



Ask 1. Add 1. & They Said Yes Membership Campaign

Campaign Overview

This campaign is about the power of connection and the impact that comes from standing together. By encouraging members to invite one colleague into NABIP, we're growing our community and reinforcing NABIP as a trusted, collective voice for advocacy, professionalism, and strengthening the healthcare and benefits industry.

THEME 1: ASK 1. ADD 1.

Post 1 – Campaign Kickoff

Graphic: Insert

Caption:

You don't need a sales pitch.

You don't need a script.

Just one real conversation.

If NABIP has helped you grow, stay informed, or advocate for your clients—invite one colleague to join you.

Ask 1. Add 1.

That's how we strengthen our voice.

 Learn more: <https://nabip.org/membership/join-now>

#Ask1Add1 #JoinNABIP #StrongerTogether #BrokersMakingADifference

Post 2 – Member-to-Member Angle

Graphic: Insert

Caption:

Do you know a colleague who shares your commitment to advocacy, professionalism, and making a difference in our industry?

👉 Ask one colleague. Add one member.

Together, our voice is stronger.

🔗 Learn more: <https://nabip.org/membership/join-now>

#Ask1Add1 #JoinNABIP #StrongerTogether #BrokersMakingADifference

Post 3 – Purposeful & Professional

Graphic: Insert

Caption:

NABIP has grown through the strength of its members—and the value of shared purpose.

One conversation can lead to stronger advocacy and a more connected professional community.

👉 This week: Ask 1. Add 1.

🔗 Learn more: <https://nabip.org/membership/join-now>

#Ask1Add1 #JoinNABIP #BrokersMakingADifference

Post 4 – Shared Values

Graphic: Insert

Caption:

NABIP brings together professionals who believe in advocacy, choice, and putting consumers first. If that sounds like someone you know...

Ask a colleague. Add a member.

Together, we strengthen our profession and the communities we serve.

🔗 Learn more: <https://nabip.org/membership/join-now>

#Ask1Add1 #JoinNABIP #StrongerTogether #BrokersMakingADifference

Post 5 – Community & Belonging

Graphic: Insert

Caption:

NABIP is powered by professionals across the healthcare and benefits ecosystem—working together to protect, support, and advocate for the people we serve.

This week, ask a colleague. Add a member.

 Learn more: <https://nabip.org/membership/join-now>

#Ask1Add1 #JoinNABIP #NABIPCommunity #BrokersMakingADifference

THEME 2: “THEY SAID YES!”

People say yes to NABIP because it strengthens their work and amplifies their voice. They continue to stand with NABIP because advocacy, professionalism, and protecting those we serve matter.

Post 1 – Kickoff Post

Graphic: Insert

Caption:

Advocates.

Professionals.

Brokers who protect the people they serve.

They said YES to NABIP — because credibility, community, and advocacy matter.

 Ready to say yes too? <https://nabip.org/membership/join-now>

#TheySaidYes #Ask1Add1 #JoinNABIP #StrongerTogether

#BrokersMakingADifference

Post 2 – Testimonial Setup (Evergreen)

Graphic: Insert

Caption:

“I joined NABIP because insert reason such as stronger advocacy, better resources and/or professional community that has my back.

Access. Advocacy. Community.

Every member has a reason—and every reason matters.

👉 Ready to join? <https://nabip.org/membership/join-now>

#TheySaidYes #Ask1Add1 #JoinNABIP #StrongerTogether

#BrokersMakingADifference

Post 3 – Credibility & Belonging

Graphic: Insert

Caption:

Joining NABIP reflects a shared commitment to professionalism, advocacy, and protecting those we serve. Members across the country continue to stand together to strengthen our collective voice.

Now it's your turn:

Ask a colleague. Add a member.

 <https://nabip.org/membership/join-now>

#TheySaidYes #Ask1Add1 #JoinNABIP #StrongerTogether

#BrokersMakingADifference

Post 4 – Call to Action

Graphic: Insert

Caption:

NABIP is built by members who care deeply about advocacy, service, and strengthening our profession.

They said yes.

Now it's your turn.

And when you're ready—

Ask one colleague. Add one member.

 <https://nabip.org/membership/join-now>

#TheySaidYes #Ask1Add1 #YourTurn #JoinNABIP #BrokersMakingADifference

Post 5 – Combo Post (Tie the Themes Together)

Graphic: Insert

Caption:

One ask. One yes.

Stronger together.

Ask a colleague. Add a member.

Chances are—they'll say yes.

 <https://nabip.org/membership/join-now>

#Ask1Add1 #TheySaidYes #JoinNABIP #StrongerTogether

#BrokersMakingADifference

Thank you for participating in this campaign and for being an active part of the NABIP community. Your voice, engagement, and willingness to bring colleagues into the fold helps strengthen our profession—and the work we do every day.