**Request for Proposal (RFP) for NAIFA-*State***

**Contract for lobbyist services**

**INTRODUCTION**

Founded in 1890, NAIFA is the oldest, largest, and most prestigious association representing the interests of financial services professionals from every Congressional district in the United States. NAIFA’s mission is to advocate for a positive legislative and regulatory environment, enhance business and professional skills, and promote its members' ethical conduct. NAIFA members work in diverse markets, specialize in a range of products and provide many kinds of services. It is significant to note that 90 percent of NAIFA members serve middle income clients while 42 percent serve lower-income individuals and families. NAIFA members are a true depiction of Main Street and help clients achieve the American dream.

*Add a line about when this state chapter was formed and how many members it represents.*

NAIFA STATE ADVOCACY

NAIFA state chapters have extensive resources “on the ground” in every state. NAIFA members have relationships with key legislators and regulators and have systems to activate grassroots when needed. The Government Relations Team at NAIFA headquarters provides valuable assistance to state chapters in bill analysis and drafting, developing position papers and talking points, coalition building, and strategy development.

NAIFA state advocacy priorities vary from state to state, yet as a national trade association, there is a focus on the following issues:

**Standard of Care**: NAIFA supports a requirement that all financial professionals when making a recommendation regarding an annuity or security, act in the consumer’s best interests – with care, skill, prudence, and diligence – based on the consumer’s financial needs and objectives. A properly crafted best interest standard will provide an enhanced standard of conduct requiring the advisor to place the consumer’s interests ahead of the advisor’s while also preserving low- and mid-market consumers' ability to access financial products and professional advice and services. NAIFA opposes a strict fiduciary duty standard for broker-dealers and their representatives because adopting such a standard will result in many firms changing from a commission-based to a fee-for-service model. It will also eliminate the commission-based services relied on by many small and moderate-sized investors.

**Health Reform**: In almost every legislative session, many state proposals are designed to increase the accessibility and affordability of health insurance. NAIFA supports initiatives that foster a robust and competitive private market to offer employers and individuals ample coverage options to meet their health care needs. NAIFA will advocate for its

members to ensure that choice, quality, competition, and access to professional service be a part of any health care reform effort.

**Senior Financial Protection**: NAIFA supports state legislation intended to protect seniors and other vulnerable adults from financial fraud and exploitation provided that it contains certain provisions: A voluntary, not mandatory, reporting process; Permit advisors to report suspected financial exploitation of a senior client to their firms, rather than directly to authorities; A legal “safe harbor” provision for advisors who report suspected financial exploitation.

**State-Run Retirement Plans**: NAIFA believes that states are better served by using scarce state resources for education and outreach efforts designed to educate their citizens about the importance of saving for retirement, rather than implementing their own costly state-run plans.

**Long-Term Care**: NAIFA supports proposals to encourage LTCLI coverage and educate consumers on the importance of LTC planning.

**State Tax**: NAIFA opposes efforts to impose new or increased taxes on our industry.

**SCOPE OF SERVICES**

NAIFA-chapter seeks to retain a lobbyist's services to represent its members before the state legislature, state agencies, and the executive branch. Specifically, the lobbyist would provide the following services:

TRACKING AND REPORTING

* Track NAIFA-chapter related legislation and report to NAIFA-chapter legislative committee; Prepare legislative summaries for distribution to the membership during active legislative periods.

* Attend all state legislative committee meetings and hearings on legislation concerning NAIFA-chapter and inform the legislative committee promptly when such meetings are scheduled.

* Regularly correspond with NAIFA-chapter Legislative Committee, President, Executive Board, NAIFA’s State Chapter Director and other key NAIFA-chapter contacts to inquire, inform, and strategize to achieve the most desirable legislative outcomes;

* Attend all NAIFA-chapter executive committee and board of director meetings as well as membership meetings regarding the legislative activity.

STRATEGY

* Develop talking points and support materials to be used as legislative handouts and grassroots/grasstops education pieces.

* Identify key legislative leaders who are supportive of NAIFA’s policy positions. Organize meetings to educate and garner their support. This includes the pool of newly elected legislators.

* Educate members of House and Senate standing committees, which will have legislative purview through direct and indirect lobbying efforts.

* Identify other associations/trade groups as proponents and opponents of legislative reforms. Secure the support of reforms by the proponents and minimize objections of possible opponents. Work with other lobbyists or other interested parties engaged by NAIFA-chapter.

* Assist in the development of relationships between NAIFA-chapter members and key legislators;

* Coordinate with NAIFA National on any nation-wide legislative or regulatory model put forth by either the National Insurance of Insurance Commissioners, or the National Conference of Insurance Legislators;

POLITICAL ACTIVITY

* Provide advice and assistance in member political involvement and implementation of the NAIFA-chapter political action committee's strategy and goals and coordinate with legal counsel and accountants on PAC bookkeeping and ethics compliance.

* Assist in prioritizing PAC distributions to candidates and utilizing funds to ensure personal meetings with candidates including a contributing member of the legislative district.

**QUALIFICATIONS AND EXPERIENCE:**

To be eligible to respond to this RFP, the proposer must demonstrate they, he/she has successfully performed the services in the Scope of Services section of this RFP. The proposal response must include a detailed description of advocacy work done for the financial industry, highlighting insurance-based work.

**PROPOSAL SUBMISSION:**

The submission must include a detailed response to each of the following:

1. Letter of Interest
2. Names of the individual(s) who will be working on the contract and their areas of responsibility, including the individual(s) responsible for managing the state office relationship and communication, administering the contract, and lobbying on the agency’s behalf.
3. A history of your organization, and any other appropriate descriptive information, which will be helpful in our evaluation of your qualifications and experience. Include the number of years you have provided state lobbyist services. Also, include any experience you have in the financial services industry, and highlighting any insurance experience.
4. A list of at least three clients for whom you have lobbied within the past five years and an example of a success achieved with them. Include the client, contact name, email address and phone number.
5. A complete list of current clients and those served within the preceding twelve months of the submission date;
6. Provide disclosure statement citing any potential or existing conflict of interest(s) with NAIFA or individual NAIFA members.
7. Proposed fee structure for lobbying services

Send an electronic copy of the proposal no later than xxxxxx to:

Name

Title

Contact

Any proposal received after the deadline will not be considered. Interviews will take place the week of xxxxxx. Please direct any questions regarding this RFP to xxxxxxxxxx at xxxxxxxxx.