**NAIFA-State to Hold Annual Legislative Day and Meet With State Lawmakers**

*NAIFA-ST members will offer stories and expertise to illustrate the important role of agents and advisors and how state laws affect Main Street State Residents [e.g., Californians, New Yorkers, etc].*

MEDIA CONTACT: Name, phone#, email

The State chapter of the National Association of Insurance and Financial Advisors (NAIFA-ST) will present its annual Day on the Hill advocacy programming Date. The event will highlight the importance of political advocacy for insurance financial advisors. Decisions by state lawmakers and regulators have tremendous impacts on the businesses of NAIFA members as well as the Main Street consumers and small businesses they serve.

Sessions will brief attendees on important legislative and regulatory issues in the state and provide opportunities for agents and advisors to learn how they can connect with lawmakers and make a difference advocating on behalf of their businesses, their industry, and consumers. [Include link to registration or web page]

“NAIFA members are valuable resources who help lawmakers do their jobs better,” said NAIFA-ST President Name. “Financial professionals have expertise that informs many of the policy debates in the state legislature. They are also directly connected through their service in communities around the state with the families, individuals, and small businesses most impacted by laws and regulations made in state capital.”

Meeting with state legislators as part of a coordinated Day on the Hill is an important part of NAIFA’s grassroots strategy. These events show the strength of NAIFA’s numbers and help members develop relationships with lawmakers. Along with NAIFA’s professional lobbying in state capital and state IFAPAC giving, grassroots is a critical leg of NAIFA’s state advocacy strategy.

[Insert any details about the program – grassroots training, guest speakers, etc.]

[Insert state boilerplate, if available, and delete below. If no state boilerplate is available, keep below.]

ABOUT NAIFA: The [National Association of Insurance and Financial Advisors](https://belong.naifa.org/) is the preeminent membership association for the multigenerational community of financial professionals in the United States. NAIFA members subscribe to a strong [Code of Ethics](https://belong.naifa.org/code-of-ethics) and represent a full spectrum of financial services practice specialties. They work with families and businesses to help Americans improve financial literacy and achieve financial security. NAIFA provides producers a national community for advocacy, education and networking along with awards, publications and leadership opportunities to allow NAIFA members to differentiate themselves in the marketplace. NAIFA has 53 state and territorial chapters and 35 large metropolitan local chapters. NAIFA members in every congressional district advocate on behalf of producers and consumers at the state, interstate and federal levels.