2019-20 CFMA 12+ Membership Promo

What is it? When new members and lapsed members (prior to April 1, 2018) pay for 12 months of membership from Sept. 16, 2019 through March 31, 2020, their benefits will be extended until March 31, 2021.

Restrictions: Offer is not valid for current members, renewing members, lapsed members April 1, 2018 – Current

Timeframe: Sept. 16, 2019 – March 31, 2020

Cost: $355 (General Membership) or $455 (Associate Membership)

Graphics: https://www.dropbox.com/sh/krizcbwvjll5294/AABR4XcaRxg77XPSSzK_SFa?dl=0

Important URLs:

12+ Webpage: www.cfma.org/12plus

Online Membership App: http://www.cfma.org/membership/joinonline.cfm

PDF Paper Application: https://koi-3QNIxxQI60.marketingautomation.services/net/m?md=QS0OwGhxq0mmcyYCF0l8vULqev2r2nEn

Help construction financial managers (CFMs) discover the power of CFMA with the 12 plus membership offer. Here is how CFMA can help CFMs:

- Connect with more than 8,600 CFMs
- Resources created just for CFMs
- Education created specifically for CFMs
- Meet local peers
Sample Email

Subject Line Suggestion: Take advantage of CFMA’s most popular membership offer!

<Insert Banner>

You don’t have to wait until 2020 to invest in your career and discover the Power of CFMA. Join the Construction Financial Management Association now to connect with 8,600 construction financial managers (CFMs) and take advantage of professional development opportunities before this year comes to an end!

Plus, when you join CFMA and pay for 12 months of membership your benefits will be extended until March 31, 2021.

Top-rated member benefits:

- Award-winning CFMA Building Profits magazine
- Online, members-only Connection Café
- Free monthly webinars
- Exclusive discounts on construction specific products and services

If you have any questions, the CFMA Membership team would be happy to help! Feel free to call 888-421-9996 or email member services at membership@CFMA.org.
Sample Facebook/LinkedIn Posts

1. Goals for 2020:
   Develop new skills.
   Stay up-to-date on construction financial management best practices.
   Focus on my professional development.
   Contribute more to my company.
   Expand my network.

   CFMA can help you achieve your goals in 2020! Take advantage of CFMA’s most popular membership offer, when you pay for 12 months of membership your benefits will be extended until March 31, 2021. Learn more>> www.cfma.org/12plus

2. Let CFMA help you elevate your financial expertise and leadership skills. Take advantage of all that CFMA has to offer CFMs by becoming a CFMA member now. Make the most of this investment by joining now, because when you pay for 12 months of membership your benefits will be extended until March 31, 2021. Go to www.cfma.org/12plus to learn more!

Sample Tweets

Take advantage of @CFMA’s most popular membership offer! When you pay for 12 months of membership your benefits will be extended until March 31, 2021. Learn more>> www.cfma.org/12plus

Don’t let the falling temperatures distract you from reaching your goals! Join @CFMA and take advantage of great webinars, articles, and networking. Join now and your benefits will be extended until March 31, 2021. www.cfma.org/12plus

Learning never stops! Keep your skills sharp by joining @CFMA. Not only will you have access to great education, but you will be able to learn from more than 8,600 CFMs. Join now and your benefits will be extended until 3/31/21. www.cfma.org/12plus

Do you want to develop lasting relationships with #CFMs? If so, join CFMA and start connecting with our amazing members! Plus, when you pay for 12 months of membership your benefits are extended until March 31, 2021. Learn more>> www.cfma.org/12plus

Learn & network with your peers by getting involved with @CFMA! Join now to take advantage of all CFMA has to offer and when you pay for 12 months of membership your benefits are extended until March 31, 2021. Learn more>> www.cfma.org/12plus
Is your career at a standstill? Join @CFMA & build long-term career success by taking advantage of the benefits that come with a CFMA membership. Join now, and when you pay for 12 months of membership your benefits will be extended until 3/31/21. Learn more>> www.cfma.org/12plus

Now is the time to connect with local & industry CMFs with this amazing offer from @CFMA! When you pay for 12 months of membership your benefits are extended until March 31, 2021. Learn more>> www.cfma.org/12plus

Hey #CFMs, don’t wait until 2020 to join @CFMA! Become a member today and extended your member benefits until March 31, 2021. Learn more>> www.cfma.org/12plus

CFMA’s award-winning @CFMABP magazine is just one of the great benefits you will have access to when you join @CFMA. When you pay for 12 months of membership your benefits are extended until March 31, 2021. Learn more>> www.cfma.org/12plus

(These Tweets are meant to be sent out as a series. We recommend sending one out every hour)

Goal #1 for 2020: Develop new skills. Join @CFMA to make this goal a reality! Learn more>> www.cfma.org/12plus

Goal #2 for 2020: Stay up-to-date on construction financial management best practices. @CFMA member benefits makes this a lot easier! Join CFMA now and when you pay for 12 months of membership your benefits are extended until March 31, 2021. Learn more>> www.cfma.org/12plus

Goal #3 for 2020: Focus on my professional development. Join @CFMA to make this goal a reality! When you pay for 12 months of membership your benefits are extended until March 31, 2021. Learn more>> www.cfma.org/12plus

Goal #4 for 2020: Contribute more to my company. Join @CFMA to make this goal a reality! When you pay for 12 months of membership your benefits are extended until March 31, 2021. Learn more>> www.cfma.org/12plus

Goal #5 for 2020: Expand my network. Connect with more than 8,600 CFMs online, at conferences, and at local chapter events. Join @CFMA and when you pay for 12 months of membership your benefits are extended until March 31, 2021. Learn more>> www.cfma.org/12plus