



ACFE Chapter Leaders Resource Guide

2013 Edition

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Strategies to Increase Attendance

Strategy	Contact/Chapter
Switched our meetings from one hour monthly during lunch to three hour meetings held quarterly first thing in the morning.	Marc Courey, Twin Cities Chapter
Officers contacted members by telephone reminding them the chapter is the best way to network and annual membership is low.	Upstate New York (Syracuse) Chapter
We moved our meeting location to Ruth Chris. We did have to increase our meeting fee but the location seemed to appeal more to the members.	Central Mississippi Chapter
Over the last few years we started to have small giveaways at meetings.	Kristin Sommer, Lehigh Valley (PA) Chapter
We started to offer more dinner meetings.	Toronto Chapter
Hold chapter meetings in various locations to attract and be fair to surrounding areas that CFEs reside.	South Florida Chapter
We are reaching out to younger members, inviting guests etc.	Robert Zensner, Southwestern Ontario Chapter
Increased number of CPE hours offered at bi-monthly meetings and eliminated the May meeting due to close proximity to our fraud conference.	Brian Tanen, Maryland Chapter
Implemented a monthly CFE forum to understand member's needs.	Kris Curaming, Philippines Chapter
We have reached out to the local colleges and requested each member that attends a meeting to bring a guest.	Southeast Michigan Chapter
We have strived to provide more CPE hours and make sure that we include refreshments.	David Rule, Singapore Chapter
Moved meeting to a more convenient and good service location with reasonable cost, Sheraton. Put on an ethics class annually. Bring in good and interesting speakers. Set-up an informative chapter web site.	San Diego Chapter

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We changed our summer meetings that showed low attendance to four-hour CPE events and attendance tripled.	Jean Pavlin, NE Ohio Chapter
We try to make sure that we provide training that is more job-specific to our members.	Jose Curiel, San Antonio, Texas Chapter
We sent out a survey to the entire contact list asking for input. Although we did not receive many responses, it was helpful knowing what topics were interesting to our members (and non-members).	Leah Wietholter, Tulsa Area Chapter
We strive to recruit highly regarded professionals who contribute their knowledge, and provide low costs for attending meetings and seminars. Value is important to our members.	Colorado Chapter
We tried alternating meeting sites as well as times of day (lunch and dinner).	Northwest Florida Chapter
Increased the hours/CPE's and kept the cost the same.	NE Ohio Chapter
Yes, some meetings had low attendance. We reversed it by advertising our meetings on social media (LinkedIn), increasing the frequency of Meeting Announcements to our members and non-members, encouraging members to give us the contact info of their colleagues for our database, and giving ACFE-related gifts to meeting attendees.	Dave Marshall, Greater Chicago Chapter
We offer deeply discounted rates/fees for chapter members. Therefore, we encourage prospective members to join at our nominal annual dues rate in order to be eligible for the member rates for all of our events.	Richard Sobine, Philadelphia Area Chapter
Invitations, invitations, invitations.	Deborah Lowtharp, Montgomery Chapter
I send out a meeting announcement two weeks in advance of our meeting and again one week in advance of our meeting telling about the speaker and the topic	Tracy Garner, Kentucky Chapter
Excellent and convenient meeting location, develop an interested party e-mail list which includes all ACFE members living in area, send chapter announcements out to all on e-mail	San Diego Chapter

list, promote networking, on occasion jointly hold CPE training with sister professional organizations such as IIA, participate in local Accounting Day training event.	
We continually send out email blasts describing the event or meeting and detailing the speaker and topic. We try to provide a variety of topics throughout the year and try to not repeat any topic within the same year.	Tampa Bay Chapter
We also have done surveys to see what topics our attendees want more information on.	Kimberly Butler, Heartland (NE) Chapter
Free donuts/bagels and coffee; start the meetings at 7:30AM so everyone is at work by 8:30-8:45AM	Jason Gossett, Evansville Chapter
Personal email, flyers to organizations and flyers to our seminars.	Northwest Florida Chapter
Increase CPE hours per training	NE Ohio Chapter
We have a networking period after each meeting. We have giveaways from sponsors. We have great guest speakers.	Dave Marshall, Greater Chicago Chapter
We hold meetings in various locations to cater to all geographic areas so members and prospects don't feel left out.	South Florida Chapter
<ul style="list-style-type: none"> • We sent out a membership survey to identify geographical preference. From the results, we identified that the current meeting place was not properly meeting the travel needs of our members. • We changed the venue and improved the luncheon “image” • We began a 3-2-1-3-1 notification strategy, sending out meeting notices three weeks, two weeks, one week then three days and one day out from the event. • We started handing out three to five door prizes for attendees who pre-registered. • We increased the price for walk-ins • We implemented alternating CPE hour events to accommodate people’s travel needs. One luncheon may be one hour while the next may be two to four hours, etc. • We improved the quality of our speakers by implementing a rotating experience strategy. Government, consulting, 	Ryan Hubbs, Houston Chapter

