your presentation: <https://leaders.naifa.org/activity> If you held an event and haven't closed your leads, you can send them to NAIFA. We will put them into our lead funnels to further nurture. We will encourage them to subscribe to our blogs and look for a better time for them to convert to membership.

## Welcoming New Members

Here's What NAIFA is Doing:

- NAIFA will send a welcome email every Monday and Thursday to the members who joined the week prior. This email invites them to attend our weekly new member



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onboarding webinar and outlines some of the basics of NAIFA membership including how to access benefits and update their consumer-facing profiles. The email also includes a survey for getting involved in volunteerism and areas of interest.

- On Wednesday, we will send an automated voicemail and text from the National President
- Every Tuesday, leaders (Chapter President, President-Elect, Membership, Grassroots, IFAPAC Chairs, and Chapter Executive at the State and Local level) will be notified of new members in your chapter.
- Every Tuesday, the Brand Ambassadors will be notified of new members in their shared company and alerted to reach out to welcome the new member.
- Each month, NAIFA will send a new member packet which contains a welcome letter, NAIFA's Code of Ethics, their membership card, and a NAIFA pin.

Every week, you will receive the list of new NAIFA members from your chapter. We encourage you to reach out and welcome them to your chapter, start connecting them with your members, and integrate them into your chapter to help create a great first impression.

The following are ideas for what your team might decide to also undertake:

- **Send a welcome email.** NAIFA can provide you with an email template that you can customize to your state to welcome new members. This is a simple, time-efficient way to let them know about the state chapter, send along important chapter information and contacts, or even set up a time to meet a new member for coffee or lunch.
- **Make new member phone calls.** What's better than an email, a phone call. These conversations can lead to deeper connections, more membership referrals, increased volunteer engagement, or even business opportunities!
- **Coordinate introductions to other NAIFA members.** After you've gotten to know your new members, start to make the introductions to others across NAIFA Nation. This is especially beneficial if they have indicated an interest in a particular topic i.e. grassroots, LUTCF, etc. Ensuring each member connects with the best possible people will ensure that they get the most out of their membership.
- **Recognize them publicly.**
  - During each in-person event, ensure that you invite new members and hold a pinning ceremony. Order your pins online here: [https://naifa.formstack.com/forms/naifa\\_pin\\_order\\_form](https://naifa.formstack.com/forms/naifa_pin_order_form) Access the pinning ceremony script here: <https://members.naifa.org/pinning-ceremony>. Use the standard NAIFA deck and update it to recognize your new members. Download the deck here: <https://leaders.naifa.org/slidedeck>
  - Welcome members on your social media platform. State-specific new member graphics are available here: <https://leaders.naifa.org/chapter-new-member-graphics>
  - Publish a press release announcing your new members. Download the press release template here: <https://leaders.naifa.org/press-release-templates>



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## Member Engagement

Here's What NAIFA is Doing:

We love our new members and we love our loyal members! There's no such thing as too much love at NAIFA! Here are some best practices to recognize and engage your current members. NAIFA National will undertake the following member engagement activities automatically:

- Congratulate and recognize milestone anniversaries
- Send automated communications for care calls throughout the year
- Update Financial Security Advocate badge holders and Hard Hat Winners and publicize
- Update and recognize our membership recruiters for the year
- Send an annual membership feedback survey to improve
- Hold quarterly Member Benefits webinars & check-ins
- Offer new Member-to-Member and Sponsor Marketplace options
- Offer new Membership Coaches Circle Programs
- Offer new MentorLoop Membership Mentoring Program
- Start new Networking with NAIFA study groups through the Centers of Excellence/special interest groups (YAT, Diversified/Future Workforce, Future Leaders)
- Call for Awards and publicize award winners
- Encourage and remind members to participate and volunteer in the myriad of opportunities that NAIFA offers to build your personal and professional brand
- Highlight and promote any NAIFA member who publishes their own books, offers their podcast, appears on TV or radio
- Maintain the Member Portal and weekly Member Newsletter to ensure members are in the know

