

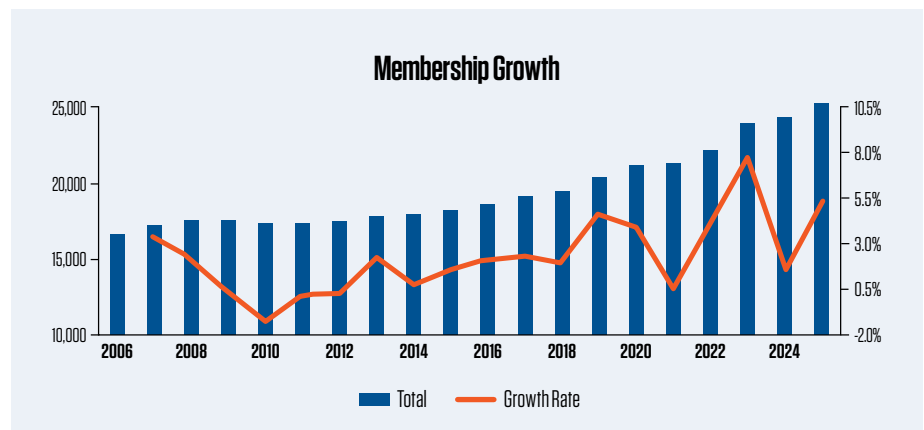


GFOA's Growing Membership Network Takes the Next Big Step

Christopher P. Morrill | Executive Director/CEO

It's no secret that GFOA's strength lies in its member network—finance professionals from all forms of state and local governments who engage in education, networking, certification, research, and advocacy, building on our shared mission of advancing excellence in public finance to build thriving communities. That network is larger than ever, making it possible for GFOA to provide more than ever to you and to the public finance profession. Ten years ago, GFOA set an aggressive goal of reaching 20,000 members by 2020. We hit that target, and now, five years later, we are thrilled to announce that we have more than 25,000 members. Over the past five years, GFOA's growth rate has more than doubled its historical average, for 15 years in a row (and counting) of growth.

What all this boils down to is that your GFOA membership is more beneficial and economical than ever. Membership fees haven't increased in more than ten years, and we've continued to add benefits that are valuable to our community of finance professionals. All GFOA members receive subscriptions to *GFR* and to GFOA's weekly newsletter,



discounts on registration for our annual conference, training, award programs, publications, access to online communities, the new Certified Public Finance Officer (CPFO) program, and unique learning opportunities with the GFOA Leadership Academy—along with several programs offered with GFOA's strategic partners.

GFOA affinity groups put our members in touch with a network that focuses on serving unique elements of our membership. Each affinity group—like the Small Government Forum, Urban

Forum, Utility Finance Forum, Alliance for Smarter School Spending, Black Caucus, Young Professional Network, LGBTQIA+ Caucus, and Women's Public Finance Network—provides benefits including training, networking events, mentorship, online community forums, and more, at no additional cost. These groups, along with GFOA's standing committees and similar volunteer opportunities, provide career development possibilities and connections that benefit finance professionals at all levels. And it isn't just chief financial officers,



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finance directors, budget managers, and controllers who benefit from being involved in GFOA. Accountants navigating recent GASB pronouncements, budget analysts working to improve effectiveness of specific programs, procurement professionals leading an evaluation team, or anyone who's new to the public sector and could use some help getting used to its unique challenges—all can benefit from the peer-to-peer connections and technical resources GFOA provides every day.

Many governments reserve formal membership for their most senior staff, however, leaving many people who are just starting out or holding mid-level positions without access to GFOA's

resources. In other words, finance professionals with the most to gain—our future cadre of leaders—lack access to many of the GFOA programs designed to help them the most. Therefore, GFOA needs to pivot and evolve once again.

In April 2025, we will announce GFOA's next major membership evolution and move to once again greatly expand member benefits. GFOA will transition to an organization-wide membership structure that will allow for continued access to great member benefits at affordable rates, and we'll also expand to cover many more finance professionals. All staff in member organizations will be eligible for membership at no additional per-person cost.

I look forward to communicating the details of this important initiative and highlighting ways in which GFOA plans to not only grow but also to improve in the future. Our past success has provided the financial resources to invest in new technology, explore artificial intelligence (AI), expand our staff team, identify new ways to serve, and support this new growth opportunity. I have no doubt that GFOA will remain a leader among our peers and continue to deliver the tools, resources, and guidance to support thriving communities as we face the challenges ahead. 🙌

Sincerely,

Chris