



## *NAIFA-California Membership Contest*

NAIFA Membership recruiting, like sports, requires a number of things to be successful . . . practice, persistency, assertiveness, a winning game plan, and the ability to execute that plan. On top of that, most sports consist of a winning team. With this in mind, NAIFA-California Membership is pleased to announce its new membership contest!

### *MVP Recruiting Teams:*

#### *Contest Details (How to win fabulous Prizes)*

- ▲ This contest is open to ALL members of NAIFA–California Local Associations
- ▲ All contest participants need to create a “**2 person team**” - The activities of the team, and each individual member, creates eligibility for awesome prizes!
- ▲ Each team has the opportunity to earn points every month for undertaking various membership recruiting activities. These activities will vary from month to month.
- ▲ The sports theme and monthly activities that earn points will be announced at the beginning of each month
- ▲ Each member’s monthly activities (or “points”) are tallied on a monthly basis, and the **Team** with the most points at the end of the month wins the monthly prize
- ▲ For every “point” an individual team member receives, he/she will receive a raffle ticket for the grand prize drawing at the state Annual Meeting & Sales Exposition in Monterey, May 22-23, 2012. Winners do not need to be present to win.
- ▲ All Team activity and point totals are to be reported via email to the “*Commissioner*” at [peterjbuechler@gmail.com](mailto:peterjbuechler@gmail.com) by the 5<sup>th</sup> of the month (i.e. February Activity should be reported by March 5, 2011)
- ▲ The “*Commissioner*” has final say on all activities and points distribution

### *Prizes:*

#### *Monthly Team Prizes:*

The Team with the highest monthly point total will receive a \$50.00 (\$25.00 for each team member) gift certificate to some tasty restaurants and shopping opportunities.

#### *Grand Prize:*

**An APPLE iPad and more!** Each point received by an individual will be translated into a raffle ticket. The drawing for the iPad and other prizes will be held at the NAIFA-California Annual Meeting.

*Peter Buechler – The “Commissioner”*

Peter J. Buechler, CFP®, CLU, ChFC, State Membership Chair  
(714) 423-4592 [peterb@bgainsurance.com](mailto:peterb@bgainsurance.com)



## *February Theme and Point Opportunities: Football!*



*See below for activities that your Team can undertake to gain points in February!*

- ▲ **First Down** = 1 point each (Do any of the activities listed below and earn a point, do multiple and earn multiple points)
  - Recruit a new member (Make sure your name is listed in the “Referred By” space on the application)
  - Reinstate a lapsed member
  - New Member Orientation - Set aside special time and information at your next local NAIFA event to welcome aboard and integrate your new members
- ▲ **Field Goal** = 2 points each (Do any of the activities below and earn 2 points each)
  - Give an agency presentation to a group of 6 or more non-members
  - Complete a membership review of your local members. Work with your local Membership Team and complete a membership review of your local members. Identify A, B, C members as defined in the Membership Value Proposition ([www.naifacalifornia.org](http://www.naifacalifornia.org)) and maintain information in a manner that can be accessed in the future. If you have already done this, you get “free points”!
  - Schedule a “YAT Focused Event” to be done **before** March 31, 2012 designed to recruit new YAT members i.e. Happy Hour, Brown Bag Lunch & Learn, YAT Mentor Hour
- ▲ **Touchdown** = 3 Points (Do any of the activities below and earn 3 points each)
  - Recruit 2 new members (Make sure your name is listed in the “Referred By” space on the application)
  - Schedule a “**Field Leaders Forum**” meeting to be held before March 31, 2012

### *Prizes:*

Each team member from the winning team will have your choice of one of four \$25 gift certificates for:

1. **National Football Association’s best shopping at [www.nfl.com](http://www.nfl.com)**
2. **Best Buy Gift Card, possibly buy a copy of the greatest football movie ever...The Blind Side !**
3. **Big 5 Sporting Goods**
4. **\$25 Donation to your Local High School Athletic Program**

Report your February “Stats” or activities to the *Commissioner* Peter Buechler at [peterb@bgainsurance.com](mailto:peterb@bgainsurance.com) by March 5th, 2012

**Confidence is contagious, so is lack of confidence- Vince Lombardi**

**Individual commitment to a group effort- that is what makes a team work, a company work, a society work, a civilization work- Vince Lombardi**

**Win one for the Gipper - Knute Rockne**