



www.NAIFA.org

NAIFA Membership Day FAQ

Q: What is NAIFA Membership Day?

A: National Membership Day is a one day event where we hope all NAIFA members will assist their association in outreach and recruitment initiatives.

Q: Why are we doing this?

A: Because a strong association translates to more effective advocacy efforts and better quality programs and services that NAIFA can deliver to its members.

Q: What are you asking me to do for Membership Day?

A: It's simple; identify three other advisors you know who are not current NAIFA members, or have never been a NAIFA member, and have a conversation with them about why joining (or renewing) their NAIFA membership would be good for their career.

Q: What if I'm not sure who to call?

A: Anyone who isn't a NAIFA current member – who in your office is not a current member, or think of people you may have met at networking events. We all know that members are more successful and stay in the industry longer. Give them a call and let them know.

Q: That's all you want me to do?

A: Almost – after you speak to them (in person or on the phone) go the Membership Day Landing Page (www.NAIFA.org/MembershipDay) and tell us who you spoke with at the bottom of the page. Every submission counts as an entry for some great prize drawings.

Q: What kind of prizes?

A: The prizes range from big to small and everywhere in between. We will be giving them away during membership day and in the days following while we tally up all the entries.

Q: What if I want to talk to more than 3 people? Can I get more entries?

A: YES! The more people you talk to, the better.

Q: Are there resources to tell me what to say or things I can send people if they ask?

A: Absolutely! You can download member recruitment materials at <http://www.naifa.org/membership/refer-a-prospect/recruit>. We also have talking points for member recruitment on the landing page and in other Membership Day materials

Q: How will you promoting Membership Day?

A: We will have a series of emails, and social media promotions leading up to the event and all day on June 1st as well.

Q: This sounds like fun, how can I get in on the action?

A: You can host Membership Day events as part of your state or local association or post your successes on social media on June 1st. We have created a hashtag for the day - #NAIFAmembershipday. Feel free to brag about your success recruiting members!

