



NAIFA 2011-12 STATE AND LOCAL MEMBERSHIP GROWTH CAMPAIGN

Campaign Requirements for Participating State and Local Associations:

In order to receive the NAIFA incentive, a participating state/local association must complete all of the following requirements:

- ▲ The state/local must elect to participate in the campaign by November 1, 2011, in writing to NAIFA–National.
- ▲ The state/local must increase membership (at least plus 1) over begin year count by June 30, 2012.
- ▲ The state/local must submit a membership development plan to NAIFA–National by November 1, 2011 that includes a full list of its membership meetings, events, and activities for the year.
- ▲ The state/local must submit a report to NAIFA–National on the progress of its plan by January 1, 2012 and again by April 30, 2012.
- ▲ The state/local exec, president and membership chairs must register and complete the NAIFA Online Leadership Academy within 30 days of electing to participate in the incentive campaign.
- ▲ The state/local must conduct at least five membership presentations (e.g. agency presentations, NAIFA Blitz Days, Field Leaders Forums, etc.) between September 1, 2011, and June 30, 2012. Presentations must be reported to NAIFA–National.

ALL required documents listed above should be submitted to Anne Marie Munson, Director of Membership Recruitment at amunson@naifa.org.

Incentives: The incentives below are based on 2011-12 state and local membership growth.

- ▲ For each member paid in full as of June 30, 2012 in excess of the state's final June 30, 2011 membership count, the state will receive 15% of the national portion of the dues.
- ▲ For each member paid in full as of June 30, 2012 in excess of the local's final June 30, 2011 membership count, the local will receive 35% of the national portion of the dues.
- ▲ For local associations only, up to \$1,000 reimbursement for a local membership ad.
- ▲ Recognition of achievement at the NAIFA 2012 Annual Meeting and Career Conference.
- ▲ Recognition in *NAIFA Connections*.
- ▲ Recognition on the NAIFA Website, www.naifa.org.

Policies and Procedures: The following policies and procedures encompass the incentive campaign.

- ▲ Final incentives will be based on the final 2011-12 membership numbers published by NAIFA–National.
- ▲ 2011-12 membership year consists of the period from July 1, 2011, through June 30, 2012.
- ▲ Locals submitting requests for reimbursement for advertising must provide a copy of the ad, invoice and date published to NAIFA–National.
- ▲ States and locals may elect to participate independently of one another and still receive the incentive if all stated requirements above are met.

Questions: Contact Anne Marie Munson, Director of Membership Recruitment at amunson@naifa.org or 703-770-8214.