

Advantages of ASFIP Membership

For your consideration of local society membership with your CFA membership. You have probably gotten an email from the CFA Institute, the annual renewal process has started and we would like to highlight some of the benefits of ASFIP membership. Since I am a charter holder, I think expressing it in numbers make the case come alive. I believe the benefits are not only monetary so the case has several dimensions.

For the monetary case, we need to start with the expense of \$100. Many of our members are reimbursed for this expense by the company that they work for and we appreciate the company support. About 50% of our membership do not have corporate reimbursements so let's look at those as the bar to go over. For the \$100 you receive:

- 1 – Two free lunches, value about \$35 (our cost) = \$80
- 2 – Annual dinner with drinks, value about \$80
- 3 – Networking socials, value about \$25 = \$50
- 4 – Holiday social, value about \$60
- 5 – Other free events (Future of Finance), value about \$60
- 6 – **Marketing expense** of \$28,000 across 1400 members, value about \$20

Total potential value = \$350

For items which are harder to put a dollar value on, I will simply list:

- A. Networking is extremely important when out of a job but it is valuable at all times
- B. Education through use of our **YouTube page video/audio** recordings
- C. Tweets or LinkedIn shares of **Blog** or CFA Institute materials
- D. **Continuing Education(CE)** credit for CFP and IMCA at ASFIP events
- E. Opportunities to interact with students and community to build CFA brand

Our society has evolved over the years and now it stands at over 1400 members across the greater Georgia area. Items in **bold/italic** were implemented this year!

We feel that the members receive access to finance and investment leaders with our programs. We are trying to enhance the programs with practice management and professional skills. We realize it is harder to get to events with traffic continuing to challenge our commutes. The society has started to do more calls and we are seeing members like the flexibility that a call format brings. We are only as good as the members who volunteer and try to make the society better every year. Please engage in the efforts to make our society great!

I ask that you consider checking the box for local membership. I believe there is worthwhile education, professional and personal value in the society membership.

We would welcome your input if you decide that local membership is not for you. We want to understand what we could change or improve so you would join?

Thanks for your consideration!

ASFIP Leadership