



OneNAIFA Implementation “Programs in a Box”

Life Insurance Awareness Day

- Day to correspond with Life Insurance Awareness Month in September
- Invite a Speaker from Department of Insurance
- Have a Proclamation done by Governor’s Office
- Invite Local Media/ Send out Press release/have Life Insurance Awareness one-pager
- Have all NAIFA members invite their House and Senate members to attend
- Follow with Board meeting, lunch/dinner with your Speaker(s)
- Send speakers and legislators in attendance a handwritten thank you note
 - o **COST:** No cost unless you have paid speakers or unless you pay for lunch/dinner for the members.

Ask a Probate Judge to Come Speak at an Event

- **This worked well for the former NAIFA-Walterboro group*
- Get a group to gather for breakfast, lunch, dinner, Happy Hour and have a local Probate Judge serve as your Speaker
- Send out Press Release/ Invite Media
- Have someone get the Judges bio and introduce them
 - o **COST:** No cost unless you pay for lunch/dinner for the members. Recommendation: Charge \$15-\$25 per person to cover meal cost.

Speakers Bureau

- search for a great speaker from the sites below:
- <https://speaking.com/>
- Contact NAIFA National directly and see who they recommend: <https://www.naifa.org/about-naifa/staff-directory>
 - o **COST:** No cost unless you have paid speakers or unless you pay for lunch/dinner for the members. National Speakers can get expensive.

Set up a Lunch or Happy Hour with Local Estate Attorneys and CPAs

- **This worked well for the former NAIFA-Upstate group*
- Get a group to gather for Happy Hour and have a local Estate attorney or local CPA group Sponsor the event and serve as your Keynote Speaker
- Ask for their email list so you can include them in your email invitation
- Have someone get the Speakers bio and introduce them
- Send speaker a handwritten thank you note
 - o **COST:** No cost unless you have paid speakers or unless you pay for lunch/dinner for the members. Recommendation: Charge \$15-\$25 per person to cover meal cost.