



National Association of Insurance and Financial Advisors – Political Involvement Committee

Explanation of APIC Rating Structure

Every contact in the APIC database is assigned a rating based on the level of political involvement and degree of relationship with a legislator. At this time, three ratings are used (see description below). The state APIC chair normally assigns these ratings, but should do so in consultation with other association leaders, such as the state executive, president, government relations chair, national committeeperson, local APIC chair, local IFAPAC chair, etc. As relationships change, state APIC chairs should review the ratings in their state at least annually in order to maintain the accuracy of the contact program.

State chairs should *not* feel compelled to assign a Key Contact rating to someone who does not meet the criteria. Occasionally, the chair will not be able to find Key Contacts. In those cases, APIC Phase II is designed to encourage the development of Key Contacts. Key Contacts and Legislative Contacts should reside in the district/state of the member of Congress. Each legislator should have at least six Legislative Contacts, one Federal PIC Coordinator and one Key Contact.

RATING	CRITERIA
Federal PIC Coordinator	Federal PIC Coordinators are the focal point of all district activities. Coordinators are charged with recruiting Key Contacts and Legislative Contacts for Constituent Groups, organizing and setting 3-4 district meetings with legislators per year, briefing the Constituent Group on legislative issues before a district meeting and orchestrating who will cover which legislative issue topics, mobilizing the Constituent Group to respond to <i>GovAlerts</i> (action alerts) and reporting these activities to the National APIC office and the state APIC chair.
Key Contacts	The Key Contacts should be the best of all possible contacts for a member of Congress (possibly a campaign/finance chairman or close personal friend). Key Contacts are expected to keep themselves apprised of NAIFA's legislative issues and make themselves available for district meetings 3-4 times a year.
Legislative Contacts	Legislative Contacts are not as close to the lawmaker as Key Contacts, but they have cultivated a relationship with the legislator and/or the legislator's staff either through business and/or social functions or through campaign work done on the legislator's behalf. Legislative Contacts are expected to participate in district meetings as requested by the Federal PIC Coordinator and respond to all NAIFA <i>GovAlerts</i> .

APIC OFFICE AT NAIFA

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