



FALL 2023 CAMPAIGN DETAILS FOR CHAPTERS

Dates: 8/22
– 10/30/23

TXCPA Staff Contact:
Kristie Estrada

Department: Membership,
Marketing, and Communications

BACKGROUND

TXCPA is launching a fall 2023 acquisition campaign from Aug. 22 – Oct. 30, 2023.

OBJECTIVES

- Recruit 200 new or returning members, with 175 being CPA members between Aug. 22 and Oct. 30, 2023.
- Increase dues revenue collections to meet 2023-2024 budget.
- Coordinate messaging with TXCPA chapters. TXCPA will provide chapters with contact information of the campaign prospects in their area and draft messaging.

PROSPECTS

- Dropped CPA and non-CPA members from 2018 – 2022

KEY MESSAGES

- Join today for \$199
- Only available to CPA and Accounting & Finance Professional non-members (**not 2023-2024 canceled members**)
- Available until Oct 30, 2023
- Discount code **Fall2023 is** required for activation
- Promotion of free CPE, a free ethics course, TXCPA Exchange, local chapter membership, TXCPA Career Center

TACTICS

- Personalized email sent from TXCPA 8/22
- PropFuel Acquisition Campaign offer launches 9/12
- Feathr campaign launch 9/12
- Social campaign launch 9/12
- Phone calls from the TXCPA membership team/chapters utilizing phone and voice mail scripts during the week of 9/18
- Review progress and response and share chapter messages for local outreach (bi-weekly beginning 8/29).