**A Letter from 2020-2021 AFWA President Tyna Gaylor**

Thank you for the opportunity to serve as the 20-21 President of AFWA. Normally, I would be addressing members at a local installation dinner event, but tonight has given me the unique opportunity to address membership from all over the country.

I would like to take advantage of this and share with you my priorities for this year: membership and money - with a laser focus on growth.

Members are the lifeblood of every association. Ours is no exception. Thus, membership must serve as our priority. This year, we are launching specific programs with the expectation that they will increase membership in AFWA.

For the 150 members-at-large – those members who are not affiliated with a chapter --- we are launching a Virtual Chapter. We hope that over time, it becomes large and unwieldy so we can regionalize it and ultimately it will become a vehicle to launch new local in-person networks and chapters, which deliver benefits beyond what national membership offers.

Right now, we have 12 corporate membership relationships. These are organizations which have five or more AFWA members. We also have over 50 organizations which are shy of qualifying for corporate membership benefits. We will establish ways and provide resources to reach out to existing corporate members and assist our chapters in advancing membership growth through these relationships.

The strength of AFWA is our diversity. We come from all industries, are at different stages in our careers, some of us have certifications, others do not. While a strength, this diversity can also be a challenge, because it means that our members’ needs vary. This year we are creating industry interest groups to connect members in their industry and to provide a deeper dive into educational topics of interest to these groups.

We will continue establishing financial partnerships with the help of a high-level committee focused solely on developing these relationships and contacts.

We are also moving forward to establish a signature event at the Women Who Count conference and develop the Women Who Count awards to better highlight awardee accomplishments through a webinar series. These new initiatives will increase brand awareness and revenue.

Today, our numbers stand at 1,342. Our goal is 1,600 members. To achieve this audacious goal, your board and I seek your help.

Are you employed by or near a corporate member, and can you serve as a liaison to promote AFWA to your employer?

Do you have contacts in your industry and have the passion to assist in establishing an industry interest group?

Will you take the time to submit an award application so we learn about an amazing woman in your chapter or network?

What is your superpower that will propel AFWA forward in the 21st Century?

Only with your help, your passion, and our collective efforts, will we grow our membership, stabilize our finances and have the capacity to provide today’s members and tomorrow’s women the power and benefits of AFWA.