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# Growing Your Chapter: YPs

## Recruit and engage young professional members



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

# WHY young professionals?

*Energy. Time. Longevity.*



Young Professionals bring new ideas to your Chapter, along with energy and passion



As current membership begins to retire, your Chapter needs younger members to ensure longevity of the Chapter



Before marriage and children enter the picture, young professionals have time to give. Now is the time to get them passionate about the organization.



Begin to mentor younger members now, to fill a pipeline of strong Chapter leadership moving forward.



# WHAT are the membership benefits for young professionals?

*Offer something unique*

Your Chapter may choose to offer specific benefits for young professionals, such as special programming or networking opportunities



**Leadership opportunities:** YPs may not have the professional management experience they need to advance their career. Leadership in organizations give them an opportunity to show their abilities.



**Networking:** YPs are looking to establish themselves in the industry. An opportunity to network with others in the profession provide great value.



**Professional development:** AFWA offers free professional development webinars as well as resources on the website. Soft skills are an important piece of employment potential.



**Scholarships:** The Foundation of AFWA offers scholarships for members pursuing and earning their credentials, such as CPA and CMA.



# WHEN to recruit young professionals?

*Year 'round*

Membership recruitment should be a year round focus. Although membership recruitment should be a year round focus, many organizations associate renewals and member drives in the months of May and June. But the best answer for “when” is whenever is best for your Chapter. Here are a few time frames to consider though:

- **After graduation:** Each summer a new group of young professionals enter the workforce. These professionals will be looking for ways to navigate their career in the community. Get them connected early on!
- **With your new Board:** New leadership means new energy and new goals. As a new board meets for strategic planning, consider YP growth as a goal for the year.
- **Watch your calendar:** you'll want to engage and excite new members with a great calendar of events. If you have a big line up of events on the calendar, focus on membership growth in advance to boost attendance and introduce new members.



# HOW to recruit young professionals?



## COMMUNICATIONS

Get online: Ensure you chapter has some sort of online presence, such as an active chapter website or Facebook page.

Connect: Use LinkedIn to search for professionals in your city, and send a request to connect.

## EVENTS

Host a panel discussion of leading women in your community discussing their careers.

Invite an HR professional to review resumes and provide interview tips

Host a speed networking event for local industry professionals

Promote an annual service project coordinated by YP members.

## OUTREACH

Other Organizations: Connect with or advertise with your local Young Professional's organization

Local Firms: If you know of a firm in your community who typically hires yps/entry level workers – reach out to them. Tell them about AFWA, ask if you can leave a flyer with upcoming event dates

**Bonus:** Promote AFWA's Associate member rate, which is reduced for professionals with less than 2 years experience.

**Bonus:** Start a Young Professional committee to organize events specifically for YPs

**Bonus:** Listen to the ideas of your Chapter's current YP members. Ask what they value, and what kind of events they would attend.



# How do others do it?

We asked outside of AFWA to find out how other associations are developing young professional programming. Here's some of what we found...

- “We've found the best way to recruit young professionals into membership is to get their employers on board. We have an outreach initiative to firms/companies that focuses on serving the company with professional updates, education, volunteer opportunities (that support professional development), networking etc. We identify firm contacts and work directly with them. When the company sees the value, they bring the members to us.”
- “Our young professionals are most highly engaged with our student (high school and college) programs and micro-volunteering projects.”
- “With our ongoing member-get-a-member program, members who are educators are the best recruiters (of student members).”
- “Connecting with yps early on is crucial -- since they may take a break from association involvement when things like marriage, family, home ownership, and little league creep in. That's another reason projects with short time commitments work. You can keep them engaged, even when they are busy. We've definitely found that later on, they'll give more time.”