<p>investigative, general knowledge, educator, etc. We try to not put any two types back-to-back unless necessary.</p> <ul style="list-style-type: none"> • We offer two ethics courses a year but also piggyback the ethics course with a high profile one hour CPE speaker. This provides three hours of CPE, entices others who already obtained their ethics CPE to still attend, and increases the chapter training revenue. It also helps those members who could not attend one of the other ethics courses due to conflicts. • All board members are required to work the room, greet members and provide for a generally energetic experience. • Permanent name badges were implemented to increase the professional atmosphere of the luncheon, identify members vs. non-members, and generally give people an extra incentive to pay their membership dues. • Attendees can register and pay online • Attendees can pay with a credit card at the door using our PayPal swipe tool. • Luncheon and event details are forwarded to several local newspapers and business journals to post in their upcoming communications. 	
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Strategies with Social Media and Increasing Awareness

Strategy	Contact/Chapter
<p>We made a LinkedIn group, Facebook group and a Twitter group to keep members involved with the chapter.</p>	<p>Khurram Haider, Islamabad Chapter</p>
<p>We also purchased a website manager "Star Chapter" that helped us send out meeting reminders and maintain a database of people who attend our meetings.</p>	<p>Central MS Chapter</p>
<p>In 2009, we started an awareness campaign. The first step that we did is to have an office that is exclusive for the Chapter to give it its own identity and move its place of business to Makati the center for big business in the Philippines. The Chapter's office doubles up as a training center so that we can offer fraud seminars at an affordable cost to members and non-members. Members are given discount for seminars to encourage non-members to be, at least, an associate member. Part of this awareness campaign was to introduce the CFE credential to</p>	<p>Lilian S. Linsangan, Philippines Chapter</p>

<p>professionals who are involved in fraud investigations by conducting free orientation sessions on what a CFE is, its benefits and how to become a CFE. We also developed a 10 day Facilitated Study Sessions (FSS) to help prospective CFEs prepare for examination. We introduced the FSS in 2010. We also started having quarterly General Membership Meetings (GMM) inviting known personalities as speakers and conduct fraud seminars, at least, twice a month.</p>	
<p>The chapter has implemented new strategies to raise awareness and participation. These included offering higher quality speakers from relevant topic areas, introducing social events, adding networking opportunities, changing the venue and times of meetings to accommodate more members. This resulted in an increased attendance rate of nearly 100%.</p>	<p>Steve Morang, San Francisco Chapter</p>
<p>We advertise heavily on LinkedIn and through Constant Contact to let folks know what we are doing.</p>	<p>Ken King, Colorado Chapter</p>
<p>Since July, we have totally redesigned the website with member benefits in mind. Members are now able to sign up for events through the website; are able to look for other members; and see upcoming events. We are only in the initial stages of bringing the website to its full potential. We were very fortunate. We contacted the Arizona chapter early-on, because they offered a great example. They were incredibly gracious in offering us assistance during our transition to our new format. Eventually, we will be able to track membership, prospects, events that encourage certain types of attendees, members that bring in new members, etc.</p>	<p>Olivia Robinson, Los Angeles Chapter</p>
<p>We use mass marketing to encourage attendance to our events. We partner with our local IIA, ASIS and colleges/universities to impact attendance.</p>	<p>Kristin Sommer, Lehigh Valley (PA) Chapter</p>
<p>The chapter sends out emails to members in respect of future events/seminars.</p>	<p>Saudi Arabia Chapter</p>
<p>E-mails and promotional materials on our webpage and social networks regarding the benefits of the courses and seminars that will occur.</p>	<p>Gabriel Benavides, Mexico City Chapter</p>
<p>The chapter maintains an outstanding web-site that provides a wealth of information to the citizens in general and more</p>	

