

# AFWA Membership Handbook

Part 1: RECRUITMENT



Accounting & Financial Women's Alliance  
CONNECT • ADVANCE • LEAD

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## VALUE PROPOSITION

What is your value proposition? Can you market it to potential new members?



Survey your members: What is their favorite thing about your chapter? Why did they join? Why do they stay?



Ask potential new members what they want!

## RECRUITING NEW MEMBERS STARTS WITH YOUR CURRENT MEMBERS!

Host a recruitment workshop to show members the best recruitment tips and prepare them for a membership campaign.

1. Host a “bring a friend” meeting
2. Reach out to former members
3. Encourage members to share your newsletter
4. Help members develop an “elevator speech” about their membership
5. Ask your members for recruitment ideas
6. Offer an alternate meeting time to attract people with different schedules
7. Volunteer as a group
8. Coach members on creating a welcoming experience
9. Ask members to list their membership in their professional bios
10. Create an invitation email template your members can use
11. Conduct exit interviews with departing members
12. Create perks for members who recruit new members

# HOW AFFILIATES AND PARTNERS CAN HELP YOU RECRUIT



REACH OUT TO AFFILIATES  
AND PARTNERS IN YOUR AREA



NEW ADP PARTNERSHIP



OTHER AFWA PARTNERS



# CREATE YOUR MEMBERSHIP CAMPAIGN

- Host a meeting with members to discuss your membership campaign
- Set realistic goals: How many members do you wish to recruit this year? This month?
- HOW will you get there?: Focus on a few strategies at once. You can't do it all! Decide what works best for your chapter and stick to it.
- **Stop doing anything to get new members:** Instead, focus efforts entirely on your own members. Pour all your marketing resources into giving current members a better experience — and word of mouth will likely increase.
- **Offer discounts to members only:** This works as an ad for membership to prospective event attendees to become members to receive the discount also. You can even include some math like “Thinking of attending 3 or more events? Become a member to save XYZ...”

## USING SOCIAL MEDIA TO RECRUIT

- Keep members and potential new members up to date on events and announcements
- Share relevant content – find articles and tips that your members would find interesting/useful
- Share AFWA National posts – help your members see the value in their membership



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AFWA Headquarters

Accounting & Financial Women's Alliance | AFWA Student



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AFWA Virtual Chapter



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# RESOURCES

- Website: Leader Toolkit/Membership Toolkit
- Chapter Reports
- Presidents' Team
- Other Chapters
- National Staff
- Flyer Assistance
- Chapter Chats
- Articles
- Social Media
- Research other publications/organizations

- ✓ <https://www.afwa.org/member-home/membership-toolkit/>
- ✓ <https://www.afwa.org/leaders-toolkit/>
- ✓ <https://www.afwa.org/member-home/communications/>
- ✓ <https://www.afwa.org/member-home/programming-toolkit/>
- ✓ <https://www.afwa.org/member-home/leaders-packet/>
- ✓ <https://www.afwa.org/why-afwa/>

# Part 2: Retention



# Why Members are Leaving?

## Survey Results - Top 4 Answers

1. My Chapter was struggling or went inactive
2. Not satisfied with my experience or membership value
3. Cost
4. Didn't meet their needs

- ▶ Not Engaged
- ▶ Not contacted before their renewal
- ▶ Not enough events/activities/information

It costs 7-10 times more to bring in a new member than it does to retain an existing member!

# Reflect on your own chapter...

Is the old guard driving new members out?

What we hear?

- ▶ I wanted to get involved and they wouldn't let me
- ▶ I tried to change some things and no one would listen
- ▶ I offered to help, but no one would contact me

The number one reason people don't get involved – No one asked them

Do you need a Membership Planning Workshop?

- ▶ Do you know your value proposition?
- ▶ Member ROI valuation focus group
- ▶ AFWA Staff and Leadership willing to Assist

# Why don't members that attend your meetings join? – Encourage Membership!

1. Don't see the value
2. Cheaper to not join – Member vs. non-member rates
3. Stop Giving It Away – You have value
  - a. It's more advantageous to have fewer people who perceive the value than just bodies in seats
  - b. Free/low cost is good for the short term, but long term implies no value
    - i. Allow non-members to attend 1 or 2 times free and then charge non-member pricing that makes membership advantageous
4. No follow Up – Use your meetings to leverage membership.
5. Be persistent in asking them to join and help them see the value of membership
6. Have a plan and promote it – don't just go month to month
  - a. Ex: March we are doing a zoom meeting with a speaker – CPE April we are doing a book review (here's the book) May we are doing a virtual game night – Give your members a schedule June we are doing leadership training



