



2024 AFWA Membership Drive Details

- Get a \$100 Amazon gift card for every 3 NEW Members you refer and who join by August 1, 2024!
- The Chapter with the most qualifying participants will receive 1 FREE conference registration for the WWC 2024 Hilton Head conference.
- Program dates: February 1 – August 1, 2024
- Invitation and Champagne Toast to the winning chapter at the Chapter Leader Reception at the Hilton Head WWC in October.

Chapter Advertising Campaign

- ✓ timeline
- ✓ graphics-social media, flyers, email attachments

*Suggested timeline for **distribution to your members** (approximately every 2 weeks)*

- *Based on national average the best time to send campaign Tues/10a.*
 - *If you feel your chapter has a better day and time, please set your own schedule.*
- 1 – Feb
 - 14 – Feb
 - 28 – Feb
 - 1 – Mar
 - 28 – Mar
 - 11 – Apr
 - 25 – Apr
 - 9 – May
 - 23 – May
 - 6 – Jun
 - 20 – Jun
 - 27 – Jun
 - 30 - Jun
 - 14-Jul
 - 28-July



Chapter Advertising Graphics

2024 AFWA MEMBERSHIP DRIVE

FEBRUARY 1 - AUGUST 1

The chapter with the most qualifying participants will receive 1 free conference registration at the 2024 Women Who Count Conference

EARN \$100!

Refer 3 new members
* You must put your referral name in your application when you join.

Get a \$100 Visa card for every 3 new members you refer & join by August 1st

Become A Part of The Women Who Count



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FEBRUARY – VALENTINE’S

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MARCH – ST. PATRICK’S DAY

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2024 AFWA Membership Drive Member Recruitment Toolkit

- Current members will get a \$100 Amazon gift card for every 3 NEW Members you refer and who join by August 1, 2024!

Recruitment Campaign

- ✓ timeline
- ✓ graphics
- ✓ email template
- ✓ important links

*Suggested timeline for **personal outreach** (emails, social media posts, calls, etc.!)*

- *Think about adding these dates to your calendar as a reminder to reach out to potential members!*
 - 1 – Feb
 - 14 – Feb
 - 28 – Feb
 - 1 – Mar
 - 28 – Mar
 - 11 – Apr
 - 25 – Apr
 - 9 – May
 - 23 – May
 - 6 – Jun
 - 20 – Jun
 - 27 – Jun
 - 30 - Jun
 - 14-Jul
 - 28-Jul

Member Recruitment Graphics



BE A
PART
OF THE

WOMEN WHO COUNT



YOU WON'T WANT TO MISS THIS!



Join now at www.afwa.org

LEARN

Top Notch Professional Development
(Our 12 Free CPE covers
the cost of your dues alone).
Leadership Development &
Training Opportunities

GROW

Scholarships for AFWA
Members pursuing
advanced education

CONNECT

24/7 access to all AFWA has
to offer through our Mobile
App & Members Only Section

SAVE

Discounted registration
to AFWA events, conferences,
products, & services from
AFWA partners

EARN \$100

Refer 3 new members & join to
earn a \$100 Amazon gift card.
*Enter referred name during application
process.



**AFWA
MEMBERSHIP
IS BUILT AROUND YOU!**





Sample Email for Members to use to recruit New Member

(Please customize for your target market)

Dear,

I am wanted to reach out today to share more about an organization that I am proud to be a part of the Accounting and Financial Women's Alliance. AFWA 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 leadership skills.

I joined AFWA ___ years ago and ____ (share what you value out of membership)...” Our local chapter _____ (chapter name) and is (share what is unique about your local chapter).

We would love to have you join and share all the amazing benefits such as-

- 12-Free CPE and over 200 hours of CPE Events through local Chapters and AFWA National
- Leadership opportunities at local and national level
- Professional Development webinars and resources
- 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
- Opportunity to participate in a National Directory of Accounting and Finance Professionals
- National Fall and Spring Conferences held across the country for CPE and networking

Moreover, I know you would be an asset to our organization. We are always looking for members who share our same values- empowerment, leadership, integrity, and passion!

I would love to talk more about AFWA with you! If you would like more information about joining or about AFWA please visit the website.

<https://www.afwa.org/join/>

(Email Signature)



Important links:

Member Toolkit from portal:

<https://www.afwa.org/member-home/membership-toolkit/>

Join now link with member type explanations:

<https://www.afwa.org/join/>

Member benefits

<https://www.afwa.org/benefits/>

101 Ways to Get New Members

<https://www.wildapricot.com/blog/ways-to-get-new-members/>

How to Build a Potential New Member List:

To start your campaign, you need to know who you are going to reach out to for potential new members. Once your list is created, you can prepare a more focused membership drive and enlist members to help.

1. Do a survey of your area to determine possible businesses to target
 - a. Look at businesses that have finance departments. Most businesses have an accounting department at the very least.
 - b. Some examples are:
 - i. Large stores such as Walmart, Costco, Home Depot, etc.
 - ii. Manufacturing Companies
 - iii. Banks
 - c. Local CPA, Finance, Wealth Building Firms in your area
2. Get involved with local business groups such as chambers, associations, other business groups
 - a. Attend their events
 - b. Look at who their members are



3. Look at the list of AFWA Partners and reach out to those in your area. They are more than willing to work with our local chapters <https://www.afwa.org/partners/>
4. Look at the list of corporate member discounts on the AFWA website and see if any of those firms are in your area. Go to <https://www.afwa.org/corporate-membership/> then click on View Corporate Members
5. Utilize LinkedIn to do your search
 - a. Search by job title
 - b. Search by city/area
6. Look at corporate membership to target more than one new member at a time. We can set up a code for discounted dues for larger firms
7. Review the AFWA Guide to [Prospecting New Members](#)
8. Ask each member in your chapter to get 1 new member.
9. Ask each member in your chapter to provide a list of 3-5 names that can be added to the master new member list
10. Ask HQ for a discount code for a local chapter campaign – Everyone likes a deal

Please feel free to share any ideas you have and also please make sure your membership chair is participating in our Chapter Membership Chairs Team as lots of valuable information will be shared there.

If you have additional questions, please contact Pheobie Hanover, Membership Manager at pheobie.hanover@afwa.org.