



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

Recruitment

Connecting with New Members

July 2018

TODAY'S PROGRAM

- Can potential members find YOU?
- Your Recruitment Team
- What to say?
- Event Ideas
- Your Chapter Recruitment plan



Cindy Stanley
AFWA Executive Director



Debi Williams
AFWA Director of Operations

Here the stories of success from Chapter Leaders who have done it!

Join us for AFWA Day at the



Celebrating 80 Years of Women Who Count
October 28-30, 2018 | Kansas City, MO– Westin Crown Center
WomenWhoCount.com



How do we get more members?

#1 Make sure new members can find you

WEBPAGE

Maintain a webpage with the most up to date information for your chapter. Remove old dates! Link to social media and current contacts. If you maintain an active social, your webpage can be more static – but tell people where to go to find the latest.

LOCAL MEDIA

Post AFWA meetings and events to local calendars. Announce new chapter leadership, scholarship awards, or fundraising results.

LANDING PAGE

Your chapter landing page on AFWA.org is a minimum go-to for potential members.

SOCIAL MEDIA

Choose at least one platform for your chapter – Facebook, Twitter, Instagram, LinkedIn. Be sure to maintain it with the most up to date information about your chapter – events, photos, spotlights, AFWA news



#2 Membership Takes A Team



What does a Recruitment Volunteer do?

Set a New Member Goal	Create a Culture of Referrals
Extend Invitations	Contribute Programming Ideas
Welcome Guests (Hospitality)	Follow up to Convert Guests



#3 Know What To Say

ACTIVITY

- During your next Board Meeting, ask each member to share what AFWA means to her, or her favorite AFWA memory.
- From these responses, together determine what's important to your chapter or your chapter's response to 'what is AFWA?'
- Remember these stories when talking to potential members – someone else's story may relate to a potential member more than your own.

Instead of...

The mission of AFWA is to ...

Say...

Through AFWA I've met several women who have mentored me throughout my career.



#4 Give Them Something To Come To

Today's AFWA: A quarterly event designed for new or prospective members to introduce the features and benefits of membership.

Coffee and Conversation: A casual meeting over breakfast. Instead of a speaker, assign a moderator and designate a hot topic for discussion.

Path to Partner: Invite a local female Firm partner to speak to young professionals about her career path and challenges she's overcome

Wine Down Wednesday: Wine on Wednesday!

Minutes with Mentors: In speed networking style, invite a few prominent local women to lead small group discussions and Q&A

Box Talks or Brown Bag Series: Encourage attendees to bring their own lunch as they attend a CPE session, maybe hosted in a business conference room.

Women Who Count Panel: A panel of prominent women in your community talking women in leadership and business

Friends and Family: Maybe a picnic, maybe a fundraiser. People hear 'friends and family' they think they are getting something special.

Spotlight Series/Speaker Series: A way to designate your CPE events from other events



Your Recruitment Plan: Targets

Local Businesses: What are the major businesses in your community? Everyone has an accounting department!

Corporate Membership: Do you have 2 or 3 members from the same company? Encourage them to consider a corporate membership (5+ members) for discounts and bonuses.

Local Paper: Watch the business section for promotions and new hires – send a congratulatory note.

Events: Joint meetings with other groups and panel discussions with a variety of speakers will draw in new faces.

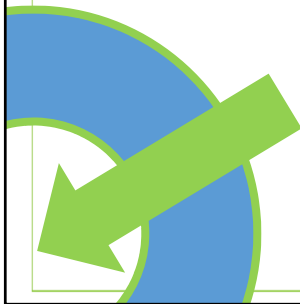
LinkedIn: Your go to for new connections! Send messages directly to local professionals.

Local Universities: Build a relationship with professors and advisors. Community College students are likely to stay local after graduation.

Online Advertising: Small budgets can have an impact on Facebook and LinkedIn when you specify your target.

Current Membership: Culture of Referrals – ask who they know!

Inactive Members: Access your list of past Chapter members and reach out with a new invitation. We miss you!



Your Recruitment Plan: Medium



EVENTS

Plan ahead and always have something in the future to promote to guests.



PROMOTION

Email. Website. Social Media. Event Calendar. Postcard



PERSONAL NOTES

Keep a supply of notecards to write personal notes, invitations, and greetings



PHONE CALLS

A personal touch will help you stand out. Call potential members with invitations.



