



\$250 ALLIANCE GOLD STATE REFERRAL BONUS



BONUS BASICS

Big "I" state associations receive a \$250 referral fee for each agency referred that results in an agency joining Alliance Gold.

Process for obtaining reimbursement

Establish the referral relationship by making an email introduction between the prospect agency and Alliance Gold's Director of Agency Recruitment, Travis Kershner, at travis.kershner@iiaba.net.

We will send any bonus earned in the month following the Gold member's first installment of fees.

WHAT ARE HIGH-ACTIVITY STATES DOING TO GAIN MEMBERS?

- ▶ Strategizing with national Big "I" Alliance staff on identifying key agency prospects.
- ▶ Directing prospective Big "I" members to meet with Summer Cole (summer.cole@iiaba.net).
- ▶ Making field visits to members and prospective members. Doing direct mail campaigns to non-members.
- ▶ Featuring Big "I" Alliance prominently on the state association's website.
- ▶ Providing booth space and speaking time for the Big "I" Alliance team at conferences.
- ▶ Contacting Alliance Gold prospects on the fence and encouraging them to join.

WAYS TO GET THE WORD OUT

- ▶ Visit the State Marketing Activity Center at independentagent.com/SMAC. Log in to access articles, flyers, talking points, and more.
- ▶ Link to (or duplicate web copy from) bigimemberalliance.com.
- ▶ Share our Alliance Gold testimonial videos on social media and websites.
- ▶ Link to our Agency Nation podcast on joining an alliance.
- ▶ Request a custom flyer for your state displaying Gold carrier partner eligibility. (Contact elif.wisecup@iiaba.net.)
- ▶ Let us know of any new material or outreach we can develop to help your marketing goals. We are here to support you!



QUESTIONS? Let's connect!
Contact: Tiffany Overlease
tiffany.overlease@iiaba.net