

To: All Financial Advisors

From: <CEO>

Subject: FSI membership benefits your business, your clients, and yourself

We have been strong supporters of the [Financial Services Institute](#) (FSI) for many years. As a longtime member of FSI's Board of Directors, I've seen firsthand what FSI does for our industry, and I'm proud to support the organization that spends day and night advocating in Washington, D.C. and the states to protect your business and your clients' access to your advice.

FSI's recent advocacy victories include:

- Overturning the DOL fiduciary rule;
- Stopping advisors from being forced to become employees of their broker-dealers
- Eliminating financial services taxes in multiple states
- And lowering registration fees
- [Click here](#) to see FSI's 2019 advocacy priorities

In addition to advocacy, FSI membership provides the following benefits for you and your staff:

- [CoveredAdvisor Insurance Benefits](#): Group and individual disability, life, critical illness and accident insurance at extremely competitive rates unavailable on the open market.
- [CoveredAdvisor Affinity Benefits](#): Discounts on dozens of products and services.
- **POTENTIAL FUTURE BENEFIT: Group Health Insurance** -- FSI is currently working with a major health insurance carrier and hopes to roll out a group health plan soon, pending the outcome of litigation (*this benefit may not be available in all states.*)

I urge you to join the 35,000 other independent financial advisors who are making their voices heard through FSI and to use your membership to get more engaged in our industry by responding to calls to action or becoming a grassroots advocate in your state. I also encourage you to join your peers in Washington, D.C. September 9-11 for [FSI Forum & Capitol Hill Day 2019](#).

FSI is working hard to help you and your clients. But their success cannot be achieved without our support. That's why we are facilitating FSI membership for all advisors via commission deduction of the \$199 annual membership fee on <DATE>. If you have questions, please contact <NAME> at <NUMBER>.

Thank you for helping FSI protect your business and our industry!

<CEO>