Here's Ideas for Your Chapter:

- **Ensure that membership is on the agenda at every meeting.** Membership is one of NAIFA's core principles (Membership, Grassroots & IFAPAC). Use the chapter meeting slide deck to ensure that you are talking about the latest information available for members. Download the deck here: <https://leaders.naifa.org/slidedeck>
- **Recognize their anniversaries on your social media platforms.** Download your state-specific anniversary graphics here: <https://leaders.naifa.org/chapter-anniversary-graphics>
- **Celebrate their birthdays.** Send your members a quick email or text on their birthday.
- **Help us spot members at work.** Let us know about your members who are doing good work in your community and making an impact. We can feature them in an upcoming "NAIFA Members Spotted" social media post or even a member profile. Let us know at [membership@naifa.org](mailto:membership@naifa.org).
- **Encourage and recognize members to become Triangle Team.** The Triangle Team is NAIFA's newest member recognition program that is inclusive to everyone, no matter the number of years in the business or practice specialty. Qualifications hit the 3 NAIFA pillars of Membership, Grassroots & IFAPAC. Learn more about the Triangle team and see the members in your state. <https://members.naifa.org/triangle-team>



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- **Make Membership Care Calls.** Periodically checking in with members, especially those in their first year of membership, is of the utmost importance when integrating members with NAIFA. The more engaged, the more active, the longer they will be active members. Reaching out to make sure newer members are taking advantage of everything NAIFA has to offer will help retain members and help cut back on lapses.
- **Participate in NAIFA's awards programs.** Encourage your members (or nominate them yourself!) for NAIFA's national award programs such as NAIFA Quality Awards and *Advisor Today's* 4 Under 40 as well as for your own chapter's award programs. If you do not have a chapter award program, consider starting one! NAIFA's Awards can all be found in the members' portal under "Differentiate."
- **Highlight your dedicated members during meetings.** The standard chapter deck can should be edited to recognize your top member recruiters, LILI graduates, Triangle Team Members, FSA badge holders, and more. Download the deck here: <https://leaders.naifa.org/slidedeck>
- **Begin with the End in Mind.** When your chapter is planning an event, you should be thinking, "Is this event for Membership Retention and we're going to make an IFAPAC ask, or is it for Membership Acquisition and we're trying to attract non-members?" The membership chair is the critical voice to help steer the event. Ask critical questions such as "Why are we promoting this to non-members? Why would they come?" Review your programs—do you have a healthy balance that includes education as well as networking? Ask yourself, if I was of X population, would I want to attend? Is the program all insurance, and nothing appealing to investment? As the Membership Chair try to balance acquisition and retention. Should ask, what are the optics and what do people think of our chapter brand? More importantly, is this what we want them to think about our chapter brand?

## Member Retention

Here's what NAIFA Nation is doing:

- The Member Experience Team under the Member and Chapter Services division will automatically follow-up on any member with a credit card failure or expired card
- Send renewal notices via mail, voicemail, email, and text combination to those members who are expiring and are annual payers
- The Member Experience Team will send exit survey and follow-up to members that call to cancel to understand why cancellations are occurring with data fed back to the National Membership Team for consideration as to how to improve

Every month you will receive a list of members whose membership has lapsed. Reaching out to these members via phone and email to find out why their membership has lapsed is crucial. If the member is not renewing, finding out why is critical to improving the member experience. Here are some ideas to engage members whose membership has lapsed.



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- **Make it a group effort.** Once a quarter, divide the list and have each board member make a few calls during your board meeting. This ensures that the calls are made, and any feedback or concerns can be discussed at the board level.

