**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 aide 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 intiatives 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 member at large and continue to enjoy your membership benefits. It’s very easy to update your member profile online. There is an excellent, supportive framework to reactivate a chapter if you have an enthusiastic core group. 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?