

Previous Member Follow up

Dear [lapsed member name],

[Thank you for taking my call today] **OR** [Sorry I missed you earlier]. I'd like to start by saying how much we appreciate your past membership with NAIFA.

The reason I called is because I wanted to share some new ways NAIFA can add value to your career.

As I mentioned [on the phone] OR [on the voicemail], we recently launched the [NAIFA Solutions Center](#), which is a resource for you to hone skills like time management, prospecting and other common business challenges. The Solution Center is a completely free resource available to anyone in the industry and is our latest approach to adding value beyond the advocacy and professional development you already know us for.

I'm inviting you to check out and subscribe to solutions.naifa.org and keep up to date with the latest tips and advice on how to further develop your career.

All the best,

[Name]

New to NAIFA Follow up

Dear [potential member],

Thank you for [taking my call today] **OR** [Sorry I missed you].

The reason I called is because you're an ideal fit for NAIFA membership and I wanted to share with you some of the ways that NAIFA can add value to your career.

As I mentioned [on the phone] OR [on the voicemail], we recently launched the [NAIFA Solutions Center](#), a completely free resource for you to hone your skills like time management and prospecting. The Solution Center will be a constantly growing and evolving resource that provides just a taste of the value that NAIFA delivers.

I'm inviting you to check out and subscribe to solutions.naifa.org and keep up to date with the latest tips and advice on how to further develop your career.

All the best,

[NAME]