**Version 1: We Do Not Have a Representative from Your District Yet**

Subject: Your Voice is Needed in Washington – Represent [DISTRICT] at NAIFA’s Congressional Conference

Dear [First Name],

We are reaching out to personally invite you to join us for [NAIFA’s Congressional Conference](https://conference.naifa.org/registration?hsCtaTracking=7b44ef4c-ec6a-4d15-ad97-6e0c4088517a%7Cf9955875-f289-4638-a2f6-da637aff57ef), taking place May 19-20, 2025, in Washington, D.C. This is your opportunity to be part of an impactful event where NAIFA members from across the country come together to advocate for our industry, our profession, and the clients we serve.

Right now, [STATE] does not have a representative from [YOUR DISTRICT] attending the conference—and we need your voice at the table! Lawmakers need to hear from financial professionals like you to understand the critical role you play in helping Americans secure their financial future.

By attending, you will:

* Meet directly with your elected officials to advocate for policies that support financial professionals and their clients.
* Gain exclusive advocacy training so you feel confident and prepared to share your story.
* Connect with fellow NAIFA members and industry leaders from across the country.
* Represent [DISTRICT] and ensure our state’s voice is heard on Capitol Hill.

To make it easier for first-time attendees like you, **NAIFA is offering a $500 travel stipend** to the first 100 eligible registrants. Stipends are still available, but space is filling up—[register today](https://conference.naifa.org/registration?hsCtaTracking=7b44ef4c-ec6a-4d15-ad97-6e0c4088517a%7Cf9955875-f289-4638-a2f6-da637aff57ef) **to secure your place!**

If you have any questions or would like to discuss the experience, I’d be happy to connect. Let’s make sure **[DISTRICT]** has a strong voice in Washington this year!

Best regards,

**Version 2: Your Lawmaker Serves on a Key Committee**

Subject: Your Lawmaker is Key—Join Us at NAIFA’s Congressional Conference

Dear [First Name],

We are reaching out to personally invite you to join us for [NAIFA’s Congressional Conference](https://conference.naifa.org/registration?hsCtaTracking=7b44ef4c-ec6a-4d15-ad97-6e0c4088517a%7Cf9955875-f289-4638-a2f6-da637aff57ef), taking place May 19-20, 2025, in Washington, D.C. This is your opportunity to be part of an impactful event where NAIFA members from across the country come together to advocate for our industry, our profession, and the clients we serve.

As a constituent of [LAWMAKER’S NAME], who serves on the [COMMITTEE NAME], your participation is especially important. This committee plays a crucial role in shaping policies that impact financial professionals like you. Having a direct conversation with your lawmaker will help ensure our industry’s concerns are heard at the highest levels.

By attending, you will:

* Meet directly with your elected officials to advocate for policies that support financial professionals and their clients.
* Gain exclusive advocacy training so you feel confident and prepared to share your story.
* Connect with fellow NAIFA members and industry leaders from across the country.
* Ensure [STATE]’s voice is heard on Capitol Hill at a time when financial security is more important than ever.

To make it easier for first-time attendees, **NAIFA is offering a $500 travel stipend** to the first 100 eligible registrants. Stipends are still available, but space is filling up—[register today](https://conference.naifa.org/registration?hsCtaTracking=7b44ef4c-ec6a-4d15-ad97-6e0c4088517a%7Cf9955875-f289-4638-a2f6-da637aff57ef) **to secure your place!**

If you have any questions or would like to discuss the experience, I’d be happy to connect. Let’s make sure **[STATE]** has a strong voice in Washington this year!

Best regards,