



## PROSPECTIVE MEMBER EMAIL TEMPLATE

I am writing to invite you to join NAIFA this month. Aside from the benefits that allow me to better market myself and my firm, I have found my membership in NAIFA to be one of the best investments I've ever made for myself and my clients. The people you meet are incredible and come from all practice areas which allows me to get new ideas, but also to build out my referral network so that I can give my clients the best care possible from other professionals who believe in NAIFA values and practice under NAIFA's Code of Ethics.

Within my membership, I receive:

- Consumer-facing directory and marketing materials from Life Happens
- Networking
- Opportunities to be showcased to the industry
- Educational webinars and events
- Leadership opportunities
- Training to be involved in state and federal advocacy
- Scheduled meetings with my elected leaders
- Professional lobbyists at the state and federal levels to protect our business from harmful regulation and legislation

Most importantly, it's not what NAIFA gives me, but it's what I can give to NAIFA. My membership means that I'm actively supporting my profession which has given me so much. Without NAIFA, I wouldn't still be in business. Every year, NAIFA is a must-have expense in my budget and the return I get far exceeds what I pay in fees.

I hope you'll join today, and if you do, I would be grateful if you would put my name in the referral field of the join form as we are a member-driven network.

Thank you and hope to see you as a new member soon!  
(include link: [belong.naifa.org/join](https://belong.naifa.org/join))