[Insert Date]

Dear [Insert Member First Name],

On behalf of the [Insert Chapter] Chapter of the National Association of Insurance and Financial Advisors, welcome to the family! The choice to belong to NAIFA, the premier professional association for insurance agents and financial advisors, is one that has fueled the success of countless members of our industry for our more than 130 years of existence. Now, those same benefits and opportunities are available to **YOU!**

It is our membership promise to **Advocate. Educate. *Differentiate.***

**Advocate.** While many of our members say they don’t join NAIFA for the benefit of advocacy, they do report staying a member because they learn how vital advocacy is to keep the industry alive and well! According to the National Journal, NAIFA is viewed by policymakers as the most credible, valued and respected voice in the industry. Your support helps protect and advance our industry in [Insert State Capitol]!

**Educate.** We offer many great programs that you will learn about during your membership orientation, but to keep this letter short, we decided to highlight just one: NAIFA Live. NAIFA Live is a monthly program we offer virtually so you can join right from your device or meet up with others at a watch party near you. Go to live.naifa.org to learn more.

***Differentiate.*** As a NAIFA member, you are automatically set apart because of your commitment to our Code of Ethics. Your name automatically appears on FinancialSecurity.org, so consumers can easily find you, and we offer numerous ways to feature and distinguish you from the crowd.

When you joined NAIFA, you joined more than just an association, you joined a family. Our members receive benefits at the local, state, and national levels of the enterprise. You will, if you have not already, receive a comprehensive welcome kit from the home office. We encourage you to review it carefully and participate in a live member orientation session (members.naifa.org/orientation).

If you have any questions regarding your membership, or the programs and services we offer, please give us a call at [Insert Phone Number]. You can also use this QR code or visit [Insert Website].

Insert   
QR Code

Thank you again for your membership;***together we can take on anything!***

Sincerely,

[Insert Chapter Executive Director]

[Insert Chapter Executive Director]

NAIFA-[Insert Chapter] Chapter Executive Director