

1) Use your state or local chapter specific letterhead

2) Decide on if you are sending via email, as a PDF attachment, direct mail or both.

3) If email: Use this as your subject line:

Congratulations from [NAIFA Chapter] on your recent election!

Use this as your preview text: [NAIFA Chapter] stands ready to be a resource to you

4) If a PDF attachment, use the format for direct mail with a standard business letter format, but PDF the document and name the file “[NAIFA Chapter] Congratulates [Assemblyman/Representative/Congressman-woman/Senator-elect] [Last name]”

4) If direct mail, use standard business letter format

5) Body of Letter:

Dear [Assemblyman/Representative/Congressman-woman/Senator-elect] [Last name],

On behalf of the [National Association of Insurance and Financial Advisors \(NAIFA\)](#) (link to your specific chapter website), please accept our sincerest congratulations on your success in the recent election. We appreciate the hard work you have put in thus far, and your commitment to serve your constituents in [district/state].

[NAIFA](#) is the oldest and largest organization representing the interests of financial services professionals in every Congressional district and most state legislative districts in the United States.

As you prepare to begin your term in [legislature], we would like to take this time to offer ourselves as a resource should you require any assistance to better understand the financial services industry.

Public service does not come without sacrifices, and we are, again, appreciative of the time and dedication you put into campaigning on behalf of your constituents. [NAIFA chapter] looks forward to working with you in the future.

Sincerely,

[Signature line]

6) Decide who will sign the letter. It is often times the GR chair, the chapter President, but may also be the executive committee of the board, or the full board. This is up to your organization as to how you'd like to present yourselves and the power of your chapter.

Sample Tweets for Newly Elected Members

****For newly elected candidates, check their campaign websites for their current twitter handles.*

Congrats, [twitter handle] on your hard-earned win! Looking forward to working with you on behalf of [NAIFA Chapter] and financial services professionals in your district!
#NAIFAproud

Congratulations, [twitter handle] for your recent election to [legislature]. [NAIFA Chapter] members standing by should you need any assistance understanding the financial services industry! #NAIFAproud

Congrats, [twitter handle] on your reelection! Our members in [state] are standing by to assist you whenever you need some help understanding the financial services industry.
#NAIFAproud

Congratulations on your recent reelection, [twitter handle]! NAIFA members in [state] look forward to continuing to work with you throughout your next term! #NAIFAproud