



Membership Elevator Pitch

NAIFA is the premier advocacy, education, and professional development organization for insurance and financial service professionals. Established in 1890, it stands as the oldest, largest, and most influential association in the industry, with a presence in every U.S. Congressional district and state capitol. Our mission? To empower advisors and their clients through world-class advocacy and education.

At NAIFA, we advocate tirelessly — protecting advisor businesses and client access to financial guidance through grassroots influence and policy leadership. We educate continuously — offering dynamic professional development, cutting-edge resources, and educational communities like the Society of Financial Service Professionals (FSP). And we enhance credibility — our members adhere to a strict Code of Ethics and engage with trusted consumer-facing platforms like Life Happens, empowering them to stand out as ethical, capable, and consumer-focused professionals.

In short: Whether you're building your practice, shaping policy, or elevating your brand — NAIFA equips you with the tools, influence, and community to do more, be more, and help Main Street America achieve financial security.

(Keep in mind that you don't need to give prospects the full elevator pitch. Ask them about their needs, challenges, etc. and then think about how NAIFA can benefit them.)