<p>specifically to fraud professionals in our geographic area of responsibility. The chapter publishes a bi-monthly newsletter that also provides a wealth of information to the citizens in general and more specifically to fraud professionals in our geographic area of responsibility. The newsletter provides information about our fraud training events, and activities ongoing at the ACFE and the chapter. Anyone who is interested in learning more about the fascinating world of fraud is welcome to join with us at any time.</p>	<p>Joseph R. Dervaes, Pacific Northwest Chapter</p>
<p>Mass emails and word of mouth. New website has helped a lot in getting new members.</p>	<p>Alishah Janmohamed, Calgary Chapter</p>
<ul style="list-style-type: none"> • We upgraded the website to a CMS webpage and include information on the following: <ul style="list-style-type: none"> ○ About the Houston ACFE chapter ○ About the ACFE ○ Board members ○ How to become a member <ul style="list-style-type: none"> ▪ Local & ACFE ○ Chapter member Info ○ Training & events ○ Community service initiatives ○ Scholarships & awards ○ Student relations ○ Sponsorships & advertising ○ Chapter newsletter ○ Victim of fraud? ○ Find a Fraud Examiner ○ Fraud resources ○ Contact us ○ Update your member information • We purchased a Constant Contact subscription to manage our member list and make our email blasts look professional and informative. • We started a LinkedIn group and recruited social media volunteers for the chapter who post newsworthy content and re-post local job opportunities. <ul style="list-style-type: none"> ○ Monthly the chapter president drafts an announcement and distributes/posts via LinkedIn ○ Area recruiters are given access to the LinkedIn page to post job opportunities. • We have implemented our quarterly newsletter and post it 	<p>Ryan Hubbs, Houston Chapter</p>

<p>online and distribute a communication via email and LinkedIn containing a link.</p> <ul style="list-style-type: none"> • The chapter president conducted an interview with the local newspaper during Fraud Awareness Week. • The chapter president routinely searches LinkedIn for CFEs in the area who are not part of the LinkedIn group. Personalized invitations are sent and the individuals are invited to the chapter's LinkedIn page. 	
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Community Service Initiatives

Strategy	Contact/Chapter
<p>We provide an annual paper shredding day in the area at no charge. This is usually done at the end of April when people are done with their taxes and need to shred out of date information. We also make an annual \$1,500 contribution to a local recognized charity to support their efforts in the community.</p>	<p>Richard Sobine, Philadelphia Area Chapter</p>
<p>Provide speakers to non-profit and government agencies.</p>	<p>Upstate New York (Syracuse) Chapter</p>
<p>Chapter assists the community by offering training opportunities to learn about fraud prevention and detection. We inform the community that ACFE has the best resources to master the subject and to help society in eradicating fraud.</p>	<p>Khurram Haider, Islamabad Chapter</p>
<p>We participate in fraud awareness month every March.</p>	<p>Edmonton Chapter</p>
<p>We provide \$5,000 in donations each year to community charities. We also take part in the Komen Race for the Cure. Finally we offer scholarships for the CFE prep course and to the Stevenson University Forensic Program</p>	<p>Brian Tanen, Maryland Chapter</p>
<p>Participate in anti-fraud initiatives of the national government</p>	<p>Kris Curaming, Philippines Chapter</p>
<p>The chapter and its officers have been deeply involved in anti-fraud and corruption efforts in the community. Its officers have been invited as a speaker or resource person in meetings and conferences to speak about fraud or to participate in different forum on anti-fraud and corruption.</p>	<p>Lilian S. Linsangan, Philippines Chapter</p>

<p>We provide training on fraud awareness at no cost.</p>	<p>South East Michigan Chapter</p>
<ul style="list-style-type: none"> • Our chapter participates in the ACFE’s Annual International Fraud Awareness Week program each year. • Our members volunteer their time to assist other agencies in Western Washington. Two chapter members volunteer their time for the AARP’s Fraud Hotline in Bellevue. Three chapter members have volunteered their time to assist the Bellevue Police Department’s crime unit by working on current fraud cases since this agency is not able to do everything all of the time. One chapter member previously volunteered her time to perform a small elder care fraud case for the King County Prosecuting Attorney’s Office. • Many of our chapter members present fraud training seminars at professional organizations in our geographic area of responsibility throughout each year. • The chapter web-site includes a job referral data base listing those members of our chapter who are available to perform consulting and fraud examination services to those in the public/private sector desiring these services. 	<p>Joseph R. Dervaes, Pacific Northwest Chapter</p>
<ul style="list-style-type: none"> • We also assist with a local shred event sponsored by the USPS. • Our "claim-to-fame," though, (so-to-speak) is the Justice for Fraud Victims Project, a forensic accounting lab class at Gonzaga University. Chapter members act as mentors to students who work active embezzlement cases and then present their findings to members of law enforcement, the Spokane County Prosecutor's office, the Attorney General's office, the US Attorney's office, and other notable community leaders. It's been a great success! 	<p>Marie Rice, Spokane, WA Chapter</p>
<p>We are involved in several endeavors - Susan Komen Walk for the Cure as the MDACFE Team, and we give annual contributions to charitable organizations local and national such as Bea Gaddy Foundation and Doctors Without Borders.</p>	<p>Adahzell McMillan, Maryland Chapter</p>
<p>We help with charity events, such as collecting funds and canned food items for Second Harvest Food Bank and participate in Habitat for Humanity projects.</p>	<p>Melinda S. Crutchfield, Middle Tennessee Chapter</p>

