

NABIP Florida's Mission Statement

To enhance and protect Floridians' access to healthcare and related services by advocating for effective legislation, providing professional development for our members and supporting our chapters.

Goal #1	
Promote Legislative Advocacy	
Objective	Objective
Continue to promote legislative advocacy from members and local chapters.	Introduce one proactive piece of legislation.
Timeline: June 30, 2025	Timeline: June 30, 2026
Action Plan	Action Plan
Encourage participation in monthly Legislative Committee calls.	Draft language.
Encourage attendance at annual NABIP Florida Day on the Hill.	Work with lobbyist to find sponsor in both chambers and work the legislation.
Encourage attendance at NABIP Capitol Conference.	
Committee and/or Individuals Responsible	Committee and/or Individuals Responsible
Legislative Committee	Legislative Committee, Alexis DeLuca

Goal #2	
Increase NABIP PAC & NABIP Florida PAC Participation	
Objective	Objective
Increase NABIP FL PAC participation to 10% of membership with monetary goals of \$5,000 (2024), \$7,500 (2025), and \$10,000 (2026).	Include National and State PAC updates on monthly newsletter.
Timeline: December 31, 2026	Timeline: Monthly
Action Plan	Action Plan
Change name to align with NABIP name.	PAC Chairpersons provide content.
Assist with developing BOD for PAC.	Provide and communicate a list of who has been supported and why.
Encourage chapter participation via 50/50 raffles, etc.	Provide link to submit request to support a Legislator or Candidate.
Develop marketing materials.	
Develop QR code that chapters can use at meetings.	
Include PAF donation option when registering for DOH.	
Organize PAF events with Legislators.	
Committee and/or Individuals Responsible	Committee and/or Individuals Responsible
NABIP Florida PAF Board & Committee Chairperson	NABIP PAC Chair & NABIP FL PAF Chair

Goal #3	
Chapter Outreach	
Objective	Objective
Develop statewide Chair education resources.	Develop Virtual CE content for local chapters.
Timeline: June 30, 2025	Timeline: June 30, 2025
Action Plan	Action Plan
Distribute statewide directory for each chair position.	Identify and create Virtual CE bank of topics/speakers.
State BOD chairs connect with Chapter chairpersons.	Assist with virtual meeting platform if needed.
Hold monthly or bi-monthly calls with Chapter chairs.	
Committee and/or Individuals Responsible	Committee and/or Individuals Responsible
NABIP Florida Board of Directors	Professional Development Committee

Goal #4	
State Marketing Support	
Objective	Objective
Implement State-led marketing campaign.	Provide marketing support to local chapters.
Timeline: June 30, 2025	Timeline: June 30, 2025
Action Plan	Action Plan
Develop state-level marketing pieces to promote local chapters.	Develop plug and play marketing pieces for chapters (flyers, social media posts, invitations, etc.)
Purchase ads on Linked In or Facebook.	
Use Instagram and TikTok.	
Develop 15-sec videos on value of NABIP.	
Committee and/or Individuals Responsible	Committee and/or Individuals Responsible
Communications/Media Committee	Communications/Media Committee