



NAIFA 2011-12 STATE AND LOCAL MEMBERSHIP GROWTH CAMPAIGN FAQs

Q: What is required to receive the incentive and when is it awarded?

A: The incentive is “based on 2011-12 state and local membership growth” at year-end closing which occurs June 30th, 2012. Your association must achieve at least plus-1 growth at the end of the 2011-2012 membership year to receive the incentive. Participating state associations will receive 15% of the national dues for each member in excess of the 2011 membership number and participating local associations will receive 35%. Local associations can receive up to \$1000 reimbursement for a local membership ad and recipients will be recognized at the NAIFA 2012 Annual Meeting and Career Conference, in NAIFA Connections, and on NAIFA’s Website at www.naifa.org. Incentives will be awarded after the 2011-2012 membership year (June 30, 2012).

Q: When do I notify NAIFA–National that my state or local association is planning to participate and to whom to do I send it?

A: NAIFA–National must receive your intent to participate **in writing** no later than COB November 1st, 2011 to be eligible to participate. Please send written notification of your intent to participate to Anne Marie Munson, Director of Membership Recruitment at amunson@naifa.org.

Q: Can my local participate even though my state has opted not to do so?

A: Yes, states and locals may elect to participate independently of one another and still receive the incentive if all requirements are met.

Q: Where is the Online Leadership Academy and who is required to complete it?

A: The Online Leadership Academy can be accessed through NAIFA’s Online Leader Center at www.naifa.org/leaders/ or at www.naifaleadershipacademy.com. State and local execs, presidents and membership chairs are required to complete **all six modules** of the Academy within 30 days of opting in to participate in the incentive campaign.

Q: What if the state and local are jointly involved in a membership recruitment presentation? Who gets credit? Does the state have to do five separate presentations if locals are also doing them?

A: Joint presentations can be counted as an activity for both the state AND local. If a local organizes a presentation in which the state is involved, i.e., exec/president/membership chair makes a presentation, etc., the state (presenter) and the local (host) can each count the event/participation as one presentation or activity. The state and all locals in that state must conduct 5 presentations each. In other words if the state is not involved in a local presentation it cannot count it and vice versa. There can be overlap, however, and state involvement in a local presentation can include the state inviting prospects to a local event or conducting follow up on behalf of the local, as an example.

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Q: What other activities could be considered as a membership presentation to fulfill the “5 membership presentations” requirement?

A: Recruitment presentations or activities can include hosting events such as receptions and luncheons with prospective members to promote the value of NAIFA membership; holding phone-a-thons that target lapsed members and/or prospects; inviting prospective members to a local meeting where membership is promoted and contacting members to ask them to invite a non-member to attend; using the NAIFA MemberNet to contact prospective members about the value of NAIFA membership.

Q: How does “local ad reimbursement” work?

A: The ad reimbursement incentive is for locals only and NAIFA–National will reimburse *up to* \$1,000 for a local membership ad. The purpose of the ad is to promote NAIFA membership. The ad is considered reimbursable if the criteria and achievement of “plus 1” over 2010–2011 membership numbers are met. Reimbursement is available when the campaign has closed and the “plus 1” goal has been achieved. Locals must submit a copy of the ad, an invoice and the publication date(s) to receive reimbursement from NAIFA–National at the end of the 2011–2012 membership year. States are not eligible.

Q: Who receives the incentive if the association is At-large and it achieves plus 1 over the 2010–2011 membership year? Does the state get only the state portion or both state and local?

A: The state will receive its portion if they achieve plus 1 over last year and the At-large association will receive its portion. The state does not receive the local portion of the incentive.

Q: Where can I get information or resources on how to recruit new members?

A: NAIFA’s Online Leaders Center at www.naifa.org/leaders/ is a key resource to assist with membership recruitment. Here you can access the NAIFA MemberNet—your online resource for prospect contact information, list generation, etc.; the Online Leader Training Center; and the Online Leadership Academy for recruitment ideas and techniques.

Q: Where can I get a template of a membership recruitment plan?

A: Check NAIFA’s Online Leaders Center at www.naifa.org/leaders/ for a host of recruiting resources, including a sample membership plan.

Q: Who is considered a “paid-in-full” member?

A: Any member who joins NAIFA during the 2011–2012 membership year and is a current member at the close of the membership year is considered paid in full. This includes members who opted to join/renew via the monthly payment option.

Q: Can states coordinate with their locals to submit collective written notification to opt-in or does it have to be submitted individually?

A: As long as NAIFA–National receives **written notification by November 1st, 2011**, of the state and/or locals’ intent to participate, it can be submitted in collective or individual form.

Q: Who can I contact at NAIFA–National if I have questions?

A: Your contact at NAIFA–National is Anne Marie Munson, Director of Membership Recruitment at amunson@naifa.org or at 703/770-8214.