# 1. Communication is Key

- Make sure members remain up-to-date on future events, important announcements, and on dues - Plan Ahead!
- Weekly/monthly communications (email or social media)
- Check in on your introverts!
- Personal contact is key! - Always reach out to expiring members

# Follow us on Social Media!



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AFWA Virtual Chapter



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## 2. Know the resources available to you



Chapter Reports



Member Toolkit



Programming Toolkit



Leaders Packet



Headquarters Staff



Chapter Chats

\*\*\*and share this information with members!\*\*\*

Questions?  
We're here  
to help!

CPE: [cpe@afwa.org](mailto:cpe@afwa.org)

Foundation: [foundation@afwa.org](mailto:foundation@afwa.org)

Member Services: [shared@afwa.org](mailto:shared@afwa.org)

Marketing & Communications (website/social media):  
[catherine.schaefer@afwa.org](mailto:catherine.schaefer@afwa.org)

Recruitment & Retention and other chapter matters:  
[chapters@afwa.org](mailto:chapters@afwa.org)

Not sure who to email? Send to [afwanational@afwa.org](mailto:afwanational@afwa.org)  
and someone will get back to you!

# 3. Keep members engaged

- Events, events, events!
- Life is currently all virtual - get creative in the ways members can connect! Group chats, zoom calls, facebook group, contacts list, etc.
- Implement chapter level mentor programs
- Survey your members. Why did they join? What do they want more of? What do they like/dislike? What do they expect out of this organization?



# 4. Provide a strong leadership

- ▶ You need involvement
  - ▶ Most members don't participate because they were never asked
  - ▶ Find “micro” involvement opportunities - Most don't have a lot of time but are willing to help with small tasks - The new norm!
- ▶ Have succession planning - and stick to it
- ▶ Make sure those involved are motivated to grow the organization
- ▶ Involvement by others:
  - ▶ Spreads out the duties
  - ▶ Eliminates burn out
  - ▶ Creates a team effort
  - ▶ Sets the chapter up for success

# 5. Contentment vs. Satisfaction

Are your members just content with paying their membership every year or do they ENJOY their membership?

- ▶ Are they getting their money's worth?
- ▶ Would they recommend AFWA to a friend?

Analyze your membership!

- ▶ Ensure everything you do leads to your overall goal of satisfaction
- ▶ You must retain before you recruit!

# YOU VS EVERYONE ELSE

What do we offer  
that other  
Associations do  
not?

What are potential  
members looking  
for and how does  
AFWA provide that?

# EMAIL CAMPAIGNS



Create email lists from non-members who have attended previous events, friends/coworkers of current members, and other accounting/financial professionals in your area!



Send initial email letting them know what AFWA is and how it can benefit them



Send follow up emails: invite them to events, share benefits of AFWA, testimonies as to how AFWA has helped other members, etc.



**AFWA Membership is more than a benefit to your career – it's an investment in you!**



**RENEW YOUR MEMBERSHIP TODAY!**



AFWA provides professional affiliation with a network of successful, motivated, and influential professionals who understand the unique position of being a woman in the industry and who, together, contribute to the future development of their profession. Beyond this prestigious status, AFWA members enjoy a variety of benefits provided by the national organization, local Chapters, and our partners.

## **Significant Benefits to AFWA Members**

**Networking:** AFWA prides itself on how our networking opportunities help our members advance their career. Through national and local chapter events, our members are provided with the opportunity to Connect.Advance.Lead.

**Young Professionals and Students:** With over 53% of all new members under the age of 35, AFWA is the place for young professionals and students to enhance their career opportunities and network with seasoned professionals that will help them advance their career. Special discounts are provided to our young professionals and Students.

**National Membership Directory:** Access to an online directory of AFWA Members, including accounting and finance professionals from across the country.

**Find A Pro Listing:** Increase your business with a listing in our Find A Pro directory. Each member receives a free listing and can upgrade to an enhanced listing. The public use our directory to find accounting and finance professionals and by being a member of AFWA, you can increase your business.

