



State Membership Chairs (4 hrs/month)

This role requires approximately 4 hours of volunteer time per month. Attendance at Congressional Conference and Apex/NLC membership meetings to be held in person is highly encouraged. It is strongly recommended that the State Membership Chairs work alongside local chapters and affiliates in their state. State Membership Chairs help guide NAIFA by connecting new, current, and prospective members with the people, programs, and resources they need to succeed.

Recommended Structure of Work:

Membership Leaders Call: 1 Hour per month

Every month, membership chairs are expected to attend a call with your Territory Manager. You will provide an update on your state efforts, and local and affiliate activity, share successful strategies for membership growth, and ways to overcome obstacles. Your Territory Manager will contact you to set up your call.

New Member Recruitment: 1 Hour per month

- Prospecting
- Referrals: You will receive referrals for memberships or agency programs. Following up on those referrals in a timely manner will ensure recruitment success.
 - New Member referrals: Be sure to contact potential members who have expressed interest in membership. Answering questions and concerns and asking them to join after doing such will result in new members. Send them to <https://naifa.formstack.com/forms/joinus> for a quick and convenient sign-up.
 - Agency program referrals: Some groups will express interest in signing up multiple members within the office. Please contact NAIFA membership to explore the benefits and pricing options for these groups. Pricing will depend on many different factors but we are happy to work together with you to recruit these groups.
- Events: New member recruitment at chapter events is a great way to add members. Seeing the chapter in action is crucial for prospects. Be sure to invite non-members to every event (especially your state legislative day) and then be prepared to sign them up, right there on the spot. 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. Send your request to marketing@naifa.org to get your customized materials!

New Member Welcome: 30 Minutes per month

Every week, you will receive a list of new NAIFA members in your state. Welcoming them to the state chapter, connecting them with the right people and integrating them into your state efforts is crucial to creating a great first impression, getting them involved with the organization, and retaining them as long-term members.



Life Happens.

- Welcome emails: NAIFA will 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. We encourage welcome phone calls as time allows. Sometimes these conversations lead to more membership referrals, increased volunteer engagement, or even business opportunities!
- Introductions to the chapter: After you've reached out to the new members if they have indicated an interest in a particular topic i.e. Grassroots or events, make the introduction to the appropriate person in your chapter. Ensuring each member connects with the best possible people will ensure that they get the most out of their membership.
- Invitations to events: Make sure that new members know what's going on at the State and Local level. Be sure to extend a special invitation to new members for any events that are on the horizon so that they may start integrating with the Chapter and its members.

Member Retention Efforts: 1.5 Hours per month

- Lapsed Lists: Every month you will receive a list of members whose membership has lapsed or expired. Reaching out to these members via phone and email to find out why their membership has lapsed is crucial. If the member insists on not renewing, finding out why is critical to improving the member experience.
- 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 to cut back on lapses.