## Familiarize yourself with NAIFA's Member Benefits:

- Explore NAIFA's Member Portal: <https://members.naifa.org>
- Discover all of our affinity partners in the NAIFA Marketplace: <https://naifa.chalicenetwork.com/>
- Watch the January 2024 All Member Orientation: <https://youtu.be/iKrVGdLsqWk>
- Watch previous member benefits webinars on demand: <https://www.youtube.com/watch?v=DNNITF1YDL8>  
[https://youtu.be/2WZ\\_kGO1So0](https://youtu.be/2WZ_kGO1So0)  
<https://youtu.be/42U8v03pEOU>
- Stay current on the latest member benefits when you attend NAIFA's quarterly webinars. Watch for information and dates in the member event calendar.
- Subscribe to the Centers of Excellence blogs to get involved in special interest groups! Visit [members.naifa.org/centers](https://members.naifa.org/centers) to get involved with the members-only Legislative Working Groups, Networking with NAIFA member-to-member programs, writing and speaking opportunities within the specialty areas.

## Layering the Membership Ask Creates Exponential Growth

One-on-One Ask (Individual Sales)	Home Office attempts to close through automation; Chapters	Chapter Events, Leads Generated by Home Office & Provided to Chapters
Primary: Chapters to Identify Secondary: Home Office	Home Office	100% Agency Sales
Leader Generated by Chapters & Home Office	Home Office	Financial Security Champion/100% Agency Program (Group Sales)
<b>Source of Leads</b>	<b>Responsibility to Close</b>	
Win-Back	Former & Lapsed Lists	Chapters
Lapsed & Renewal Lists	Renewals	Chapters

## Overcoming Objections

### Objection #1: I Don't See the Value to Join or Renew

To overcome this objection, you should hone in on some of the key points of the Membership Promise to Advocate, Educate, and Differentiate and align to what is of importance to that person. Here are options:

For renewals:



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I can appreciate your feedback. May I ask, when was the last time you reviewed your NAIFA benefits? Can you tell me a little about your practice, is it commission and advisory, insurance, and investments?

Resources to provide:

- On-demand Benefits webinars
- Quarterly live benefits webinars
- Contact anyone on the Membership Team
- Visit the Members' Portal

**For the person where advocacy is important:**

NAIFA advocates in the state, interstate and federal levels to protect your business and protect your clients. We promote a favorable regulatory environment, and we do it together and enforce high integrity standards from our members and that we put our clients' interest first.

Sometimes legislators put out legislation without understanding the full impact. An example of this is the Pro Act that would have forced our industry to become employees.

NAIFA works on what we call a 3-legged stool

- Work with Congressional leaders on Federal Level
- IFAPAC
- Grassroots program at the state and federal levels

NAIFA Offers the Financial Security Advocate training and badge. This is a free benefit that provides training, knowledge, and skills to fully participate in the political process, exert their grassroots influence, and amplify NAIFA's advocacy message on behalf of their businesses, colleagues, clients, and communities. You can also differentiate yourself by incorporating the FSA badge on your social media platforms and email.

Make sure to share NAIFA's impact on the DOL Fiduciary Rule.

NAIFA makes it easy to participate with pre-filled emails to legislators for Advocacy Action Alerts.

**When training & education is important, here are top benefits that you can mention:**

- NAIFA Live-enjoy a top speaker, all virtual. Every third Thursday. Watch parties. On demand archived presentation
- NAIFA members get 30+ webinars a year as part of their membership
- Receive the FSP Journal and Journal Live
- Partners-WebCE at a discount, all listed on the portal. Tons of opportunities for discounts to save money to help your business





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## ***Differentiate***

Were you aware of the Consumer Site-Financial Security.org and with a “Find a Financial Professional” directory?

Were you aware that NAIFA offers Centers of Excellence which are communities focused on practice areas or specializations within financial services. These include:

- Lifetime Healthcare Center
- Investment, Retirement, Estate, and Advanced Planning Center
- Business Performance Center

Were you aware that NAIFA has a media platform called *Advisor Today* that includes:

- *Advisor Today* Podcasts where we only interview members to talk about their practice and inspiration for practicing
- *Advisor Today* blog with only 82K subscribers
- You have the ability to write for *Advisor Today* and be a part of it through social media and more

## **Objection #2: Membership Dues are Too High**

I can appreciate your feelings about the fees associated with being a member of NAIFA. Sometimes I hear that it's because they are not getting as much value for their dues/fees? Is that how you feel? When was the last time you reviewed your benefits.

