



Advocate.
Educate.
Differentiate.

Awards & Recognition:

Utilizing the New Universal Application Cycle

Awards & Recognition

Association awards and recognition programs are important for several reasons—they go way beyond just handing out trophies or plaques. Here’s why they matter:

1. **Motivation and Morale Boost** - Recognizing members for their contributions inspires continued excellence. People feel seen and appreciated, which fuels motivation, pride, and engagement within the community or profession.
2. **Encourage High Standards** - Awards highlight what “great” looks like. They set benchmarks for others to aim for, helping raise the bar across the entire industry or organization.

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- 3. Retention and Loyalty** - Feeling valued increases member satisfaction and loyalty. When people see there's recognition for hard work, they're more likely to stay involved and invested.
- 4. Visibility and Prestige** - Recognition gives recipients a moment in the spotlight—this can help with career growth, building a reputation, or even attracting business. For the association, it boosts credibility and visibility in the field.
- 5. Community and Culture Building** - Celebrating achievements together strengthens bonds between members. It helps create a supportive, inclusive environment where people root for each other's success.

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- 6. Inspiration and Learning** - Award programs often showcase innovative practices, creative problem-solving, or leadership. They provide models and inspiration for others to learn from and emulate.
- 7. Attracting New Members** - Publicly recognizing excellence can draw in new members who want to be part of a thriving, appreciative community that values achievement.

Differentiate Yourself

FROM THE CROWD!



NOW ACCEPTING AWARD NOMINATIONS THROUGH JUNE 30TH

John Newton Russell Memorial Award

Outstanding Character, Dedication to the Profession & Meritorious Service

The award program is open to anyone you believe is highly qualified and exhibits the character, leadership qualities, contributions to the profession, and American families exemplified by John Newton Russell.

Any NAIFA member is eligible to nominate a worthy candidate. Nominees must be insurance and/or financial services professionals.

Standards for consideration are extraordinarily high. The characteristics of past recipients have included unwavering loyalty and a high level of professional accomplishment and community service.



Terry Headley Lifetime Defender Award

Exemplary Service to Their Profession, Colleagues, and Clients Through
Political Advocacy and Contributions to IFAPAC

Nominees for NAIFA's Terry Headley Lifetime Defender Award should be current NAIFA members who exhibit Headley's commitment to advancing the legislative agendas of agents, advisors, and their clients.

To nominate members, please submit the nominee's name, chapter, a listing of all leadership positions they have held (advocacy positions will hold more weight in the decision-making process), and all state legislators for whom the nominee is a contact.

Include a statement with a description as to why this person is worthy of receiving the award.



NAIFA Quality Award

Providing Financial Professionals the Opportunity to Demonstrate Excellence

Advisors specializing in Life & Annuities, Financial Advising & Investments, Health & Employee Benefits, Multiline Sales, or any combination of these specialties can demonstrate the quality that is the mark of a true professional through:

- Professionalism through education and earned designations;
- Production measured by performance metrics customized for each practice specialty;
- Adherence to the NAIFA code of ethics; and
- Service to your industry association.



Advisor Today 4 Under 40 Award

Recognizing Achievement of Professional Excellence Before the Age of 40

Someone you know is a leader. He or she is successful, of course, but also committed to their community, family, and team. They're already a great example for their peers. Nominate them for **Advisor Today's 4 Under 40 Award**. It's the recognition they deserve and the next step in their amazing career.

Past winners have a proven track record of continued success through industry leadership roles, speaking engagements, and increased peer recognition.

You do not have to be a member to nominate a potential candidate for *Advisor Today's 4 Under 40 Award*, nor do you have to be a member to submit your own application. However, recipients must be a NAIFA member at the time of the application deadline and award recognition.



YAT Leader of the Year

Recognition of the Top Financial Professional
Under 45 or with Less Than 5 Years in the Business

The YAT Leader of the Year Award recognizes an advisor's commitment to NAIFA, including service on local, state, and national committees and participation in the Leadership in Life Institute (LILI); involvement with state or federal legislative efforts; participation in external service work such as charities; and an ability to inspire



Diversity Champion Award

Honoring Those Who Promote the Full and Equal Participation of Diverse People within the Profession

To honor those who live our mission, our Diversity Membership Work Group has created the Diversity Champion Award.

This award recognizes exceptional efforts to promote the full and equal participation of diverse people within the insurance and financial advising profession.

NAIFA members in good standing are eligible for this prestigious award.



Universal Application Cycle

- <https://belong.naifa.org/awards>
- Accepting Applications: April 1st – June 30th, 2025
- Designed to be your turnkey awards application process.
- All Chapters are asked and encouraged to promote the submission of entries for all categories as part of their own awards programs.
- NAIFA Chapter Services will ask if you want to receive all applications from your Chapter for consideration for your awards cycle.
- Chapter winners will be given special consideration for national awards.



Together We Can Take On Anything