

1-15-21 NAIFA Leadership Notes

Over 100 on call

Kevin Maveux, CEO: Approximately 2000 new members in 2019; 104% joined in 2020. 30,000 people attended virtual events, as well as decrease in attrition. Speakers bureau will be going live soon. Great schedule of NAIFA Live events planned. New member mobile app in works. NAIFA doing great job of recognizing NAIFA volunteers, award winners, and personalizing the NAIFA (thanks to Suzanne Carawan). The ACLI and NAIFA exec committees met; Ted Mathis of NYL is chair. NAIFA has paused giving PAC contributions because of political unrest. With 21,000 troops in DC for inauguration many metro stops are locked down.

Corey Matthews, Member and Chapter Services: Reminder that Board Governs and Staff Manager. Gary Sanders left NAIFA and has been replaced with Maeghan Gale. A new 2021 calendar with all NAIFA webinars/events noted is available. Annual reporting starts next week. A board orientation presentation is in development.

Suzanne Carawan, Marketing and Communications: NAIFA is on fire. Make sure your data profile is updated and correct because NAIFA depends upon data. If you are getting more than one email communication, make sure you are signing up and logging in on only one email. Every new member is now getting a new member kit, including NAIFA pin; these are being mailed out once a month. For members only events go to live.naifa.org. You can scroll down on communications to update the frequency you receive. NAIFA deleted the LinkedIn account because they have no control and they have moved to their own platform. It will launch in a couple of weeks. Around Valentine's Day, there will be a NAIFA love fest – we love our members, we love our volunteers, etc. NAIFA is moving to communicate in more ways than email; some browsers allow only 10 emails from one entity/month and with NAIFA, the state and the local, there are more than that.

P3 in 2021:

- People – please send info of accomplishments to Suzanne to promote.
- Partners – new ones all the time: EveryIncome, Southern Medical Association, Meet Gerry (caregiving resources for clients); some offer non-dues revenue opportunities (Fairway in NAIFA-Texas).
- Promotion – in 2021 interactive calendar with state and local events.

Power Through and Power Up for 2021!