SOCIAL MEDIA

Engage with potential members and make it easier for them to learn about you



FLYER

To promote the benefits of membership and share information



BUSINESS CARDS

Print chapter business cards to distribute when given the opportunity.



EMAIL SIGNATURE

Include AFWA in your email signature. Include links to your website.



Your Recruitment Plan: Converting Guests

AT THE MEETING

- Welcome and greet all guests
- Start with an icebreaker
- Promote your next event!
- Feature a Member Benefit

AFTER THE MEETING

- Connect on LinkedIn or by Email
- Make note of something unique you talked about
- Invite her to the next event
- National Referral Program

ON GOING

- Maintain a running list of guests and leads
- Make information easily available via website or social media
- Demonstrate value in the ticket price of your events
- Recognize current members – to show others what they are missing out on

*Job. Job. Job.
Right Hook*
Gary Vaynerchuck



In Summary



Set Goals and Focus
Your Efforts



Stay positive and
have fun!



Keep at it and
celebrate your wins





Questions?

Contact Cindy.Stanley@AFWA.org or Deborah.Williams@AFWA.org



Connect with AFWA

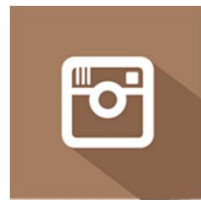
anytime at AFWA.org on these social sites



[/AFWAnational](https://www.facebook.com/AFWAnational)



[@AFWAnational](https://twitter.com/AFWAnational)



[@AFWAnational](https://www.instagram.com/AFWAnational)



[Page/Group](https://www.linkedin.com/company/AFWA)



Bonus Slides

A few more tips, tricks, and ideas!

Non-CPE Event Ideas

CPE is important, but members want more! Incorporate some of these ideas throughout your programming year to promote a balanced event calendar.

- Walks: Organize an AFWA team for a local 5k such as the Heart Walk
- Paint Night
- Self-Defense
- Ball Game
- Golf Lessons
- Wine Tasting/Beer Tasting: at a single location or a tour/day trip
- Community Events: for example, Lexington hosts a Thursday night free concert downtown. A local chapter identified a spot and said this is where we'll be, come on down!
- Ladies Night (BeautyCounter, Stella & Dot, Pampered Chef): Any members or family members sell anything?
- Cooking Class
- Work Out Class: Who doesn't need yoga to relieve stress during busy season
- Book Club: Participating members can follow along with guided discussions. End it with a special dinner.
- Build a Bear: networking and community service! Did you know Build a Bear travels? I've seen this event hosted at a local brewery. Bears were given to the Children's hospital.



Using LinkedIn: Your Profile

Update Your Profile with your Board Position: For example...

Board of Directors (Volunteer)
 American Advertising Federation - Lexington
 Jul 2007 – Jun 2014 • 7 yrs
 Lexington, KY

Chairman of the Board ('11-'14), VP ADDYs ('11-'12), President ('10-'11), VP Programming ('09-'10), Treasurer ('07-'09)

AAF Lexington is the local chapter of the American Advertising Federation. Membership in the AAF

Other important features:

- Include a headshot
- Include a summary (look at other profiles of similar career women to get ideas for your own)
- List your current professional position and your AFWA position



