



Affiliate Program Guide

Purpose of an Affiliate

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.

Affiliate Leadership

Affiliates can operate with as few as a single volunteer (Affiliate Chair) who assumes responsibility for engaging the members within their jurisdiction to determine a plan for programming and engagement. Additional recommended volunteer leadership roles for Affiliates include:

- [Affiliate Chair](#)
- [Membership Coordinator](#)
- [PAC Coordinator](#)
- [Grassroots Coordinator](#)
- [Programs Coordinator](#)

However, Affiliates can easily grow to accommodate a relatively unlimited number of informal or micro-volunteering opportunities. [Optional](#) leadership roles for Affiliates include:

- Community Relations Coordinator
- Social Coordinator
- Member Engagement Coordinator
- Volunteer Coordinator
- Sponsorship Coordinator
- Diversity Coordinator

Developing Affiliate Leadership

Where do you start?

- Start with just one.
- Start fresh.
- Keep it simple.
- Define the role/ask.

What is the role/ask?

To be the center of a 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.

Who do you ask?

- Utilize your Young Advisor Team (YAT) to identify a new 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.
- 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.
- Task your State Chapter President and State Chapter YAT Chair with scheduling a call with the potential Affiliate Chair to discuss the role and encourage them to volunteer.

What do they do?

- First, the Affiliate Chair needs 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.
- 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.
- 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.

Supporting Your Affiliate Leaders

- 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.
- 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.
- 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.
- 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.
- 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.
- The State Chapter should plan to market and promote the Affiliate programs to members and nonmembers in the Affiliate area.

Guidelines for Effective Affiliate Programming

What does success look like?

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.

What do members want?

Ask them! Survey and/or talk to members about what types of programs they would attend. Affiliate programs should focus on what members want and what makes them proud of their affiliation with NAIFA and the time invested to participate.

State Chapter vs. Affiliate Responsibilities

- **State Chapter**
 - Execute any agreements or contracts with speakers, venues, caterers, etc.
 - Arrange for reimbursement/payment for any expenditures on behalf of the Affiliate.
 - Speaker fees, room rental, av, food/beverage, etc.
 - Set-up registration.
 - Market and promote Affiliate programs to members and nonmembers in the Affiliate area via email and social media.
- **Affiliate**
 - Determine the date, time and location.
 - Secure a speaker, location, caterer, etc.
 - Determine registration fees (if any).
 - Generate sponsorships. (Note: If sponsorship revenue exceeds the cost of the event, the excess revenue should be attributed to the Affiliate's line item in the State Chapter's budget.)
 - Provide onsite support.

Types of Programs

- 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
- Amusement Park
- Bingo
- 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

Resources

The NAIFA [Chapter Playbook](#) includes an extensive [Affiliate](#) section that includes detailed information on:

- [Affiliate Structure](#)
- [Affiliate Development](#)
- [Quarterly Affiliate Event Tracking](#)
- [Affiliate Leadership](#)
- [FAQs](#)

For any additional assistance, please contact Justi Folladori, Director of Chapter Services, at jfolladori@naifa.org or 703-770-8410.