**To:** Lapsed & Expired Members

**From:** Chapter Executive Director

**Subject Line:** NAIFA Needs You Back...And You Need Us Too!

**Body:**

It happens.

The only certainty in life is change.

And we certainly recognize that there has been a lot of change at **NAIFA**.

At some point, you start to wonder if the change is a good thing and if things are going in the right direction.

**I hope you will give me a few moments to assure you that our changes have been for the better, and all that is missing is you!**

[**You can rejoin right away by clicking here**](https://community.naifa.org/login.aspx) **or calling 877-866-2432.**  Not convinced?  OK.  *Please keep reading.*

**NAIFA has always been known for its advocacy.**  Over Congress’ summer recess, we held meetings with [Insert Senator and/or Representative Name(s)] offices to promote passage of the Secure 2.0 Act before they adjourn, as well as our strong opposition to the PRO Act and anything that would reclassify agents or advisors as employees.  A number of our members also met with their members of Congress on these items as well.

Earlier this year,

*Use this paragraph to highlight what you have done in your Chapter as it relates to advocacy including:*

* *Specific issues facing agents and advisors in your state.*
* *State Legislative Day*
* *Future meetings planned with Senators, Representatives, or other relevant organizations/individuals.*

**Together, we will work to make our voices heard in [Insert State].**

As you know, it takes resources and support…a team, to get things done.  We were *stronger* when you were with us.  **YOU** were *stronger*.

Without our members, we are nothing.  Without NAIFA, they will ignore you.

We also do so much more than just advocacy.  We support our members; answering their questions, provide programming and networking opportunities, and so much more that you can learn about by [**clicking here**](https://belong.naifa.org/join).

I wanted to take a moment as we prepare to take the field for the 4th quarter of 2022 and ***personally ask you to help make it great by coming back and rejoining NAIFA and NAIFA-[Insert Chapter].***

Every day, you talk to your clients and future clients about the need to protect what they hold dear and plan for the future.

I am making that simple ask of you…NAIFA is your professional insurance, that price you pay to make sure that you have products to sell and an environment where you can not only survive but *thrive*.

Take a few minutes to check out what we have been doing by visiting our website at [Insert Chapter Website].

In closing, I hope you can see how hard we are working to ***EARN*** your support, and you will support us by [**rejoining us today by clicking here**](https://community.naifa.org/login.aspx) **or calling 877-866-2432**.

If you are still not convinced, I would consider it a personal favor if you would take a few moments to respond and let me know why.  I won’t try to put the hard sell on you.  I just want to be able to understand so we can do better.

Thank you so much for your time and consideration.

Best,

[Insert Chapter Executive Director Name]

Executive Director

NAIFA-[Insert Chapter]