

Selling Insurance to Nonprofits

Social Service Agencies exist in nearly every community. Agents and brokers who take time to understand how Nonprofits and Social/Human Service organizations operate, along with their unique needs and exposures, can build relationships and become trusted insurance partners – the key to long-term success in this market.

Be Patient

Nonprofit Agencies exhibit a higher than normal loyalty to the people they do business with, which may include their existing broker and carrier. It takes patience and persistence to win the business.

Learn The Language

When marketing a Nonprofit risk, take time to understand the terminology and language they use when discussing their programs and the people they serve can make a difference in winning or losing the business.

Get Involved

Once you identify Nonprofit accounts in your community (prospects), find out when they have fundraisers and get involved. If you or your staff are interested in doing volunteer work, volunteer for the prospect on behalf of your agency.

Know What's Important

Sell the important coverage and advise on the coverages that are fluff. This will assist you when you are up against a carrier that has a lot of bells and whistles on their property enhancement, but is lacking coverage on the liability lines.

Partner With Experts

When you work with a Specialist like Irwin Siegel Agency on your Social Service and Nonprofit accounts, you benefit from years of underwriting expertise.

With over 40 years experience underwriting Nonprofit agencies, we can assist you by providing co-branded marketing, leads in your area and coverage comparisons with your competition so that you come out the winner.

PROGRAMS

SOCIAL/HUMAN SERVICES
DEVELOPMENTAL DISABILITIES
CHILD CARE & EARLY LEARNING
BEHAVIORAL/MENTAL HEALTHCARE
ADDICTION TREATMENT
HOME HEALTHCARE & HOSPICE
COMMUNITY BASED NONPROFITS
COMMUNITY ACTION AGENCIES
YOUTH/CHILDREN'S SERVICES
PARATRANSIT
CYBER LIABILITY
DIRECTORS & OFFICERS LIABILITY

Persistence
Understanding
Involvement
Knowledge
Expertise
Success