**Conferences & Events:** AFWA holds numerous events & conferences throughout the year, including various spring conferences and seminars hosted by local chapters. In addition to networking and leadership development, these conferences offer CPE credit for attendees (up to 20 hours at the National Women Who Count Conference). AFWA members can attend all conferences

at a discounted rate.

**Social Networks:** AFWA Members connect on a variety of platforms, including Facebook, Twitter, and LinkedIn. Members also have access to an exclusive LinkedIn Member Group to share ideas and seek support.

**Access to Member-Only Site:** Our member site offers resources and materials to help AFWA members develop their local chapters and make the most of their membership experience.

**Publications:** Your AFWA membership includes a subscription to AFWA's Accountability publication.

**Renew Your Membership Today to Maintain All the Benefits AFWA Has to Offer!**

[Renew Membership](#)



**#WomenWhoCount**



**@afwanational**

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Accounting & Financial Women's Alliance



**Renew Benefits  
Email 1**



**AFWA Membership is more than a benefit to your career – it's an investment in you!**



**RENEW YOUR MEMBERSHIP TODAY!**



As the Accounting & Financial Women's Alliance, we want to build the largest nationwide network of women in accounting and finance. Because we believe a network is more than about making connections for your next career move. Through empowered networks, women can share experiences, connect with career mentors, learn from each other, and establish friendships who will share in the highs and lows of being a working woman.

Throughout their careers, women in this field will face a unique set of challenges. The supportive women behind them will make all the difference in how they face those challenges and move ahead. Through AFWA, we believe women can connect with each other to advance in their careers and ultimately become leaders in their industry.

## Significant Benefits to AFWA Members

**CPE Events:** AFWA National and AFWA Chapters across the country host a number of CPE events, many on a monthly calendar. Each member can earn 12 free CPE credit hours with membership. Members also earn their education hours along with the benefit of connecting with a local network. >> [Visit the AFWA events calendar](#)

**Scholarship:** The Foundation of AFWA awards over \$15,000 in cash scholarships, review courses, and certification awards, to benefit those working to advance their education in accounting and finance. Many of these scholarships were awarded exclusively to AFWA Members. >> [Learn more about Foundation of AFWA Scholarships](#)

**Career Center:** The AFWA Career Center provides helpful career resources, and connects employers with professionals like you. >> [Visit the AFWA Career Center](#)

**Volunteering:** AFWA is proud to build leaders. We encourage all members to volunteer with their local Chapters, and to consider advancement to a National

Volunteer roll. AFWA offers National Committees, Chapter Advocates, Foundation Board, and National Board positions.

If you haven't already, renew your membership today to maintain all the benefits AFWA has to offer!

[Renew Membership](#)



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Accounting & Financial Women's Alliance



Renew Benefits  
Email 2



**AFWA Membership is more than a benefit to your career – it's an investment in you!**



**RENEW YOUR MEMBERSHIP TODAY!**



AFWA Members have access to discounts on products and services through AFWA's national partnerships. Our partners show dedication to empowering women and supporting diversity in the accounting and finance industries. Their products and services help our members become more effective and efficient in their day-to-day, earn or maintain valuable professional certifications, grow their businesses, and contribute to their overall personal and professional success.

## **Significant Benefits to AFWA Members**

Along with our Corporate Partners and Alliance and Affinity Partners, AFWA offers numerous discounts on products, services, and memberships, exclusively to our members.

**Education:** AFWA is your resource for all your CPE needs. 12 free CPE credits are included with your membership. Our partners such as Surgent, The Sales Seed, Wolters Kluwer and David Novak Leadership provide discounts to AFWA members.

**Leadership Training:** In partnership with David Novak Leadership, AFWA provides comprehensive leadership training to empower Women and help our members advance their careers. Through involvement with AFWA National and our Local Chapters, members can enhance their leadership skills.

**Young Professionals and Students:** With over 52% of all new members under the age of 35, AFWA is the place for young professionals and students to enhance their career opportunities and network with seasoned professionals that will help them advance their career. Special discounts are provided to our young professionals and Students.

**Review Courses:** Wiley and Surgent offer reviewcourse scholarships to help our members earn designations and enhance their education.

**Publications:** CCH offers 25% off all CCH Publications year round with special

promotions at various times throughout the year.

**Payroll/HR Services:** ADP offers the following member benefits: Saving your clients money, access to dedicated service team, and opportunities to earn new revenue. [www.adp.com/afwa](http://www.adp.com/afwa)

**Networking:** AFWA prides itself on how our networking opportunities help our members advance their career. Through national and local chapter events, our members are provided with the opportunity to Connect.Advance.Lead.

