

National Association for Fixed Annuities Membership Committee Priorities

The Membership Committee (MEMB) supports and furthers NAFA's mission to promote the understanding and awareness of fixed annuities, using a proactive message, supporting the interests of its members. The Membership Committee helps serve as a critical resource and support function to assist with both membership growth and retention. The committee also aids NAFA in implementing membership marketing strategy and tactics, along with assessing and recommending products, services, and programs that will add value to the Association's membership. NAFA's key Membership Committee priorities to full fill the mission for 2023 include:

1. Grow Membership;
 - Premier Partner membership base by 5-10%, an increase of 5-10 new Premier Partner companies
 - Recruit and engage new Supporting Partners
2. Assist in conversations and collection of Advocacy Initiative donations;
3. Assess Vendor membership and value;
 - Create Working Group
4. Grow relationships with current and prospect Index vendors
 - Create value prop/benefits
5. Further improvement of existing contact relationship management and prospect tracking – drill down key contacts, marketing contacts and billing contacts;
6. Streamline NAFA communications and messaging, including marketing original content for prospecting and retention;
7. Promote the NAFA website within membership and to external prospects;
8. Work within NAFA membership to recruit peers both inside our current channels and beyond;
9. Identify, pursue and secure new benefits through strategic partnerships and trade to enhance membership; and,
10. Improve support and collaboration with other NAFA committees.