

We're back with more Gallagher Affinity highlights! In this edition, we are excited to share insights about effective marketing practices, an update regarding UPS member savings and how Gallagher sets the industry standard in customer satisfaction.



## Association Spotlight

### Success is Not a Secret

Marketing to association members is not a one-size-fits-all playbook. Interests, needs, personalities and backgrounds vary greatly from one membership base to another. To connect with your members, it is vital to have a deep understanding of who they are and specifically tailor a plan to them.

#### How do successful associations market to their members?

##### Here is what you can do:

- **Personalized communication** – Customize your marketing messages to resonate with your members' specific interests and needs.
- **Multiple touchpoints** – Reach members through various communication channels — such as email, social media, events and newsletters.
- **Highlight benefits** – Emphasize the unique benefits of your membership; boast about its resources, networking opportunities, professional development training and discounts.
- **Member testimonials** – Showcase testimonials from satisfied members to demonstrate the value and impact of membership.
- **Engaging events and activities** – Organize engagement events — such as webinars, workshops and conferences — to keep members connected and informed.
- **Advocacy and representation** – Promote your members' interests and provide a platform for their voices to be heard in relevant industry or community matters.

The [National Association of Manufacturers \(NAM\)](#) represents more than 14,000 member companies and more than 13 million U.S. workers. The organization acts as a policy advocate for the manufacturing industry and offers resources to help businesses and individual members flourish.

*"Marketing to association members is a delicate dance, as we don't want to overwhelm members with sales pitches, yet we want to be sure they are receiving important information, trends and insights that they come to expect with membership. Knowing the industry is key to ensuring we can meet our members where they are with what they need at the right time."*

– Anna Chongpinitchai  
Senior Director, Member & Business Services of NAM

NAM calls itself the “one-stop shop for manufacturers and manufacturing.” It deeply understands its members and how to engage and support them properly.

**Excellent job, NAM! You set a great example of how associations should communicate with members.**



## Member Benefits

### New and Improved UPS Member Savings



Gallagher is constantly striving to enhance your member programs, and we are excited to announce we have renegotiated with UPS to offer even more significant discounts on shipping services.

New member savings include:

- **Up to 65% off** Next Day shipments
- **42% off** Ground shipments
- **Up to 65% off** Exports
- **Up to 50% off** Imports

To begin benefiting from these newly available discounts for your members, reach out to me to access our enhanced content.



## Gallagher in the News

### Gallagher's NPS Score Is More Than Twice the Industry Average

Gallagher's net promoter score (NPS) score of 76 decisively transcends the industry average of 34.

An NPS rating gauges the likelihood of customers recommending a business to their family, friends and colleagues. Gallagher's score exemplifies our commitment to setting the benchmark in the insurance and benefits consulting industry. We reached out to you via email on August 13th as we value your feedback.

[Learn More](#)

*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. We can help you and your members find the right resources and solutions.

Sincerely,  
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[AJG Account Manager Name]  
Your dedicated Marketing Account Manager  
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