

# Government Relations Chair

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*The Government Relations Chair has overall responsibility for the association's legislative program, its Political Involvement Committee and Political Action Committee. The president or chair should assign separate liaisons for APIC and IFAPAC or create APIC and IFAPAC subcommittees.*

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## **Setting Goals and Getting Organized:**

The goal of the Government Relations chair is to assure the success of NAIFA's legislative objectives at the local and state level. This involves:

- Identifying association leaders capable of coordinating legislative activities and gaining their commitment to serve on the Government Relations Committee.
- Organizing the committee and assigning members specific tasks and areas of responsibility.
- Enlisting the support of the association's board and leadership team.
- Ensuring that committee members have the necessary resources and support.
- Maintaining close communication with committee members and monitoring their activities.

## **Objectives of the Government Relations Chair:**

In the legislative arena, you are charged with:

- Knowing and understanding NAIFA's legislative positions.
- Communicating these positions and legislative updates to your association's board of directors and members
  - At board and association meetings;
  - Through emailings to individual members; and
  - By arranging for position and legislative updates to be printed in the association newsletter.
- Sending email addresses of every association member to NAIFA to ensure that all members have an opportunity to take part in action alerts through contacts with their respective elected officials and legislators.

More detailed information on legislative duties is included in the *Advocacy Handbook*.

As IFAPAC liaison, you or your designee are charged with:

- Being responsible for seeing that the association's IFAPAC fundraising drive reaches its goal by
  - Setting fundraising goals;
  - Outlining the year's IFAPAC program before your association's board and enlisting the members' support;
  - Holding one association general meeting highlighting the need for political involvement and the value of IFAPAC; and
  - Conducting fund-raising campaigns, such as phone-a-thons and mailings to each member soliciting support for IFAPAC.

A detailed description of the IFAPAC liaison's duties is in the IFAPAC Handbook.

As APIC liaison, your support in building a network of politically involved agents and advisors is essential to the success of NAIFA's legislative program. You or your designee are charged with:

- Establishing effective methods for communicating APIC information to the association's contacts and providing appropriate feedback to the state chair.
- Involving your association members in federal legislative issues at the direction of the association's federal law and legislation chair, including encouraging timely response to NAIFA action alerts.
- Cultivating individual relationships with legislators by
  - Inviting members of Congress, state legislators and other elected officials to address the membership at an association meeting;
  - Holding a reception or breakfast for a member of Congress, state legislator or elected official;
  - Providing an occasion for state and federal candidates to address the membership; and
  - Encouraging association members to participate in the "Day on the Hill" program.

More detailed information on the APIC liaison's duties is in the APIC Handbook.

Although the legislative process often defies a rigid timetable and flexibility is necessary in attempting to influence the process, here is a suggested calendar for the Government Relations Chair that might serve as a guide for establishing an annual cycle of legislative activity. More detailed calendars are in the *Advocacy, IFAPAC and APIC Handbooks*.

**JULY**.....

- Review the records and files of your predecessor and last year's activities. Check to make sure all local member email addresses have been forwarded to NAIFA–National.
- Plan IFAPAC fundraising events, using Leadership Citation or Tribute to Excellence levels as benchmarks.
- Organize your committee.
- Seek direction from the association president.
- Attend the Association Leadership Conference and the workshop for government relations chairs.
- If this is an election year, review the slate of candidates to determine their positions and records concerning industry issues.

**AUGUST**.....

- Review the legislative contact files and begin to update and expand the list.
- Review the IFAPAC fundraising plan and benchmarks. Adjust plan accordingly for remainder of the year.
- Finalize the year's activities and submit your budget to the treasurer.
- Make sure your association forwards its administrative contribution to National IFAPAC.

**SEPTEMBER "Life Insurance Awareness Month"**.....

- Attend the NAIFA convention and committee meetings on government relations and legislation. Review the programs for other sessions pertaining to law and legislation.
- Work with the program chair to develop at least one program annually concerning association legislative concerns and invite your legislators to attend and speak.
- If this is an election year, invite local candidates to speak at an association gathering.

**OCTOBER "AHIA Health Month"**.....

- Review legislative issues affecting members.
- Encourage members to become involved in politics and to vote.
- Plan a year-end fundraising program for IFAPAC.

**NOVEMBER**.....

- Make an updated report to the membership.
- Make a list of newly elected candidates (if it's an election year) and publicize the need for new member contacts for these representatives.

**DECEMBER**.....

- Evaluate your association's IFAPAC fundraising results to date. Launch your year-end effort to achieve IFAPAC Leadership Citation or Tribute to Excellence levels of performance.
- Federal and state legislators are most likely to be home for the holidays. It is a good time to meet with them and renew your contact.

**JANUARY**.....

- Plan IFAPAC fundraising programs for the year. Plan now to achieve IFAPAC Leadership Citation or Tribute to Excellence level performance for the coming year.
- Alert membership of legislative activities.
- Consider holding a legislative reception.

**FEBRUARY/MARCH**.....

- Survey the association membership for state or federal issues of special concern.
- Organize a political action course.

**APRIL**.....

- Review legislative bulletins, educate membership and update legislative files.
- Volunteer to support the IFAPAC fundraising programs.

**MAY/JUNE**.....

- Have your final committee meeting to evaluate association activities and make a final report. Make recommendations for the next association year and pass on all files and books to the new chair.
- Encourage newly appointed committee members to attend the state ALC.