How to Reinforce the Industry's Grassroots Strength

1. CURRENT PRODUCERS
   Send a Direct Message to Current Employees Urging them to Join NAIFA to Immediately Strengthen the Industry

2. FUTURE PRODUCERS
   Include NAIFA Membership Information in New Hire Packets to Continually Bolster Grassroots Strength

National Association of Insurance & Financial Advisors

NAIFA is the nation’s largest and oldest association representing the interests of insurance professionals from every Congressional district in the United States. NAIFA members assist consumers by focusing their practices on one or more of the following: life insurance and annuities, health insurance and employee benefits, multiline, and financial advising and investments. NAIFA’s mission is to advocate for a positive legislative and regulatory environment, enhance business and professional skills, and promote the ethical conduct of its members.

UNPARALLELED IN SIZE & SCOPE
NAIFA is the largest insurance and financial services association. Having 15x as many members as the next largest insurance advocacy association allows us to have a more influential presence across every Congressional district.

TRAINING AND CAREER DEVELOPMENT CULTIVATES TOP PERFORMERS
With the support of NAIFA’s programs, advisors flourish. NAIFA members are 2X as likely to be high earners and produce 52% more premiums in their first-year alone.

GROWING & RETAINING TALENT
85% of new advisors leave the industry in the first 5 years. NAIFA members are twice as likely to make it past the 5 year threshold.

INDUSTRY LEADING PAC
NAIFA has the largest insurance and securities industry Political Action Committee, contributing $3.3 million last cycle to 392 federal candidates and four committees. NAIFA members contributed almost $5 million to support federal and state candidates. This allows members to engage at in-district events and bolsters grassroots strength before policymakers.

KEVIN M. MAYEUX, CAE | Chief Executive Officer
Kevin M. Mayeux, CAE, serves as the CEO of NAIFA. A respected leader in the association management space, Kevin has previously served in senior leadership roles at several national and international associations.

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www.NAIFA.org

NAIFA: Strengthening the Voice of the Industry

Based on National Journal Research’s Annual Study of Grassroots Advocacy
After the 2016 election, policymakers are listening to everyday Americans more than ever. There is a strong populist tone and rhetoric in today’s politics that requires advocacy groups to convey the opinions, feelings, and viewpoints of Main Street America.

Policymakers rate NAIFA’s grassroots efforts higher than all other financial services associations and prominent corporations engaged in Washington advocacy. Senior government officials engaged by National Journal praised NAIFA’s annual fly-in, its local grassroots organization, and ongoing representation of its state and local members.

Associations are highly effective and efficient because they’re able to capture the perspective of a number of different interested stakeholders as opposed to hearing from the 182 different component companies that make it up.

~Chief of Staff, Capitol Hill

Companies Can’t Do This By Themselves

In National Journal’s annual study on advocacy and reputation—which sourced feedback from over 15,000 policymaker responses to draw insights regarding 100 prominent advocacy organizations—associations are better positioned than their corporate peers to serve as the conduit between everyday Americans and Washington policymakers. This is particularly true for professional associations (e.g., doctors, teachers, financial advisors, etc.) compared to the trade groups that represent corporate interests to policymakers.

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MEASURING GRASSROOTS SUPPORT | Across 100 Organizations, from 15,000 Responses

Survey Question: The organization is actively supported by individual stakeholders (employees, members, and/or the public) who directly contact policy leaders to advance the organization’s priorities.

Strength of NAIFA’s Grassroots Representation

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<th>Measuring Stakeholder Support</th>
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<th>NAIFA</th>
<th>Financial Services Associations</th>
<th>Financial Services Corporations</th>
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<tbody>
<tr>
<td>69.0%</td>
<td>66.4%</td>
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Source: National Journal Research’s Annual Study of Grassroots Advocacy

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