

CONNECT ADVANCE LEAD



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

2019 Chapter Membership Challenge



CONNECT

Don't just network... connect!

Who do professionals want to connect with?

<p>Likeminded Professionals: Women want to meet other women who are in a similar career stage or on a similar path – for relatability on every day occurrences, and support when facing unique challenges.</p>	<p>Career Advisors: Women benefit when they can connect with others who have been where they are going. To share stories and find answers – a close professional network becomes a community of advisors and mentors.</p>	<p>Business Opportunities: Whether they offer a product or a service, professionals are looking for business and career opportunities. Providers want to meet end users. And Professionals want to be in the know on the latest comings and goings within their community.</p>
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What does this mean for your Chapter?

You have to tell your chapter's story! Members need to hear from you more than once a month with an event reminder. Post regularly to social media or your website. Start a Chapter newsletter. Feature your members, post pictures from your events, interview your sponsors.

Ideas to Connect:

Monthly Member Spotlight: Feature a member each month and share what she loves about AFWA, or why she loves her job. Share her story on social media.

Select a Volunteer of the Month: Recognize someone who has gone above and beyond at each meeting. Ask her to share what she loves about volunteering.

Affiliate Membership: Invite sponsors and speakers to join as affiliate members and encourage them to get involved.

Utilize LinkedIn: Include links to Board Member LinkedIn profiles on your chapter website.

Social Time: Make sure you allow time for conversation before your chapter events and include social events within your programming calendar.

Hospitality: Hospitality volunteers should be on the look out for anyone who looks "alone" at your events. Introduce them to other members and make everyone feel welcome.

On the Move: Celebrate your members' accomplishments – recognize when someone get a new job or promotions, earns a degree or certification.

PR: Announce your Board appointments in the local Business Paper. Send scholarship opportunities to local colleges and universities. Post your meetings on community calendars. Share your community service project with the local paper – get the word out about AFWA!

ADVANCE

Quality education with a little fun on the side!

Maintaining a consistent programming schedule is probably the most challenging responsibility by volunteers – or at least the most time consuming. But your programming calendar is also your best recruitment tool!

Why Plan Ahead?

<p>Promotion: Calendars fill up fast. The sooner you promote your event, the better chance you'll have at earning a valuable spot on an attendee's (or speaker's) calendar. Promote your events early and often.</p>	<p>Consistency: Members on the fence about joining or renewing are going to look ahead. They'll want to see events on the calendar that will add value to their membership.</p>	<p>Support: Members need to show value to their employers – a calendar full of informative topics will help. Sponsors may also be more likely to lend support to events when they can plan in advance.</p>
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With so many other opportunities for education...

How is AFWA different?

AFWA is fun! That's the message we consistently hear from our members. You can take online classes... but you'll miss out on face-to-face connection. You may go to a lunch and learn from another organization, but would you also go to Happy Hour with them? They may have more people in the room, but are you as comfortable there as you are with AFWA? Keep AFWA fun, because that's why we stand out!

Ideas to Advance:

Industry Publications: What are the hot topics being covered in Accounting Today and other publications? If the media is talking about it, your Chapter should be to.

Industry Influencers: Work with a sponsor to bring in a major industry influencer who will attract an audience out side your regular attendees.

Women Who Count Panel: Host a panel of prominent women I your community talking on women in leadership and business.

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.

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

LEAD

AFWA is a supportive environment of women

If you're reading this, you've likely accepted some level of leadership within your Chapter. Although not everyone is looking to "lead", encouraging others to get involved is crucial for engaging and retaining members in the long term.

<p>Practice: AFWA is a safe environment to practice and develop personal skills. Volunteer roles allow you to grow into a confident leader. Engage young professionals who are looking for experience!</p>	<p>Employer Support: Employers want their employees to gain from membership. Firms will be happy when they see the improvement and growth their employees gain from volunteering in AFWA.</p>	<p>Sharing: With more heads at the table and hands at the task, the work to maintain your chapter will be less daunting, and more fun! Delegate, train, and work together.</p>
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How does "Lead" grow my Chapter?

Employers: Leadership development is a key selling point to employers. AFWA offers an opportunity for on-the-job leadership training, and skills development through Chapter experiences. Chapter volunteers have the opportunity to develop personal skills they may not grow as quickly in their day-to-day job.

Retention: Volunteer roles establish a deeper connection between members and with the organization. An engaged member is happy member – and one who is more likely to renew!

Ideas to Lead:

Leaders vs Volunteers: Some people may respond more favorably to taking a volunteer role over a leadership role. There may be no difference between the two – it's all in the presentation.

Leaders vs Committees: Also remember, your Chapter Leaders will on your Board of Directors. Committee Members may work directly with a Chapter Leader – but never attend a Board Meeting. Committee Members have focused responsibility and take on tasks as needed throughout the year.

Set a goal for Member Involvement: For example, we want 100% of our Regular Professional members involved on a committee.

Define Expectations: Members want to know exactly what to expect. Clearly define their committee or volunteer responsibility. Present options for various levels of commitment (ex. a number of hours, a time of year, or a specific ongoing task)

Encourage New Members: Get new members involved on a committee and be open to having them in leadership positions on your board. Never turn away an excited volunteer!

Start Something New: if a member has an idea for a new event or project, give her the support to run with it and lead.

Define a Path: Encourage volunteers to look ahead to other leadership positions within AFWA. Be it Chapter President or with National. Set her up for success as she works toward her goals!

Recognize and Thank: Show appreciation for your volunteers often. Host a volunteer appreciation event. Provide ribbons for name badges. Post headshots or a Board photo to your website. Write a note to the members employer, or give her a recommendation on LinkedIn.