

Hello [Name],

As we continue through another promising year, we want to share a few of Gallagher Affinity's highlights so far! We hope you enjoy reading about building stronger member relationships, top offerings from our new member benefits program and our latest workforce trends report.



## Association Spotlight

### Success is Not a Secret

While it's essential to get the best for your association and members, the relationship we maintain with our partners is just as significant. When it comes to building a strong program that satisfies all parties involved, it's paramount that both the association and provider find common ground and have a shared idea of prosperity.

#### Here are five aspects of a successful association partnership:

- **Clear, regular and responsive communication** – We maintain clear, consistent and responsive communication, fostering open and transparent dialogues while promptly addressing inquiries.
- **Shared goals and vision** – We are at ease discussing their objectives, expectations, obstacles and feedback. Our goals are harmonized and guided by a unified vision.
- **Reciprocal trust** – We believe in each other's commitment to mutual wellbeing and are adept at overcoming challenges together.
- **Productive teamwork** – We cultivate an environment where sharing ideas leads to improved outcomes through effective collaboration.
- **Tangible results** – Our objectives are well defined with measurable success criteria, and we conduct regular assessments and trackable adjustments to ensure progress.

The [American Dental Association's \(ADA\)](#) approach to meeting its members' needs is second to none, as well as their ability to build strong relationships with program partners.

***"We look for long-term partnerships that create a win-win-win for all — for both sides of the partnership, as well as for our members. We are not looking to add new products all the time, and we don't want to be oversold. It is much more important for us to have realistic expectations for the program and that they grow over time."***  
– Deborah Doherty, Chief Executive Officer of ADA Business Enterprises, Inc.

The ADA's mission is to help dentists succeed and support the advancement of public health. They are a leading provider of resources and solutions for dental professionals to help them thrive in their careers.

**Well done, ADA!**

**You've set the standard for strong association partnerships!**



## Member Benefits

### What's New for You and Your Members

#### New Benefit Program for Affordable Pet Care



We are super excited to announce the recent launch of our new member benefit program with **Carefree Pet!**

This new partnership allows pet-owning members to choose a comprehensive plan with the appropriate level of protection for their needs. Featured benefits include ID tags and profiles, annual pet damage warranty coverage of up to \$1,500 and 24/7 Virtual Vet.

Rates start at \$9.99 per month, and association members get an additional 10% off Carefree Pet's standard plan and Carefree Pet Plus.

[Shop Now](#)



## Gallagher in the News

### Recruit and Retain Top-Tier Talent

Employers that care for and respect their workers attract the best candidates and pave the way for a strong, positive work environment.

Explore insights and learn strategies from the highest-performing employers by reading our [2023 U.S. Workforce Trends Report: Best-in-Class Benchmarking Analysis!](#) We collected data on more than 4,000 for- and non-profit organizations across 15 industries and every U.S. region.

**To keep up with other companies, it's important you're aware of the latest trends happening right now. Here are five emerging developments to watch:**

**Boost Benefits Investments**

**Enhanced Flexibility**

**Tackle Employee Stress**

**Foster a Strong Culture**

**Tailored Financial Benefits**

**See how your organization compares!**

*[Here's how to use the Best-in-Class Benchmarking Analysis report:](#)*



Compare your organization's benefits and HR strategies to those of top-performing organizations.



Ensure your strategies are in line with the market but also distinguished from the competition.



Validate and justify your strategies to leaders with a comprehensive data set.

**Visit Gallagher's website today to view the reports and share them with your members!**

[View Report](#)

### We look forward to continuing to grow.

Contact me if you'd like to learn more about our Group Life, Personal and Business Insurance or any of our programs so that we can help you and your members find the right resources and solutions.

Sincerely,  
[AM First Name]

[AJG Account Manager Name]  
Your dedicated Marketing Account Manager  
[\[AM Email\]](#) | [\[AM Phone Number\]](#)



**Gallagher Affinity**

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