



PUBLIC WEBSITE

The purpose of our public-facing websites are to draw as much traffic as possible from prospective members, policymakers and the media. With organic and paid advertising, as well as affiliate linking programs, our goal is to utilize the public sites as a critical component in our revenue lead funnels.



belong.naifa.org

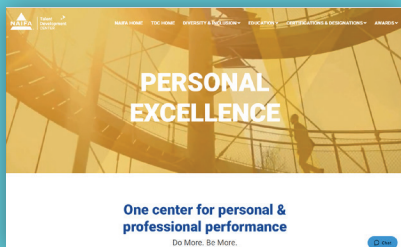
ADVOCACY: advocacy.naifa.org/news



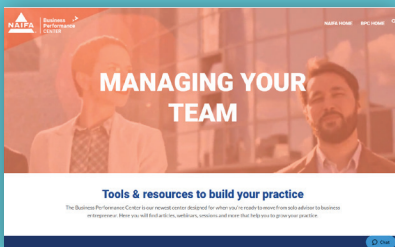
CONSUMERS: FinancialSecurity.org



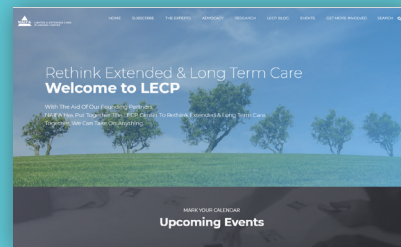
THE CENTERS



Talent Development Center
tdc.naifa.org



Business Performance Center
bpc.naifa.org



Limited & Extended Care Center
lecp.naifa.org

MEDIA

at.naifa.org



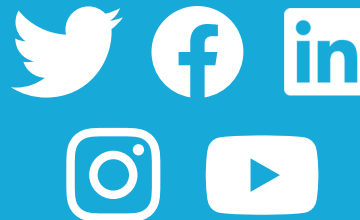
Advisor Today



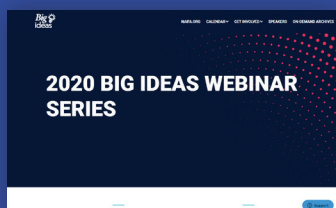
SmartBrief

smartbrief.com

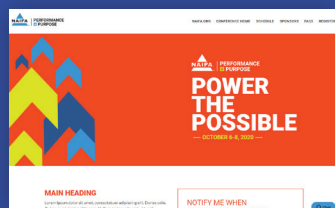
SOCIAL MEDIA



EVENTS



Big Ideas Webinar
bigideas.naifa.org



Performance + Purpose
conference.naifa.org



NAIFA Impact Week
belong.naifa.org/impact-week-archive

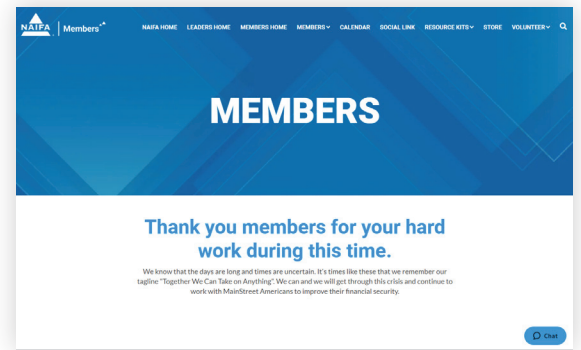


NAIFA Town Hall
belong.naifa.org/2020-townhallarchives



MEMBERS-ONLY WEBSITE

While we have many programs that are open to all financial services professionals for the good of the industry, there are other programs designed exclusively for members. You will find these programs, as well as quick links to public programs, in the members' only website. Organized based on our membership promise of Advocate, Educate, Differentiate, you will find exclusive educational opportunities and affinity discount programs. Additionally, you will have access to our online member directory, chapters & groups as well as the ability to message one another.

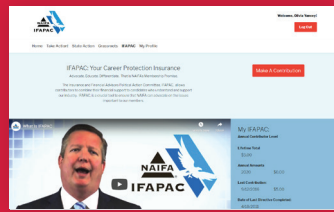


Access these pages through the Member Portal

ADVOCATE



GovTalk



IFAPAC



Congressional Council

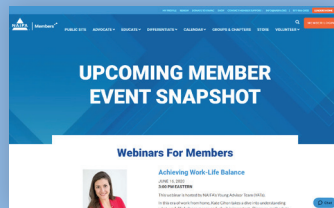


Handbook

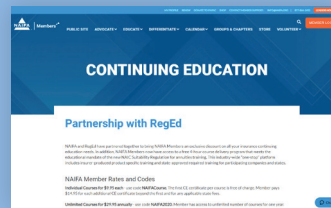
EDUCATE



NAIFA Live



Webinars

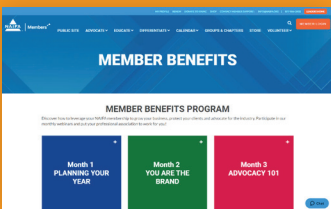


RegEd



LILI

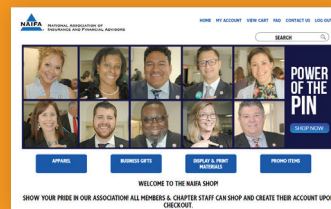
DIFFERENTIATE



Benefit Webinars



Affinity Programs

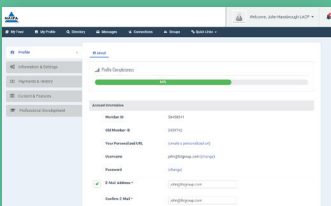


Store



Awards

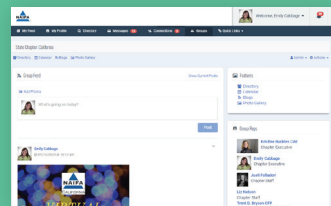
COMMUNITY



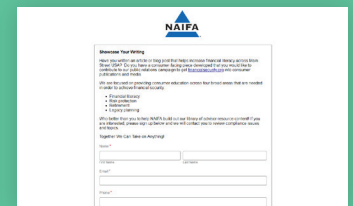
Profile



Chapters



Groups



Volunteer