<p>We've directed most of the calls and emails received from Calgarians who have been affected by fraud to appropriate authorities and at times to our board members who practice in a particular area to provide guidance and expertise to the affected individuals.</p>	<p>Alishah Janmohamed, Calgary Chapter</p>
<p>We are involved in a program at the University of Alaska Justice for Victims project where students help in fraud investigations with oversight by our members</p>	<p>Jacque Briskey, Anchorage Chapter</p>
<p>Encourage chapter members to get involved with other community service non-profit associations such as Kiwanis, Lions etc.</p>	<p>San Diego Chapter</p>
<p>Through donations and volunteering (speakers, Fraud Task Force, supporting/donating to fraud/LE events)</p>	<p>Jose Curiel, San Antonio Chapter</p>
<p>We work at implementing creative opportunities to serve the senior and younger populations in preventing fraud and identity theft. Educate the public about fraud; provide referrals for inquiries seeking professional fraud prevention or investigative help. Provide information to appropriate government programs on fraud and waste.</p>	<p>Colorado Chapter</p>
<p>We provide guidance for future CFE's through our community outreach, shadowing/mentoring programs and corporate internship placement assistance. Several of our board members and chapter members speak at community events and universities to let them know what the ACFE is and what a CFE can do for you. We volunteer for tax advisory boards, elderly fraud awareness programs, participate in the identity theft alliance programs, and many more. We provide information through our website and CPE events for people to take back to their clients, families, and communities.</p>	<p>Tampa Bay Chapter</p>
<p>Offer \$5,000 of university scholarships. (This year, five \$1,000 scholarships). We make contributions to our local food bank. We collect Christmas toys for distribution to underprivileged children.</p>	<p>Mike Rogers, Dallas Chapter</p>
<p>We provide scholarships to students. We assist with Operation Pencil, we work on habitat houses, we collect for Second Harvest Food Bank, and we collect for PBS.</p>	<p>Sharon Matheny, Mid Tennessee Chapter</p>

<p>We have a speaker’s bureau that has presented to colleges and senior groups focusing on fraud against the elderly.</p>	<p>Scott Faragi, Boston Chapter</p>
<p>Several of our members have spoken to community groups on subjects such as preventing fraud and identity theft. Also, a few members are providing pro bono assistance to investigate elder fraud.</p>	<p>Don Dobesh, Central Florida Chapter</p>
<p>We perform public speaking to local community groups, student mentoring and job counseling.</p>	<p>Dave Marshall, Greater Chicago Chapter</p>
<p>We have instituted the following community service initiatives:</p> <ul style="list-style-type: none"> • We created the Community Service Director position so someone could spearhead our chapter’s initiatives. • We launched the Greater Houston Fraud Investigator of the Year Award that is awarded in December of each year. • We launched the Greater Houston Fraud Impact of the Year Award that is awarded in June of every year. • Chapter members, wearing ACFE polo shirts, manned all of the phones at the PBS Christmas Telethon. • We formed a Director of Law Enforcement Liaison position as well as Director of University Education Liaison • The Law Enforcement Liaison presented to local youths in the law enforcement explorers program on crime, white collar fraud, and the types of jobs that are available to them as they grow up. • The chapter formed a speaker’s bureau to provide educational presentation to non-profits, universities, and civic groups at no charge. • The chapter compiled information on our website for those who are victims of fraud that contains the contact information for various agencies. • The chapter compiled a list of local CFEs on our website to help citizens find CFEs in the area. This section also doubles as a benefit for local practicing CFEs. 	<p>Ryan Hubbs, Houston Chapter</p>

