February Accountability

President’s Message

Dear AFWA Members,

I am excited! We have a new Corporate Partner: ADP. This partnership includes integrating ADP representatives into chapters and networks, which will help AFWA grow with access to new contacts and to quality presenters. This partnership is the result of a local connection, referred to national, then developed over several months. ADP is not a company of accountants and finance professionals, but professionals with expertise in payroll and human resources, who qualify as Affiliate Members. Keep the idea of Affiliate Membership in mind to grow AFWA.

The ADP partnership is a great example of leadership’s efforts to stabilize revenue through non-dues sources and illustrates our second priority: Money. The website now includes [AFWA’s Premiere Partner Program](https://www.afwa.org/about/corporate-partners/) with four levels of engagement, ranging from $1,000 to $10,000+. All relationships are unique, so customization is available to design partnerships that are the right fit for each organization.

Board initiatives include offering technical CPE webinars at a low cost to members, and next month, with a non-member price. In January, two tax webinars were positively received by members, so please make sure to share on social media and forward invitations to colleagues.

Life Members came to AFWA’s aid a few years ago. To continue to engage them and recognize their support, an optional Life Member package of fun & benefits is under development. Consideration is underway to create sponsorship opportunities to elevate and leverage the talents of Women Who Count awardees.

Volunteers have come forward to provide input into adopting a simplified dues structure. The variation in chapter dues creates difficulty in implementing partnerships across the country and offering multiple-year dues structures, both which would strengthen AFWA’s competitive advantage.

The Board is working for AFWA and for you! [Volunteer with us](https://www.afwa.org/member-home/get-involved/)!

Tyna Gaylor

AFWA President