



NAAIA

NATIONAL AFRICAN AMERICAN
INSURANCE ASSOCIATION

Chapter Website Packages

This document outlines the website options, support pathways, and digital tools available to NAAIA chapters. It's designed to help every chapter find the right next step toward integrating with the NAAIA multisite and contributing to a strong, unified national brand.



This Is Us.

Wild Monkey is a creative agency specializing in digital design, branding, and strategic marketing for organizations that make a difference. We've partnered with national nonprofits, coalitions, and advocacy groups to help them show up online in bold, inspiring ways.



Ariel Aaron

Chief Marketing Officer, Chief Operations Officer

Ariel is our 20-year marketing expert, with a deep understanding of the digital landscape & a passion for helping small businesses grow. She believes in the power of advertising to transform businesses & communities.



Henry Perkins

Chief Branding Officer - Creative Director

With nearly twenty years of design & art direction experience, Henry is a seasoned Creative Director & Visual Designer. His sharp conceptual thinking & strategic approach to design have helped countless clients achieve their goals.



Capabilities

We blend strategic branding, compelling design, and data-driven insights to build brand identities that truly connect. Our team crafts visually striking, meaningful content that resonates with audiences and aligns with business goals. Grounded in research and user-centered thinking, we create experiences that look great and drive real results across every platform.

