



DRAFT YOUR WINNING LINEUP! RECRUITING CHALLENGE



DRAFT YOUR WINNING LINEUP!

This year's membership challenge will be held for 10 weeks only:

September 15 – November 21

The Team (chapter) with the greatest percentage increase in paid memberships WINS!



WINNER:

2 runners-up will win a charging station for use at chapter events:



WINNER:

Grand prize is an event-ready bundle:

- 11" tablet with display case and stylus pen
- mobile hotspot
- power bank with laptop charging capacity



valued over \$500!



BONUSES:

- Recruit a new AGA Advantage Group.
- Recruit new student and professor members.
- Bring student(s) in to
 - Government Finance Case Challenge
 - National Collegiate Leadership Scholarship



TOP RECRUITER:

- Individual AGA Members will be eligible for **Top Recruiter** by recruiting a minimum of 10 members between April 2025–March 2026.
- The Top Recruiter will receive free in-person registration *and* five nights hotel room for PDT '26!
- The second and third place recruiters will receive free in-person registration for PDT '26!



PDT 2026

Washington, D.C.
July 21–23, 2026



HOW TO RECRUIT NEW MEMBERS

Know your value proposition!
What does AGA offer?

Listen – what do they need, and
can AGA help fill that need?

Authenticity wins over canned talking points.
Share your story.





WHAT OR WHO IS AGA?

membership association

for financial management professionals
supporting government

offering training, certification, networking

to strengthen accountability





UPCOMING OFFERINGS:

October 8: Free Members-Only Webinar 1.5 CPEs

October 21: potential add, shhh! 1.5 CPEs

November 5: potential add, shhh! 1.5 CPEs

November 6: TTS 6 CPEs

December 8: Free Members-Only Webinar 1.5 CPEs





“saw this and thought of you”





OVERCOMING OBJECTIONS

What do you commonly hear?

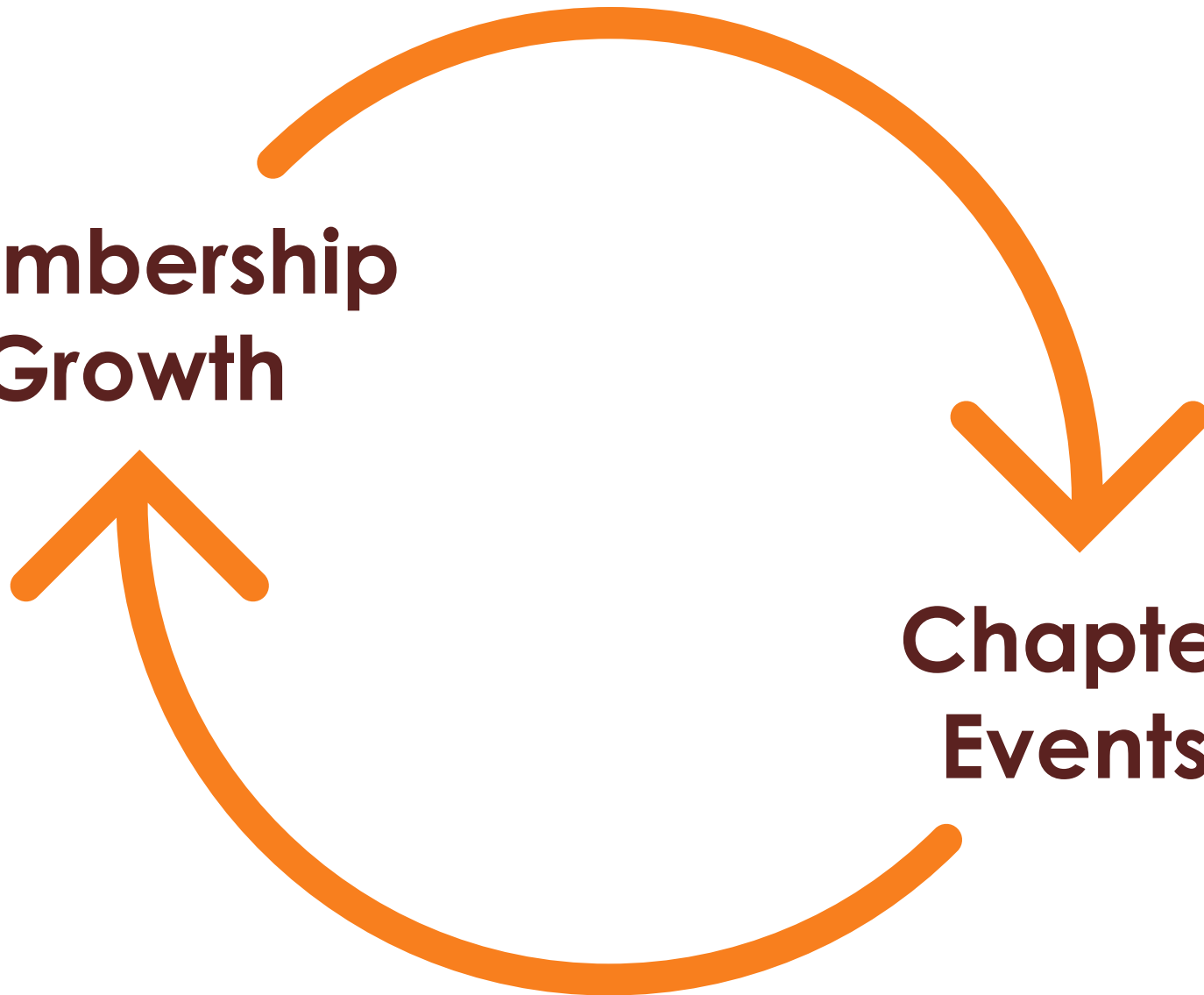
“my employer won’t pay for it”

“I don’t have time”



**Membership
Growth**

**Chapter
Events**



members-only events
vs.
open to all





Ideas for non-CPE events

<u>September</u> • School supply drive • Park Cookout • Networking Happy Hour	<u>October</u> • Career Fair • Pumpkin Painting Party • Webinar Watch Party	<u>November</u> • Volunteer at Food Pantry • Game Night	<u>December</u> • Cookie Swap • Wrapping Party • Visit a Nursing Home	<u>January</u> • New Year Goal Setting • Winter Coat Drive • Cooking Class
<u>February</u> • Volunteer at Junior Achievement • Hot Cocoa bar • Career Fair	<u>March</u> • Animal Shelter supplies drive • Pancake Dinner • March Madness bracket and/or watch party	<u>April</u> • Baseball Game • Local Park Clean Up • Resumé review	<u>May</u> • Write cards to troops • Habitat for Humanity build	<u>June</u> • Pool Party • Walk/Run 5K • Trivia Night • Prom Party





Sample Chapter Schedule

<u>September</u> Networking Happy Hour with school supply drive	<u>October</u> CPE Event	<u>November</u> Volunteer at Food Pantry with canned food drive	<u>December</u> Gift Wrapping Party and write cards to deployed troops	<u>January</u> CPE Event	<u>February</u> Campus Career Fair
<u>March</u> Volunteer at Junior Achievement (ja.org)	<u>April</u> CPE Event	<u>May</u> Attend Minor League Baseball Game	<u>June</u> Walk/Run 5K for charity	<u>July</u> Cookout with families	<u>August</u> Volunteer at Animal Shelter with supplies drive





Resources

Themed Digital Assets

Adobe Express

Marketing Materials Request Form

Speaker Request Form – available later this week