Using LinkedIn: Search

1. Click Here

2. Click People

3. Click All Filters

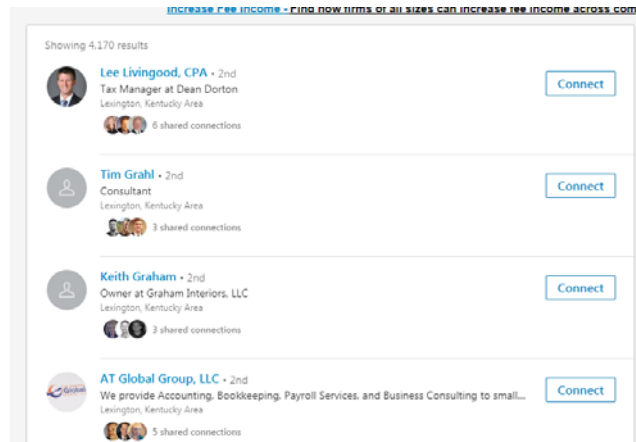
All people filters

<p>Connections of</p> <p>Add connection of</p>	<p>Locations</p> <p>Add a location</p> <p><input checked="" type="checkbox"/> Lexington, Kentucky Area</p> <p><input type="checkbox"/> United States</p> <p><input type="checkbox"/> Cincinnati, Ohio Area</p> <p><input type="checkbox"/> India</p> <p><input type="checkbox"/> United Kingdom</p> <p><input type="checkbox"/> Greater New York City Area</p>	<p>Current c</p> <p><input type="checkbox"/> Proc</p> <p><input type="checkbox"/> Five</p> <p><input type="checkbox"/> Upw</p> <p><input type="checkbox"/> Gob</p> <p><input type="checkbox"/> Univ</p>
<p>Fast companies</p> <p>Add a company</p> <p><input type="checkbox"/> Procter & Gamble</p> <p><input type="checkbox"/> IBM</p> <p><input type="checkbox"/> University of Cincinnati</p>	<p>Industries</p> <p>Add an industry</p> <p><input checked="" type="checkbox"/> Accounting</p> <p><input type="checkbox"/> Marketing and Advertising</p> <p><input type="checkbox"/> Information Technology and Servic</p>	<p>Profile la</p> <p><input type="checkbox"/> Eng</p> <p><input type="checkbox"/> Fren</p> <p><input type="checkbox"/> Spa</p> <p><input type="checkbox"/> Port</p>

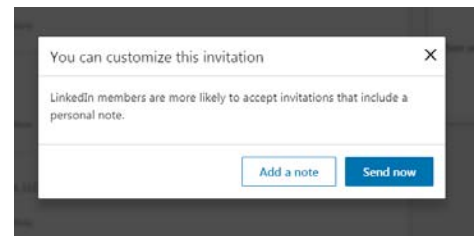
4. Apply Filters
 Start with city
 And industry
 (accounting, financial
 services...)



Using LinkedIn: Search



5. Scroll through your results. Find someone and click Connect.



6. Add a note to your invitation



What to Say? Comebacks to Common Excuses

I'm unemployed at this time: Membership in AFWA provides excellent opportunity to networking and meeting potential employers. I understand the financial constraints, but at times like this our AFWA network can be most valuable.

I already belong to another professional organization: AFWA stands out as one of the only organizations dedicated to women in accounting and finance. Not only do our members share in the unique position as women in a male dominated field, but our members have an amazing opportunity to take on leadership roles often held by men in other organizations.

I just don't have time: I understand the demands of work, family, and other commitments. View your membership as something you're doing for yourself and you'll be more driven to make time to invest in your career and networking relationships.

The cost is too high: We understand the financial commitment, but when you compare our membership and event fees to other related organizations, AFWA is a great value!

I need my employers support: AFWA offers opportunities for leadership to develop your skills as a professional. Not only will your employer value the CPE you earn, but when you get involved they'll value the investment made in you to grow professionally.



AFWA Member Benefits

Relationships Worth Counting On

- A supportive network of women who inspire and promote each other
- 50+ local chapters across the country connect you to a nationwide network of professional resources and relocation opportunities
- Community on all major social networks including, Facebook, Twitter, Instagram, and LinkedIn
- The Women Who Count National Conference which brings together hundreds of accounting and finance professionals each Fall

Investment in Your Potential

- Low cost, high quality CPE offered through local, area and national conferences, events, and webinars
- A business listing in AFWA's National Find a Pro Directory which makes it easier for potential new clients to find you
- eLearning offers free education through professional interviews on career and skills development
- Scholarships for AFWA members pursuing advanced certifications
- Leadership development through local and national volunteer opportunities
- A variety of discount programs through corporate partnerships and alliances
- Access to an online Members Portal with resources to support leadership and career development



AFWA's Competitive Advantage

- Diverse Membership – member's don't have to be a CPA or other certification – no exclusions
- Opportunity to personally connect with Women Leaders within a male dominated industry – mentorship and advisors
- Programming provides a mix of technical and professional development/soft skills
- Membership and Conference is affordable when compared to other industry memberships and events
- Leadership opportunities for Young Professionals – fewer barriers to national volunteer roles
- Concentration of Women Business-Owners

We're fun!

