



Advocacy



Show up. Speak up.
Be the difference.

- ✓ Individuals that engage in grassroots advocacy report greater professional succession and personal satisfaction.
- ✓ Gain understanding in the political, regulatory and legislative processes that affect the financial services industry.
- ✓ Develop confidence in your role as a constituent and advocate for your business and industry.
- ✓ Develop skills in building relationships with elected and appointed leaders.
- ✓ Understand the importance of reporting relationships and participating as a representative of your state NAIFA and a representative of NAIFA Nation.

NAIFA'S GRASSROOTS ENGAGEMENT TRAINING SERIES

Very few people have an in-depth understanding of how bills become law, how regulations are developed and enacted, and how leaders actually become elected. If you can relate to this description, then NAIFA's Grassroots Engagement Training Series course is for you.

The three-part series will take you from the fundamentals of advocacy and step you through an at-your-own pace series to allow you to graduate to advanced concepts and develop skills that you can put into action with confidence.

Grassroots Engagement 101

The first course will teach you the basics of advocacy including how to identify and communicate with your state and federal leaders, the most effective ways to interact, and how to make a positive and lasting impression with your leaders.

Grassroots Engagement 201 and 301

The next two modules in the series take you further down your advocacy journey in learning advanced techniques in advocacy communications and relationship building.

advocacy.naifa.org/grassroots

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