



Life Happens.®

SUMMER MEMBERSHIP CHALLENGE

FORMER MEMBER EMAIL TEMPLATE

I'm reaching out today to invite you to re-join the expanded NAIFA-FSP-Life Happens organization. With the Society of Financial Service Professionals folded into NAIFA, our education portfolio and CE opportunities are greatly enhanced. Having Life Happens inside of NAIFA means that we offer you direct-to-consumer marketing for you to get in front of prospects more easily through a new members-only bundle of curated Life Happens content and member directory.

Our membership value proposition has never been stronger in education and ways to differentiate yourself. Our advocacy at the state and federal levels has never been more important with financial literacy bills and annuity suitability models to pass at the state levels, and the Department of Labor's fiduciary-only regulation to fight at the federal level. Without NAIFA's grassroots efforts which are made up of agents and advisors doing the right thing by participating in the process, our businesses might not look the same today, and unfortunately, might look very different in the near future unless we bond together.

Please consider returning to NAIFA this summer and get back involved to protect your business, your clients, and our profession which has given us both so much.

Join today (include link: belong.naifa.org/reinstate-summer)