**Renew Your Membership Today to Maintain All the Benefits AFWA Has to Offer!**

Renew Membership



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Accounting & Financial Women's Alliance



**Renew Benefits  
Email 3**



We are the Women Who Count  
Be a part of this exciting organization!

#WomenWhoCount



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The Accounting & Financial Women's Alliance (AFWA) provides professional affiliation with a network of successful, motivated, and influential professionals who understand the unique position of being a woman in the industry and who, together, contribute to the future development of their profession. Beyond this prestigious status, AFWA members enjoy a variety of benefits provided by the national organization, local Chapters, and our partners.

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**Conferences & Events:** AFWA holds numerous events & conferences throughout the year, including various spring conferences and seminars hosted by local chapters. In addition to networking and leadership development, these conferences offer CPE credit for attendees (up to 20 hours at the National

Women Who Count Conference). AFWA members can attend all conferences at a discounted rate. [Plus AFWA members receive 12 FREE CPE credit opportunities per year!](#)

**Social Networks:** AFWA Members connect on a variety of platforms, including Facebook, Twitter, and LinkedIn. Members also have access to an exclusive LinkedIn Member Group to share ideas and seek support.

**Access to Member-Only Site:** Our member site offers resources and materials to help AFWA members develop their local chapters and make the most of their membership experience.

**Publications:** Your AFWA membership includes a subscription to AFWA's Accountability publication.

**Join AFWA Today to Gain All the Benefits Membership Has to Offer!**

[Join AFWA](#)



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Accounting & Financial Women's Alliance



**Recruitment Email for  
Potential New Members**

# Social Media

- Facebook/LinkedIn ads – define your target audience and direct your ads to them
- Post special promos/events to attract potential new members who already follow you on social media

## AFWA Career Center

Get leads on great accounting and finance jobs with competitive salaries through AFWA's Career Center!

**Start your job search**



Have your Chapter host a virtual meet and greet session for university students to learn more about becoming an AFWA member, scholarship opportunities, networking and just how much fun it can be!

**Exam Prep Applications now open! Visit [www.afwa.org/scholarship/](http://www.afwa.org/scholarship/)**

**Surgent** **WILEY**

WHERE PROS GO TO KNOW

## Find A Pro

AFWA members represent a wide variety of industries and areas of expertise. Whatever your needs, you're sure to find an AFWA member to meet your personal or professional financial needs.

**Search Now!**

**See you at**



**ACCOUNTING & FINANCIAL  
WOMEN WHO COUNT  
VIRTUAL CONFERENCE  
OCT. 18-22, 2021**



# Social Media



**ACCOUNTING & FINANCIAL WOMEN'S ALLIANCE**

To enable women to achieve their full potential & contribute to their profession.

[WWW.AFWA.ORG](http://WWW.AFWA.ORG)

CONNECT ADVANCE LEAD



AFWA PROVIDES ME WITH A NATIONWIDE NETWORK OF WOMEN IN ACCOUNTING & FINANCE. IT CAN DO THE SAME FOR YOU! VISIT [WWW.AFWA.ORG/WHY-AFWA/](http://WWW.AFWA.ORG/WHY-AFWA/) TO LEARN MORE!



Accounting & Financial Women's Alliance  
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**BE A PART OF THE WOMEN WHO COUNT!**

Join AFWA to receive 12 FREE CPE per year, benefit from numerous partner discounts, and connect with industry professionals across the country!

[www.afwa.org/join/](http://www.afwa.org/join/)

JOIN US NOW



**AFWA Student Membership only \$45 per year!**



**Accounting & Financial Women's Alliance**



## Chapter Membership Retention Talking Points

### WHAT TO SAY WHEN THEY GIVE YOU AN EXCUSE

Membership retention is about proactively connecting with your members and helping them make the most of their AFWA membership. The following talking points will aid in your membership retention efforts.

**Reason: Unemployed at the present time**

**Response:** Membership in AFWA provides an excellent opportunity for networking and meeting potential employers. It is critical to stay connected to find new opportunities. AFWA membership benefits include an online career page, a wide network of professionals both locally and across the nation (did you know you can access the entire membership directory on the AFWA Member's website?), and opportunities to enhance your resume with leadership skills. It may be difficult to afford annual dues personally but the value of the membership offers excellent opportunities.

