

“Speaking with One Voice” Guidelines

Key Responsibilities for Chapter Leaders:

- **Unified Messaging:** Ensure you clearly understand NABIP’s official position on issues before speaking to legislators or the media. Your role is to represent the association's stance, not personal opinions.
- **Maintain Professionalism:** NABIP's history of credibility is built on nonpartisan, unbiased perspectives. Always prioritize professionalism and impartiality in all public communication.
- **Coordination is Key:** If an issue impacts NABIP, consult with the national office before taking a public stance to ensure alignment with NABIP's overall goals.
- **Inclusivity & Neutrality:** Chapter events should remain welcoming and avoid any appearance of endorsing political parties or specific elected officials.
- **Spokesperson Selection:** Choose chapter representatives carefully, ensuring they can effectively communicate NABIP’s unified message.

