

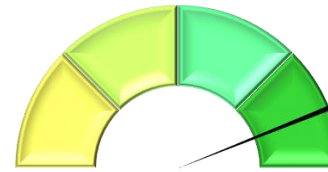


NAIFA 20/20 Federation Leadership Report

1st Quarter FY 2019 (January – March 2019)

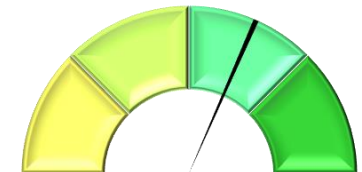
Guidelines to Ratings

The NAIFA 20/20 Federation Leadership Report is a quarterly, high-level snapshot of our progress toward the execution of the NAIFA 20/20 Strategic Plan. In this report, NAIFA headquarters staff outlines pertinent updates correlated with the goals in the FY 2019 NAIFA 20/20 Business Implementation Plan.



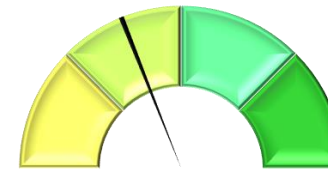
1st Tier

On target to exceed projected goals and milestones.



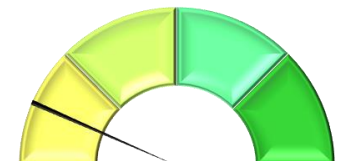
2nd Tier

On target to meet major expectations and achieve sought out goals and milestones.



3rd Tier

Slightly behind expectations – may need to pivot or refocus resources due internal/external occurrences.

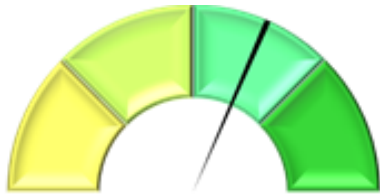


4th Tier

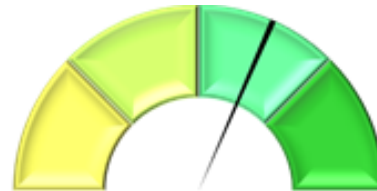
Goals and milestones are not within reach for the predetermined timeline and need reassessment.

Executive Overview – January through March 2019

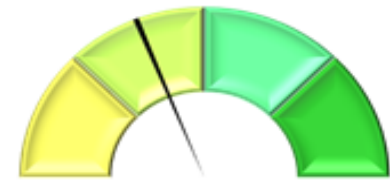
Goal A: Empowerment



Goal B: Business Model

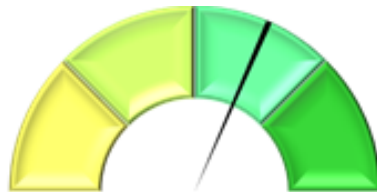


Goal C: Financial Model



- **Empowerment:** NAIFA will empower our members by bolstering our advocacy, broadening diversity within our organization, developing top-notch training programs and increasing public awareness.
- **Business Model:** NAIFA will improve our business model by strengthening the NAIFA infrastructure, enhancing activity among the entire federation, creating a quality member experience, and increasing total membership.
- **Financial Model:** NAIFA will execute revenue tactics to better our financial health by developing a more cohesive dues structure, refining our revenue sharing model, and diversifying NAIFA's revenue portfolio.

Goal A: Empowerment



Key Accomplishments

- Launched pilot of NAIFA Live, a high quality in-person and remote CE-eligible training program, in 4 states. Prepared for national launch in Q2.
- Launched Limited & Extended Care Planning Center in March.
- Submitted LACP for accreditation.
- Began work updating the National Quality Award to grow participation in the program.
- Launched partnership with GAMA Int'l.
- Updated public image campaign materials and webpage. Continued work on rebranding initiative to launch Q3 2019.

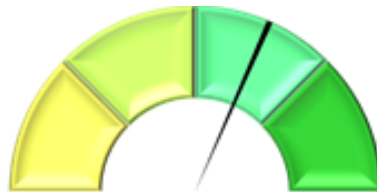
Concerns and Challenges

- Transition to new structure may distract local and state leaders from other critical activities.
- PAC/Administrative contributions are inadequate to cover PAC operating expenses. Need to revisit/revise model.
- Association Management System transition and data quality impact operations and programs.
- NCCA process underway but accreditation of LACP not ensured.
- Need to reconsider distribution strategy for LUTCF.

Major Tasks for Next Quarter

- Assisting state and local chapters in ensuring quality deliverables and fulfilling the promise and potential of NAIFA 20/20.
- Launch NAIFA Live nationally, securing speakers and corporate sponsors.
- Host successful Congressional Conference.
- Work with SEC, NAIC and others to develop workable "best interest" standard.
- NAIFA rebranding campaign in development for initial presentation in Q2.
- Revise IFAPAC funding model.
- Begin buildout of Advanced Practices Center.

Goal B: Business Model



Key Accomplishments

- Implementation of new NAIFA model underway with chapter agreements, webinars and coaching in place.
- Transition to Your Membership (YM) association management system underway.
- Consolidated & streamlined members and leader communications.
- Chapter Action Plans and Chapter Achievement Program developed to aid in charting successful chapter operations.
- Began holding monthly Field Staff webinars with CEO and VP Chapter & Members Services and state chapter staff.
- Conducted first Membership Growth Summit, with more to come each month encouraging member recruitment.

Concerns and Challenges

- Implementing new NAIFA model has caused inconsistencies nationwide as states adapt to their newly revised roles.
- Membership attrition continues due primarily to retirements and deaths.
- Companies have inconsistently fulfilled their pledge to actively promote NAIFA membership following adoption of new model. More education and training needed among company leaders.
- Implementation of YM may cause interruption of business services due to data quality and reduced staff bandwidth.

Major Tasks for Next Quarter

- Continue to implement new NAIFA structure with quality programming provided to members in every state and locality.
- Enhance company understanding of new NAIFA structure and encourage field force to join.
- Mitigate against membership losses due to transition issues.
- Complete AMS transition from iMIS to Your Membership.
- Host Chapter Executive Leadership Meeting in May.

Goal C: Financial Model



Key Accomplishments

- Grew corporate sponsorship from existing sponsors as well as added several new companies to sponsor list.
- Created financial reporting structure for IFAPAC to share information with Finance Committee & Board of Trustees.
- Expanded public image campaign to encourage more advisors to join NAIFA.
- Revised agency presentations, launched national membership day, and organized new membership recruitment activities.

Concerns and Challenges

- Transition issues may cause greater membership attrition.
- Need greater funding to meet all political goals plus cover administrative expenses of the PAC.
- Data quality and resources impact effectiveness of planned growth and enhanced services initiatives.
- Diminished staffing resources, both in number as well as in focus on implementing YM and other transitions, may cause strain and disruption.

Major Tasks for Next Quarter

- Concentrated focus on membership recruitment and retention by new Marketing & Business Development department.
- Assist states and locals in transition to new structure, minimizing membership attrition.
- Expand partnerships with industry groups to result in increased membership and/or operating efficiencies.
- Recalibrate NAIFA budget to adjust to updated financial position.
- Create greater awareness of NAIFA value among company leaders, encouraging member growth.

NAIFA BY THE NUMBERS

357

New members recruited
from 1/1 – 3/31/19

250K

Funds raised to support LECP
launch

140+

Chapter service calls made
by volunteers and staff