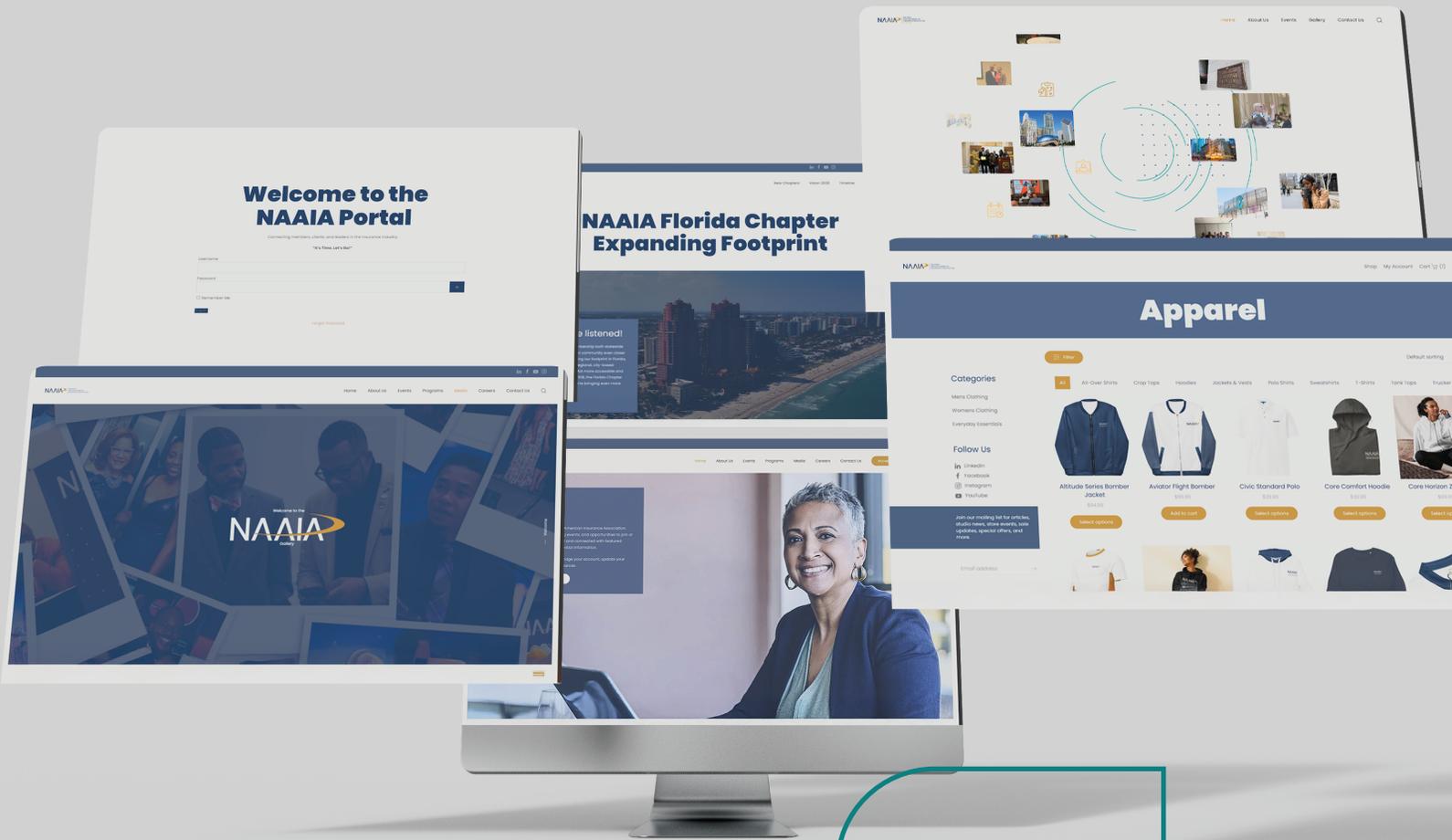


MARKET ANALYSIS
STRATEGY
DISCOVERY & RESEARCH
USER EXPERIENCE
BRAND STRATEGY & ARCHITECTURE
POSITIONING
CONTENT STRATEGY
MARKETING CAMPAIGNS

BRANDING & DESIGN
BRAND DEVELOPMENT & REBRANDING
LOGO & ID SYSTEMS
BRAND STYLE GUIDES
MESSAGING & ICONOGRAPHY
COLLATERAL, PRINT & PACKAGING
ENVIRONMENTAL DESIGN
FABRICATION & INSTALLATION

DIGITAL DEVELOPMENT
WEBSITE DESIGN & DEVELOPMENT
UX/UI
INFORMATION ARCHITECTURE
WIREFRAMING
PROTOTYPES
CUSTOM CONTENT MANAGEMENT SYSTEMS
IOS, ANDROID & WEB APPLICATIONS

BE SEEN. BE HEARD. BE LOUD!
見ざる 聞かざる 言わざる



Our Work With NAAIA

Wild Monkey is proud to serve as NAAIA's official Agency of Record. We've been hard at work building the digital foundation for the organization's future.

We designed and built the NAAIA national website, a powerful multisite system that includes features like:

- Chapter Site and Multisite Architecture
- Florida Transition Microsite
- NAAIA Photo Gallery
- Chapter Subdomains + Landing Pages
- Secure Hosting Infrastructure
- NAAIA eStore Build
- E-Commerce & Merchandise Support
- 90+ Custom Product Designs
- Product Category & Filtering Setup
- Drop-Shipping Integration
- Branded Merchandise Sourcing and Fulfillment
- Partner Portal Development
- Ongoing Leadership Syncs
- SEO Optimization

How We Can Help Your Chapter

With all of its growth, NAAIA's chapters are in different stages of readiness. Depending on your chapter's status, you'll fall into one of three categories, each with a specific next step for becoming integrated into the NAAIA multisite.

These stages fall into three buckets:

Established Chapters That Want a New Website Built by Wild Monkey

- **Who:** Any established chapter that would like to upgrade its website
- **Why:** Access the latest design, branding, integrations, and NAAIA platform features
- **Your next steps:** Choose a Package > Purchase Your Site Build > Schedule Your Creative Brief

Chapter Developments Receiving a New Site Build (Funded by NAAIA National)

- **Who:** Cincinnati, South Florida, Orlando, Tampa Bay, North Florida, Nashville, Seattle, Raleigh Durham and Portland Development Chapters
- **What's included:** A fully branded chapter site, already prepaid by NAAIA National.
- **Your next step:** Schedule your Creative Brief where we'll gather your content and preferences to build your chapter's new site.

Established Chapters That Already Have a Website and Want to Keep It

If your chapter already has a website you'd like to keep, nothing about your current site needs to change. Instead, we'll simply make it easier to access by pointing your official NAAIA subdomain (e.g., cityname.naaia.org) to your existing site. There's no cost involved—just a quick technical coordination step with our team to get it set up. Let us help you point your subdomain and streamline access for your members and partners.



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The Website

More Info About What You Get

As NAAIA's official web partner, Wild Monkey provides chapters with:

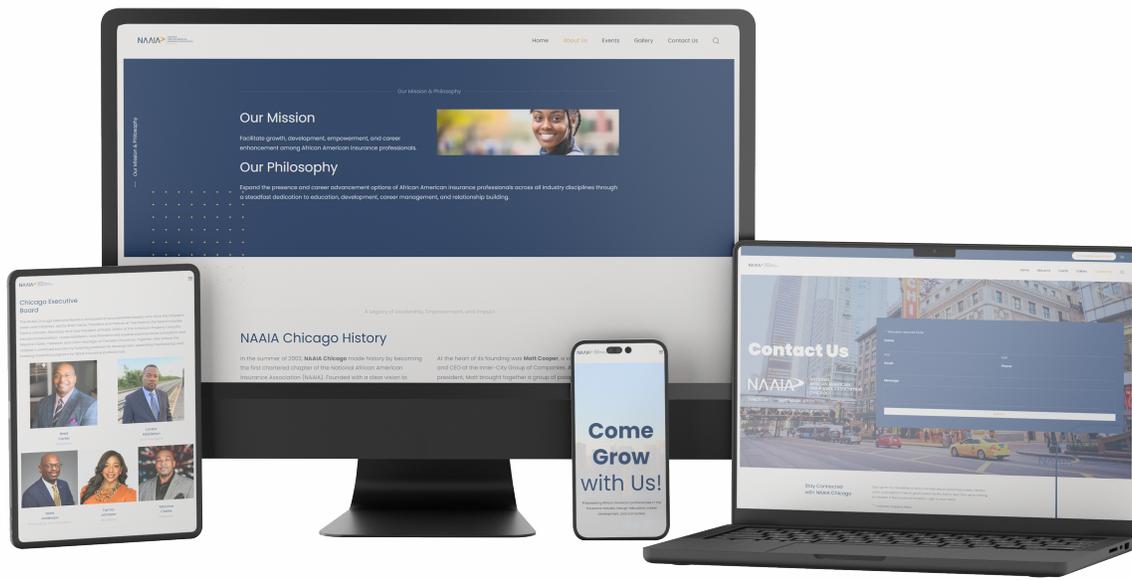
- **A Custom-Branded Website:** Built to reflect your chapter's unique voice while aligning with NAAIA's national brand.
- **Subdomain Integration:** Your site lives on a clean, easy-to-share subdomain like chicago.naaia.org.
- **Built-In Features:** We handle all design, hosting, and tech setup; no extra vendors or platforms needed.
- **Support That Scales:** From updates to upgrades, we're here for you with ongoing web and creative services.
- **Access to Shared Tools:** Benefit from features built into the NAAIA national platform.

Available Features

- Leadership & Board Bios
- Events Calendar
- Photo Gallery
- Contact Form
- Newsletter Signup
- Chapter History & Landmarks
- Sponsor/Donor Sign-Up
- Young Professionals or Student Section
- Blog & News
- Social Media Feed
- Volunteer or Board Applications
- Partner Pages
- Community Forum
- And More...

What All Chapters Can Come to Us For

- Branded chapter websites (on the naaia.org domain)
- Chapter-specific branding materials
- Event promotion and creative
- Technical support (subdomain, email, analytics, etc.)
- Marketing consultations and digital strategy



Packages

Essentials

The Essentials package gets your chapter online quickly with a clean, professional, and fully branded website. It includes all the foundational pages and features you need to establish a credible digital presence, promote your events, and engage with your local membership, all within NAAIA's national brand system. If your chapter is just getting started or needs a reliable web solution without added complexity, this package gets you up and running with confidence.

Pages / Site Structure

- Home
- About Us
- Event Calendar
- Essential Gallery (Up to 750 Gallery Images)
- Contact Us

Features

- Newsletter Sign Up
- Chapter Subdomain
- Managed Hosting
- Social Links
- Email Marketing Integration

\$1,500

Premium

Everything in the Essentials Package plus:

The Premium package includes everything in the Essentials package, plus a suite of elevated features and expanded pages tailored to active, growth-focused chapters. It's perfect for chapters that want to drive deeper community engagement, promote scholarships and job opportunities, publish news and updates, and sell event tickets online. Premium is your all-in-one solution for a dynamic, content-rich chapter website built to grow with you.

Pages / Site Structure

- Premium Gallery (Up to 4,500 Optimized and watermarked images)
- News & Blogs
- Community Forum
- Student/Scholarships
- Careers
- Chapter Specific Additional Pages (as needed)

Features

- Site-Optimized SEO + Keywords
- SEO-Optimized Gallery Images
- eCommerce Event Ticketing
- Social Feed Integration
- Custom Forms
- Board Position Recruitment or Timeline
- Premium Animation (Page Loaders, Parallax, Motion Graphics, etc)

\$3,500

Already Have a Website?

Subdomain Pointing Is an Option

While we recommend chapters take advantage of the full website package to ensure design consistency, platform integration, and long-term support, we understand that some chapters may already have an existing site in place.

In these cases, we can point your NAAIA subdomain (e.g., yourchapter.naaia.org) to your current site. This allows you to remain accessible from the national platform without changing your site content or design.

To request subdomain pointing, email us at info@wildmonkeybrand.com.

WILDMONKEYBRAND.COM

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THANKS!

Ready to get Started?

Ready to move forward with your chapter website? **Contact Us Today!**

Point of Contact Information:
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phone: 469.638.0332

It's Time. Let's Go!

Company Contact Information: Wild Monkey | info@wildmonkeybrand.com | 214.601.1793

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