

Membership Committee 2015 Priorities

NAFA's key Membership Committee priorities for 2015 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 Annuity Marketing Portal 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 both Premier and Supporting partners; and,
8. Identify, pursue and secure new benefits through strategic partnerships and trade to enhance membership.