**Reason: I already belong to another professional organization.**

**Response:** AFWA offers a multitude of benefits all rolled up into one organization: CPE, networking, a source for business solutions, national and regional conferences, our own industry e-newsletter, *Accountability*, and the opportunity to make great friends. The cost/benefit analysis can't compare with many other accounting and related organizations.

**Reason: Can't afford dues/employer no longer pays**

**Response:** As corporate belts tighten, many of our members pay their own dues. We've tried to keep the AFWA dues as low as possible for that very reason. In fact, our dues are lower than most other professional organizations. Hopefully, you've seen the value that AFWA can provide in terms of networking, CPE, job postings, webinars, leadership opportunities, monthly meetings, etc. Is there anything we could do to provide more value? What would change your mind to keep you a member?

**Reason: There are no younger members in the chapter.**

**Response:** Our National Board has recognized the generational differences in AFWA membership and is currently working on several initiatives to engage and grow AFWA's Young Professional membership base. As a chapter we recognize the value of having younger members and welcome your ideas as to how we may better connect and serve this demographic. Are there events or venues that would help attract younger members? We need your assistance to create more programs and activities that appeal to a wide range of professionals.

**Reason: Relocating to another city**

**Response:** Your membership reaches far beyond the local level. Not only is AFWA offering more value on a national level, such as partner discounts, professional development webinars, and online networks through social media, you can also get involved with a National Volunteer position. If your new city has a Chapter of AFWA, You may transfer your AFWA membership to a chapter in the. It's very easy to update your member profile online and contact the local chapter. You can easily find the local chapter leaders on [www.afwa.org](http://www.afwa.org).

**Reason: Retired and not interested**



**Response:** As a retired member of AFWA you will still receive all the benefits of a regular member with a lower annual dues renewal. Your leadership skills and experiences are very important to other members and the organization.

**Reason: Local Chapter is inactive**

**Response:** You may transfer your AFWA membership to be a Virtual Chapter Member and continue to enjoy your membership benefits. It's very easy to update your member profile online. Would you like more information?

**Reason: Not seeing the value in AFWA**

**Response:** AFWA strives to provide value to members both on a local and national level by offering opportunities in networking, leadership, CPE, job searches and other professional growth areas. Have you had the opportunity to take part in the local CPE, or attend a regional or national conference? Does your chapter provide opportunities for networking at the monthly meetings? What can we do to provide more value to your membership?

**Reason: Too busy to make the meetings**

**Response:** As a member you receive several newsletters, including *Accountability*, our industry e-magazine, access to job opportunities and networking activities outside of the monthly meetings. While you are unable to make the meetings regularly, there are ways to get involved – mentoring students and members, helping to solicit or select speakers, fundraising, proofing the chapter newsletter, etc. What can we do to help you stay connected?

# AFWA MEMBERSHIP FLYERS

Membership Flyer: Easy to print. Great message about AFWA. Contact [afwanational@afwa.org](mailto:afwanational@afwa.org) to add your Chapter's information.

Student Membership Flyer: Students find different take aways from membership than AFWA professional members. This flyer highlights those student benefits.

Employer Benefits: This brochure is perfect to share with businesses to express benefits of AFWA membership for both employers and employees

[Click here to view all the membership resources!](#)



# Accounting & Financial Women's Alliance

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## THE MISSION

of the Accounting & Financial Women's Alliance is to enable women in all accounting and finance fields to achieve their full potential and to contribute to their profession.

## A Legacy of Expertise

Founded in 1938 to increase the opportunities for women in all fields of accounting and finance, members of the Accounting & Financial Women's Alliance (AFWA) and their companies benefit from resources that accelerate their professional growth. The industry has evolved enormously for women in the past 75 years, with our organization smartly and passionately evolving with it, ahead of the curve, so that all women in accounting and finance can excel.

**JOIN TODAY at**  
**[AFWA.ORG/JOIN](http://AFWA.ORG/JOIN)**

## Benefits

- Access to a National Directory of Accounting and Finance Professionals
- CPE Events through local Chapters
- National and Spring Conferences held across the country for CPE and networking
- Professional Development webinars and resources offered by the National HQ
- Exclusive Member Only scholarships for review courses and certifications
- Discounts on products and services from AFWA partners
- Access to a Members Only website full of Chapter and leadership development resources
- Leadership opportunities at local and national levels

# CONNECT

**AT THE NATIONAL CONFERENCES:** The AFWA National Conference provides a forum for accounting and finance professionals, at any career level, to learn from leading experts on ways to enhance professional and technical skills. The conferences also provide opportunities for women across the country to form connections with industry leaders and those just beginning their careers, all while earning CPE.

