

MEMBER ADVOCACY GUIDE

A PRACTICAL GUIDE TO LEGISLATIVE ADVOCACY FOR NABIP MICHIGAN MEMBERS

Every day, health insurance professionals help Michigan families, employers, and seniors navigate some of life's most important decisions. Those real-world experiences provide lawmakers with insights they can't get anywhere else.

You don't need to be a lobbyist to make a difference. You simply need to be willing to share your experience. This guide walks through five simple steps to help you become a confident advocate for your profession, your clients, and your community.

TAKE THE PLEDGE



Advocacy starts with one decision. Your experience matters. By engaging with your legislators, you help ensure policy reflects the realities facing Michigan's health insurance professionals and the clients they serve.

Today's Pledge:

- ✓ I will share my perspective.
- ✓ I will build relationships with my elected officials.
- ✓ I will help strengthen our profession.

KNOW YOUR LEGISLATORS



Relationships shape policy. Take a few minutes to identify your Michigan State Representative and State Senator. Learn who they are, the communities they represent, and how to contact their office.

Remember:

Your goal isn't to debate politics.
Your goal is to become a trusted resource on health insurance issues.

START THE CONVERSATION



Introduce yourself. The best advocacy happens before there's a crisis. Reach out during district work periods and request a brief meeting or coffee.

A simple introduction is enough:

"I'm a constituent and a member of NABIP Michigan. I'd appreciate the opportunity to introduce myself and discuss issues affecting Michigan's health insurance professionals and the consumers we serve."

KNOW THE ISSUES



Confidence comes from preparation. Before meeting with your legislator, review the Legislative Update in the latest NABIP Michigan Membership Newsletter. Understanding our association's current priorities helps ensure we're speaking from a shared understanding while bringing our own experiences to the conversation.

Remember:

You don't need to memorize policy.
You simply need to understand the issues.

FIND YOUR STORY



Facts inform. Stories connect. Think about the experiences only you can share.

Ask yourself:

- When has your work made a meaningful difference?
- What challenges do your clients face?
- What do you wish lawmakers better understood?

Your authentic experiences help legislators understand how public policy affects the people they represent.