



MISSION

To enable women in all accounting and finance fields to achieve their full potential and contribute to their profession.

VISION

AFWA Members are empowered professionals who succeed with passion and integrity

EMPOWERMENT

LEADERSHIP

INTEGRITY

PASSION

GOAL 1

CHAPTER DEVELOPMENT

Chapter Models: Develop a model for chapters based on a good, better, best approach (Connect. Advance. Lead)

- Select chapters to begin with pilot program

Chapter Coaches: Continue to develop the Chapter Coach program to provide personalized support to chapters

Resources: Develop resources and training materials for chapter leaders

- Provide nano-learning for chapters on important recruitment and retention tactics
- Assist chapters with organizational structure (ex. bylaws)
- Assist and become the resource for chapter recruitment
- Encourage retention at the chapter level
- Improve personal touch/communication to/from chapter leaders down to the members

GOAL 2

VOLUNTEER EXPERIENCE/LEADERSHIP DEVELOPMENT

Chapter Volunteers

- Provide training materials, orientation and leadership training for chapter volunteers
- Develop a succession plan model for chapters (ref. chapter bylaws)
- Provide a platform for chapter leaders to communicate and share ideas

Leadership Development

- Utilize eLearning to provide soft skill development for members
- Begin development of a Leadership Academy
- Continue with the Women of Influence program
- Continue with Women Who Count Awards

LEAP Advisory Council: utilize LEAP as an advisory council to collect feedback and input on national initiatives

- Develop a timeline for and topics for discussion
- Provide feedback to LEAP for how National is using their input

GOAL 3 MEMBERSHIP RECRUITMENT & RETENTION

Recruitment

- Promote recruitment and retention priorities at the chapter level through an annual chapter membership challenge
- Create a culture of referrals through the maintenance and growth of AFWA's 'warm-lead' referral program
- Expand on University connections including BAP and accounting and finance professors, including a focus at community colleges
- Utilize social media for prospecting, targeting, and direct messaging with potential members
 - Develop a communication plan to encourage followers to join
 - Increase member engagement on social media to increase membership

Corporate Memberships

- Understand and promote AFWA's value from the employer's perspective
- Develop plan and outreach to grow membership among Big 4 Firms and other corporate members
- Expand current corporate memberships into additional markets

Membership Renewals

- Research payment option alternatives, such as auto-renew, Venmo, Paypal, or installment dues
- Promote and expand the Expert Directory to provide value for members
- Expand on online learning opportunities that provide value to members
- Utilize video and live streaming to improve communication and add value to membership
- Utilize Call Center campaign for membership renewal
- Provide local chapters with expired member lists for recruitment efforts

GOAL 4 PARTNERSHIP PROGRAMS

Local and National Programs: develop a two-way benefit plan to promote local chapter sponsors at the national level and more directly promote national sponsors within local chapters.

Prospect Development: utilize past survey responses, and warm leads from members to develop a thorough prospecting list for headquarters contact

- Explore potential association partners with other organizations
- Research sponsoring companies of other associations

Value and Return

- Provide better data on membership demographics, nationally and locally
- Improve ROI tracking methods
- Heighten sponsorship recognition on social media and through new creative ways
- Utilize sponsors to provide content/benefits to members

THREAD: THOUGHT LEADERSHIP

AFWA will be the resource for the industry for media, professionals, and outside entities seeking information on women in the accounting and the financial fields.

THREAD: DIVERSITY AND INCLUSION IN THE WORKPLACE

AFWA will improve diversity through a blending of different backgrounds, experiences and perspectives within a team and through support for a collaborative environment that values open participation from individuals with different ideas and perspectives