**WITH A MENTOR:** All levels of the accounting and finance profession are represented within our membership, allowing you to connect with mentor or mentee.

**AT CHAPTER EVENTS:** With over 70 Chapters across the country, you're bound to find one in your area - or on your travels. Connect with professionals in your field at Chapter events that range from CPE sessions, to networking events, to community volunteer activities.

**WITH A NEW COLLEAGUE AND FRIEND:** Your AFWA Chapter will become your local professional community, and you'll develop lifelong personal and professional connections with these women.

# ADVANCE

By learning new technical skills and developing professional skills necessary to increase your value as an employee, a boss, or a business owner.

By developing a strong network with women with common goals, locally and nationally, who work for a variety of companies and industries.

By serving in a leadership position in your Chapter, and even advancing to a National volunteer position with the National or Foundation Boards.

# LEAD

Our mission is to empower you to achieve all your professional goals. The leadership positions you assume within the organization translate to a higher aptitude to lead in the workplace, and in the industry.

- Improve soft and professional skills
- Increase leadership potential
- Impress your boss and clients



Accounting & Financial Women's Alliance  
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**JOIN TODAY on [AFWA.org/JOIN](https://www.afwa.org/join)**



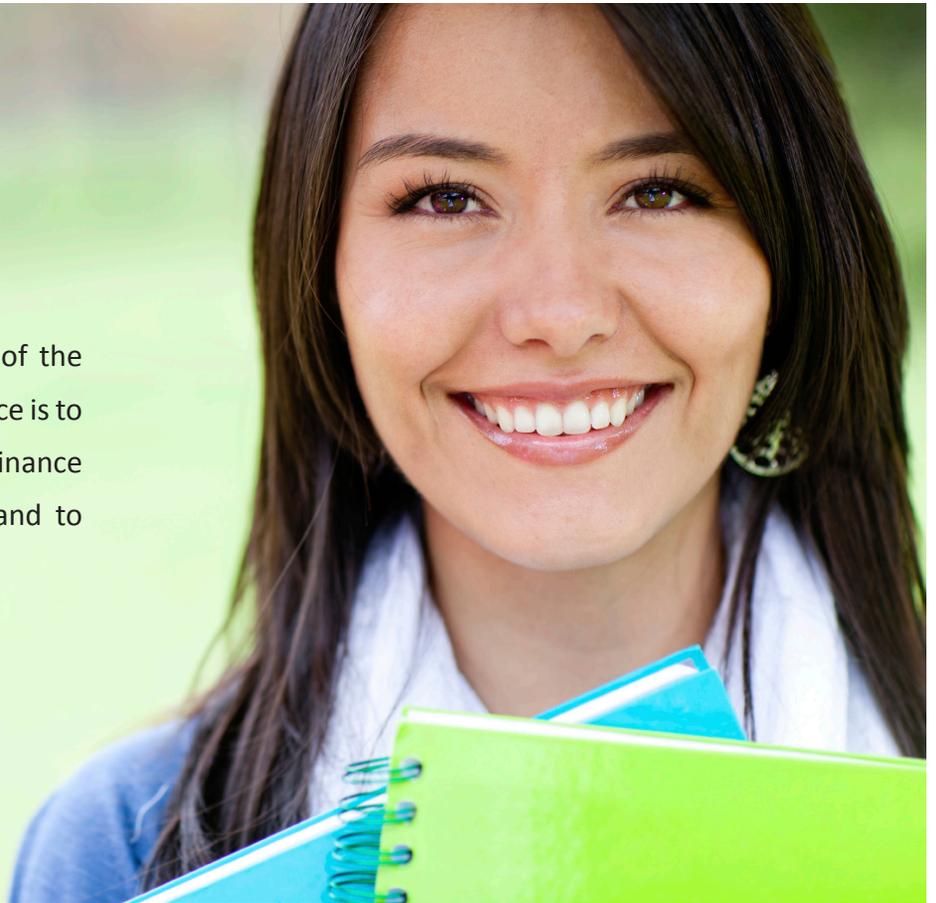


# Accounting & Financial Women's Alliance

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STUDENT MEMBERSHIP

**THE MISSION** of the Accounting & Financial Women's Alliance is to enable women in all accounting and finance fields to achieve their full potential and to contribute to their profession.



