

NAIFA 20/20 Strategic Plan

About NAIFA 20/20

- Goal is to develop a five-year strategic plan that strengthens NAIFA, grows membership
- NAIFA 20/20 Task Force began the process at a summit to define goals and objectives
- Task Force comprises broad cross-section of NAIFA leaders and members

Opportunities for NAIFA

- Grow non-dues revenue
- Varied membership categories
- Increase corporate sponsorship and support
- Leverage technology to deliver products globally

Challenges for NAIFA

- **Primary challenge: Federation's business model encompasses approximately 600 state and locals**
- Difficult to deliver consistent programs across the board and attract volunteer leadership
- Hinders NAIFA's ability to be nimble and adapt and respond to changing business needs
- Difficult to deliver a unified and consistent member experience
- Governance requirements taxing on dedicated volunteers

Task Force Identified Three Goals

- Empowerment
- Business Model
- Financial Model

Goal #1: Empowerment

Objectives

- **Advocacy:** Ensure a positive legislative and regulatory environment at the federal and state level
- **Training & Professional Development:** Empower members with tools to succeed

Goal #1: Empowerment (con't.)

Objectives

- **Diversity:** Create NAIFA value and awareness among a diverse population
- **Awareness:** NAIFA members are perceived as advocates for financial security

Goal #2: Business Model

Objectives

- **Adjust NAIFA infrastructure** to one that supports nimble decision-making while delivering member value
- **Local Flexibility:** Empower locals to adapt business model to meet local member needs

Goal #2: Business Model

Objectives

- **Clarify State Association Role:**
Broaden state association's capacity to assist locals
- **Clarify NAIFA National Role:** Provide state advocacy support, professional development, association branding

Goal #3: Financial Model

Objectives

- **Effective and Efficient Dues**
Structure: unified and cohesive
- **Diversify Portfolio:** increase non-dues revenue



National Association of Insurance
and Financial Advisors

Welcome Ernie Hall

SEARCH



Membership | Advocacy | Practice Resources | Professional Development | Events | News & Publications | About NAIFA

HOME | ABOUT NAIFA | MISSION & VISION | NAIFA 20/20

THE NEW NAIFA.ORG >

LEADERSHIP  >

MISSION & VISION >

▶ **NAIFA 20/20**
- **NAIFA 20/20 Feedback**

ADVOCACY COALITIONS >

HISTORY >

CODE OF ETHICS >

ANNUAL REPORTS & FINANCIAL
STATEMENTS >

STAFF DIRECTORY  >

CAREERS AT NAIFA >

CONTACT US >

▶ Directions
▶ Speaker Request
▶ Speaker Engagement Policy

NAIFA 20/20

About the Initiative

As NAIFA begins our next 125 years, what new chapters will we write for NAIFA? First, NAIFA must continue to be a "purpose driven" organization. If we don't understand and agree on the "why," then the "what" and the "how" are impossible to determine.

Second, as long as people make and keep promises to their loved ones, there will be a place for NAIFA. And NAIFA will keep its promises to help our members serve and protect them.

In order to sustain our Advocacy mission, NAIFA must reevaluate our financial model, governance, leadership development and Federation structure. It is time for a new strategic plan that reflects the realities of today and the possibilities of tomorrow.

This fall and into the new year, we will formulate a new Vision for our Association, a five-year Strategic Plan called NAIFA 20/20, which will guide us with a long-term perspective. Our members and leaders will be encouraged to participate, along with many other stakeholders. We look forward to a meaningful dialogue on our long-term sustainability.

Let's rebuild and reengineer our Association with a renewed sense of purpose and a passion for possibility. Visit this page regularly for updates on the progress of the strategic planning process, and for opportunities to share your perspective. We want to hear from you.

Thank you for this great privilege of serving as your NAIFA President

Available from
the "About
NAIFA" tab on
NAIFA.org