Here are items that you can highlight that help cover the cost of membership by seeing NAIFA as a marketing tool and understanding that a portion of the dues are tax deductible.

- Did you know you have your own NAIFA Logo? Use it as a talking point.
- Press Releases. Easy to download releases, fill in the blank. You're a new leader, a new member, etc. If you need help, you can call NAIFA National to help you.
- Be a thought leader. Speaker's Bureau at a state or a national level, or you would like to write and publish through your platform.
- Customize your profile to find an agent. Take the extra 5 minutes to customize your profile.
- Member referrals. Get promoted by volunteering.
- If you were to be offered two jobs, the first pays \$100k with no disability protection while the second job pays \$99k but if you were to become disabled they will pay 60% of your salary until age 65 which job would you take?
- NAIFA's fees are less than 1% for someone making \$100,000 per year. NAIFA provides insurance for your business while providing numerous ways to educate and differentiate your practice.

Wouldn't you agree that NAIFA has tremendous value to help you stay in business, provides education to help you grow your business, and can help you differentiate yourself to promote your business?



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**Objection #3: I belong to another industry association/my management supports a different association so I don't need NAIFA.**

While I appreciate my experience with NAIFA, I am focusing my membership efforts with [insert name of other organization]

So being involved in an organization that advocates for its members is important to you?

While [insert name of other organization] advocates on a Federal Level, NAIFA is the only association in our space with a PAC in every state and advocates on the state level. Let me give you an example from my state MA.

[insert your own state story here]

As you might know the DOL tried to impose a Fiduciary that would have prevented commission-based selling in 2018, and NAIFA won and then again in 2024 and they won but it didn't stop at the Federal level. It spread to many other states including MA. (Share what may have happened in your state or share what happened in MA)

Secretary Galvin wanted to make MA fee only. It would have included insurance and annuities!! He wouldn't even return the Insurance Commissioner's calls to provide feedback. Secretary Galvin has the power to change regulation without legislation. There was a hearing at the state house in January of 2020 right before COVID. All the major organizations were represented, National Chamber of Commerce, Susan K. Neely, President and CEO of the American Council of Life Insurers (ACLI), Fidelity, NAIFA CEO, Kevin Mayeux, but there was only one organization that was able to bring consumers to testify and that was NAIFA. There was only one person that got an ovation and that was consumer to a NAIFA member, Joan Jaeger Gustaff, (Link to ACLI's article on Joan, Don't Hurt People Like Joan - ACLI IMPACT). She shared that it was a NAIFA member who took her on when she didn't have much on a commission basis and ultimately moved into fee based and she is able to retire. She said consumers need to have choice with how they work with financial advisors.

If you think it stopped in MA, it continued to New Jersey and other states who used MA's approach to bring consumers to testify. And of course, the DOL is bringing back another fiduciary standard that can impact our business. We must have a strong NAIFA to advocate for our industry!!

While NAIFA is the oldest advocacy organization for insurance and financial service professionals.

Wouldn't you agree that it is important to join NAIFA as well for less than 1% of \$100,000 of income to protect you at a both a state and federal level?



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#### **Objection #4: I don't have time for meetings**

Most of our members are busy. While NAIFA has outstanding in-person events at both a state and national level such as State Legislative Days, Congressional Conference, and FSP Institute, many of the programs that NAIFA offers are virtual and archived so you can watch or listen to it on-demand.

For example, [share your favorite event that provided significant value]

NAIFA is a lot more than meetings. It's about the ability to tell your prospects and clients:

- that you work in their best interest
- that your fees are being put to good use in protecting them through professional advocacy and your support of this work at the state and federal levels
- that you are a true professional that supports their professional association
- that you are committed to always learning and being the best professional that you can be
- that your fees are being put towards increasing consumer awareness of the value of financial wellness

We have many members that do not engage in meetings, but still continue their NAIFA membership because of the greater value of how their dollars are being used.