



Advocacy



Show up. Speak up.  
Be the difference.

- ✓ Individuals who engage in grassroots advocacy report greater professional success and personal satisfaction.
- ✓ Gain understanding of the political, regulatory, and legislative processes that affect the financial services industry.
- ✓ Develop confidence in your role as a constituent and advocate for your business and industry.
- ✓ Develop skills in building relationships with elected and appointed leaders.
- ✓ Understand the importance of reporting relationships and participating as a representative of your state NAIFA and a representative of NAIFA Nation.



## NAIFA'S FINANCIAL SECURITY ADVOCATE ACADEMY

Very few people have an in-depth understanding of how bills become law, regulations are developed and enacted, and leaders actually become elected. Fortunately, NAIFA's Financial Security Advocate Academy covers these concepts and many more.

The online, self-paced course will take you from the fundamentals of advocacy and step you through an at-your-own-pace series to allow you to graduate to advanced concepts and develop skills that you can put into action with confidence. The entire course should take less than 2 hours to complete.

### Six Module Course

- Introduction to Citizen Advocacy
- Crafting Your Message
- Preparing for a Meeting
- Conducting a Meeting
- How to Build Relationships with Lawmakers
- Advanced Citizen Advocacy Strategies

### Earn Your Badge. Grow Your Relationships.

Upon completing the academy, you receive your Financial Security Advocate badge from Credly that you can put on your social media accounts and display on your consumer-facing NAIFA profile. You will also be promoted as a Financial Security Advocate to your peers online and during NAIFA's key signature events. It's a great way to grow your knowledge and differentiate yourself.

### 2024 Academy Schedule

(All Begin at 2 pm eastern)

- January 24
- April 24
- July 24
- October 8

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