## A plan for your future

The Accounting & Financial Women's Alliance promotes the professional growth of women in all facets of accounting and finance. Members increase their career potential by connecting with colleagues, receiving education and mentorship to advance their careers, and developing their leadership skills. For more than 75 years, members have tapped into a network of successful, motivated, and influential professionals who understand the unique position of being a woman in the industry and who, together, contribute to the future development of their profession.

**JOIN TODAY on [AFWA.ORG](http://AFWA.ORG)**

## Scholarship

Each year, The Foundation of Accounting & Financial Women's Alliance awards thousands in scholarship to deserving students of accounting and finance. Scholarships are awarded for all levels of education including undergraduate, masters, and doctorate students.

For more information on scholarships from The Foundation of AFWA, visit [afwa.org/foundation/scholarships](http://afwa.org/foundation/scholarships).

# CONNECT

**With a new colleague and friend:** Your AFWA chapter will become your first professional community. With common goals and interests, you'll develop long lasting personal and professional connections with these women.

**At spring and national conferences:** The Accounting & Financial Women's Alliance spring and national conferences provide forums for accounting and finance professionals and students to learn from leading experts on ways to enhance technical and professional skills. The conferences also provide opportunities for women across the country to form connections with industry leaders and those just beginning their careers, all while earning continuing education credits.

**With a mentor:** We've all been in your shoes, and many AFWA members are eager to help young women get their start in their accounting and finance careers. Connect with professional women you admire and respect.

**At local chapter events:** Connect with women in accounting and finance at chapter events that range from continuing education sessions, to student nights, to community volunteer activities. Beyond your local Chapter, AFWA has more than 70 chapters nationwide. You're bound to find one in the city where you start your career. Your AFWA membership is one foot in the door to professional connections across the country.

# ADVANCE

By learning new technical skills and developing professional skills necessary to increase your employment value.

By developing a strong network with women with common goals, locally and nationally, who will go on to and already work for a variety of companies.

By serving in a volunteer position within the chapter, then advancing to chapter leadership, or even a national volunteer position.

# LEAD

Our mission is to empower you to achieve all your professional goals. The leadership positions you assume within the organization translate to a higher aptitude to lead in the workplace, and in the industry.

- Enhance your resume
- Impress potential employers
- Boost your hiring potential



Accounting & Financial Women's Alliance  
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JOIN TODAY on [AFWA.ORG](https://www.afwa.org)



## Accounting & Financial Women's Alliance

CONNECT • ADVANCE • LEAD

*Membership* Delivers Value to Employers and Employees

### EDUCATION

AFWA offers opportunities for professionals to earn valuable continuing education credits - in both technical and professional development fields of study. Members receive 12 FREE CPE per year! And for those pursuing higher certifications, scholarships are available.

### LEADERSHIP SKILLS AND MANAGEMENT EXPERIENCE

AFWA is a training ground for young leaders. Through Board and Committee volunteer roles, members lead meetings, develop strategic plans, manage projects and events, and motivate other volunteers.

### BUSINESS REVENUE

Many AFWA members can say they have brought in client revenue, directly related to their membership in AFWA. Local networking and contributing opportunities deliver brand recognition, and AFWA's Find a Pro Public Directory makes it easier for potential clients to find your business.

### INDUSTRY INSIDERS

AFWA members become industry insiders when they network with professionals from other local firms and businesses - bringing new ideas to your business, gaining knowledge about your community, and connecting with experts nationwide.

**Join today at [AFWA.org](http://AFWA.org)**

*Corporate Member Discounts begin with 5 members.*

### AFWA ANNUAL CONFERENCES

#### CONNECT.ADVANCE.LEAD. CONFERENCE

Our annual Connect.Advance.Lead Conference offers attendees the opportunity to further develop their leadership skills and earn up to 9 CPE credits!

#### WOMEN WHO COUNT CONFERENCE

Our annual Women Who Count Conference brings industry professionals from across the country together to become more knowledgeable on industry trends and earn up to 22 CPE credits. Conference veterans and new attendees alike join to connect with each other, gain insight and inspiration and celebrate the AFWA experience.

