



NAIFA-California Membership Contest

NAIFA Membership recruiting, like sports, requires a number of things to be successful . . . practice, persistency, assertiveness, a winning game plan, and the ability to execute that plan. On top of that, most sports consist of a winning team. With this in mind, NAIFA-California Membership is pleased to announce its new membership contest!

MVP Recruiting Teams:

Contest Details (How to win fabulous Prizes)

- ▲ This contest is open to ALL members of NAIFA–California Local Associations
- ▲ All contest participants need to create a “**2 person team**” - The activities of the team, and each individual member, creates eligibility for awesome prizes!
- ▲ Each team has the opportunity to earn points every month for undertaking various membership recruiting activities. These activities will vary from month to month.
- ▲ The sports theme and monthly activities that earn points will be announced at the beginning of each month
- ▲ Each member’s monthly activities (or “points”) are tallied on a monthly basis, and the **Team** with the most points at the end of the month wins the monthly prize
- ▲ For every “point” an individual team member receives, he/she will receive a raffle ticket for the grand prize drawing at the state Annual Meeting & Sales Exposition in Monterey, May 22-23, 2012. Winners do not need to be present to win.
- ▲ All Team activity and point totals are to be reported via email to the “*Commissioner*” at peterb@bgainsurance.com by the 5th of the month (i.e. January Activity should be reported by February 5, 2012)
- ▲ The “*Commissioner*” has final say on all activities and points distribution

Prizes:

Monthly Team Prizes:

The Team with the highest monthly point total will receive a \$50.00 (\$25.00 for each team member) gift certificate to some tasty restaurants and shopping opportunities.

Grand Prize:

An APPLE iPad and more! Each point received by an individual will be translated into a raffle ticket. The drawing for the iPad and other prizes will be held at the NAIFA-California Annual Meeting.

Peter Buechler – The “Commissioner”

Peter J. Buechler, CFP®, CLU, ChFC, State Membership Chair
(714) 423-4592 peterb@bgainsurance.com



January Theme and Point Opportunities: Basketball!



See below for activities that your Team can undertake to gain points in January!

- ▲ **Free Throw - FREE POINT!** - Email the *Commissioner* the name of your favorite basketball player.
- ▲ **Lay Up** = 1 point each (Do any of the activities listed below and earn a point, do multiple and earn multiple points)
 - Recruit a new member (Make sure your name is listed in the “Referred By” space on the application)
 - Reinstate a lapsed member
 - Make 10 RENEWAL dials using the MemberNet processing tool. Dial 10 members who are up for renewal in Nov, Dec or Jan. You don’t need to talk to 10 people, just dial and at least leave a message, i.e., 40 dials = 4 points
 - New Member Orientation - Set aside special time and information at your next local NAIFA event to welcome aboard and integrate your new members
- ▲ **Triple-Double** = 2 points each (Do any of the activities below and earn 2 points each)
 - Give an agency presentation to a group of 6 or more non-members
 - Complete a membership review of your local members. Work with your local Membership Team and complete a membership review of your local members. Identify A, B, C members as defined in the Membership Value Proposition (www.naifacalifornia.org) and maintain information in a manner that can be accessed in the future. If you have already done this, you get “free points”!
- ▲ **Three Point Shot** = 3 Points (Do any of the activities below and earn 3 points each)
 - Recruit 2 new members (Make sure your name is listed in the “Referred By” space on the application)
 - Schedule a “**Field Leaders Forum**” meeting to be held before March 29, 2012

Prizes:

Each team member from the winning team will have your choice of one of four \$25 gift certificates for:

1. **National Basketball Association’s best shopping at www.nba.com**
2. **Best Buy Gift Card, possibly buy a copy of the greatest basketball movie ever...HOOSIERS!**
3. **Big 5 Sporting Goods**
4. **\$25 Donation to your Local High School Athletic Program**

Report your December “Stats” or activities to the *Commissioner* Peter Buechler at peterb@bgainsurance.com by February 5th, 2012

“It’s the little details that are vital. Little things make big things happen.”- John Wooden

“I can accept failure, everyone fails at something. But I can’t accept not trying.” - Michael Jordan

“It’s not the load that breaks you down, it’s the way you carry it.”- Lou Holtz