

IFAPAC Booth Rules

Setting up an IFAPAC booth at your annual state convention, a sales congress or anywhere else a large number of association members will be congregating, is a great way to increase visibility for IFAPAC and generate contributions. NAIFAPAC has a tabletop exhibit you can borrow or you can use a simple 6' skirted table. You should order supplies (i.e. brochures, enrollment forms, club ribbons, etc.) at least three weeks before the function.

Remember: You must abide by the same solicitation laws at an IFAPAC booth as you would do for written solicitations. It is critical that you familiarize yourself and your booth helpers with these important rules.

- ❖ **You must *first* ask each potential contributor if he/she is a current NAIFA member. If the answer is no, do not make a solicitation for IFAPAC. Instead, ask the individual to become a member of NAIFA.**
- ❖ **You may not accept over \$100 in *cash*. However, personal *checks* and personal *credit cards* up to \$5,000 may be accepted.**
- ❖ **Give all *cash* contributors a receipt.**
- ❖ **You must display a sign at the booth** that says: Contributions or gifts to IFAPAC are not deductible as charitable contributions for purposes of federal income tax. Corporate contributions are prohibited.
- ❖ **You may not solicit anyone who is not both a U.S. Citizen and a current dues-paying member of NAIFA.** For instance, you may not solicit MDRT members or AALU members who are not also NAIFA members. You may not solicit company representatives, vendors, lobbyists or consultants unless they pay NAIFA association dues. Be mindful if the event at which you are hosting the booth includes non-NAIFA members, such as a state convention jointly hosted by NAIFA and another trade association. You may not, in any way, solicit non-NAIFA members for IFAPAC contributions.
- ❖ On contribution forms, please **write down both the full legal name and the NAIFA member id number** of the member so the contributions can be correctly credited. IFAPAC cannot properly identify and credit contributors using nicknames.
- ❖ **On credit card forms**, please be sure the following sections are completed: full card number, expiration date and a signature. **Please write the exact dollar amount on the form. Do not circle a club type.** (The clubs have dollar ranges; an Ambassador contributor, for instance, might want to give \$200 or \$225 or \$250 or \$275.) Omitting any one of these key pieces of information will cause the contribution to be rejected by the bank.
- ❖ **Credit cards cannot be charged monthly.** Credit card contributions to IFAPAC are a one-time only transaction.
- ❖ For contributors already on monthly **bank draft who want to increase their monthly contribution amounts, please use the *MONTHLY BANK DRAFT – Upgrade Only* form.** The contributor does not need to fill out a new enrollment form unless he/she is changing bank accounts.
- ❖ **The minimum monthly bank draft enrollment level is \$5 a month.**
- ❖ **Please be thorough when taking notes**, especially if you are relaying requests that need to be fulfilled later by someone else, such as NAIFA staff.
- ❖ Be sure your **contribution lists at the booth are up-to-date.** (Call IFAPAC HQ at 703-770-8161 for the latest copy.)