

National Association for Fixed Annuities Membership Committee 2018 Priorities

NAFA's key Membership Committee priorities for 2018 include:

1. Grow premier partner membership base by 5-10%, an increase of 5-10 new premier partner companies;
2. Further improvement of existing contact relationship management and prospect tracking – drill down key contacts, marketing contacts and billing contacts;
3. Streamline NAFA communications and messaging, including marketing original content for prospecting and retention;
4. Launch and promote the new NAFA website within membership and to external prospects;
5. Seek diversification of Premier Partner members representing all fixed annuity carriers and marketing distribution firms;
6. Work within NAFA membership to recruit peers both inside our current channels and beyond;
7. Develop membership fulfillment package and promotional package including utilization of value propositions for Premier, Supporting and Affiliate Partners; and,
8. Identify, pursue and secure new benefits through strategic partnerships and trade to enhance membership.