Membership Benefits and Appreciation Strategies

Strategy	Contact/Chapter
Offering members an opportunity to put their company on the chapter website if they offered a service to the public.	Toronto Chapter
Members get a discount on our bi-monthly meetings, our annual seminar, we do a membership appreciation meeting that we lower the attendance price for members on even more.	Kimberly Butler, Heartland (NE) Chapter
Chapter hosts an annual "Free Day of Training" offering eight hours of fraud training every January.	Melinda S. Crutchfield, Middle Tennessee Chapter
Board members take the time to recognize and introduce new members to other members at their table and throughout the room. We also introduce all guests and new members at the event.	Tampa Bay Chapter
We hold socials that are subsidized by the chapter with minimum or low cost attendance fees.	South Florida Chapter
Scholarship for potential CFEs to get involved with our chapter before they take the test.	Mark Morgan, Central Mississippi Chapter
We provide annual social gatherings in the area including chapter sponsored happy Hour at a local historic saloon in town, annual trip to a Phillies baseball game, etc.	Richard Sobine, Philadelphia Area Chapter
Free Professional Profile Listing in the chapter newsletter.	Upstate New York (Syracuse) Chapter
We provide them with gifts at our all day events (i.e. bags, padfolios) and also offer a discounted end of year event at our local AAA baseball ball park.	Kristin Sommer, Lehigh Valley (PA) Chapter
Member pricing, newsletter keeping up to date on what is going on locally.	Toronto Chapter
We provide 10-12 CPE's per year, including two CPE's for ethics and networking opportunities as well as career advice.	Steve Morang, San Francisco Chapter
<ul style="list-style-type: none"> • The chapter provides 31-39 hours of CPE each year to our members. • Our chapter fraud seminars cost \$10 per CPE hour of 	

training the member attends.

- The cost of the joint chapter and WSCPA annual fraud conference is \$225.
- In addition to these training opportunities, we also provide the following benefits to our members:
 - The chapter sponsors one \$500 award for an Associate member who passes the CFE examination each year and meets all of the chapter's policies and procedures in order to be eligible for this grant. This includes notifying the chapter of intent to participate in the program, attending at least two chapter fraud training events, passing the CFE examination, and providing notice to the chapter that all program requirements have been met. If more than one Associate member meets these requirements in a calendar year, the grant winner is determined by a drawing conducted by the board.
 - The chapter provides a free lunch (approximately \$25 in value) for chapter members who attend our annual business luncheon meeting and fraud seminar.
 - The chapter also conducts a drawing at this meeting and awards five \$25 gift certificates from local vendors (bookstores, coffee shops, etc.) to the winning members.
 - The chapter provides a free lunch (approximately \$25 in value) for chapter members who attend our joint chapter and WSCPA annual fraud conference. The chapter provides a five dollar registration discount to members who attend our fraud seminars in February/April/August each year.
 - The chapter pays up to \$500 in member expenses when they attend the ACFE's Annual Global Fraud Conference and represent us at the chapter representative's meeting. The member then makes a formal report to the chapter after attending this meeting. This report is published in our bi-monthly newsletter following the conference.
 - The chapter pays up to \$500 in member expenses when they attend the ACFE conference to receive an award in the ACFE's awards program. When members participate in the ACFE's annual team registration program for attendance at the annual fraud conference, they receive a \$100 or more

Joseph R. Dervaes, Pacific Northwest Chapter

<p>discount on conference registration, depending upon the number of chapter members who participate in this program each year.</p> <ul style="list-style-type: none"> ○ When members attend the joint chapter and WSCPA annual fraud conference, they receive a \$75 discount on conference registration. ○ For members of the board the chapter provides a free WSCPA fraud training class registration (a \$225 value for each member), two who serve as Co-Chairs for the annual conference, and three for any others who attend the conference. <ul style="list-style-type: none"> ● The chapter has an outstanding website and an outstanding bi-monthly newsletter. ● The chapter provides a Chapter Membership Directory to its members at no cost as an aide in assisting them to network with others in our profession. ● The chapter provides networking opportunities to our members when attending all chapter fraud training events. These sessions are invaluable. 	
<p>Members receive a \$25 discount off our conference pricing. We used to offer a member price for our lunches that was \$5 less, but a recent change in location eliminated our ability to do so.</p>	<p>Marie Rice, Spokane, WA Chapter</p>
<p>Recognition assistance as needed. We provide them with free continuing education and luncheons with an opportunity for a free ACFE training course. Networking with local, state, and federal law enforcement agencies to include other financial institutions and other agencies combatting fraud.</p>	<p>Jose Curiel, San Antonio, Texas Chapter</p>
<p>Local opportunities for 20 CPE credits per year, including ethics and networking.</p>	<p>Leah Wietholter, Tulsa Area Chapter</p>
<p>We hold an annual training seminar and the discount that we offer to members covers the price of the membership. We also offer a five dollar discount on our bi-monthly meeting rate for members. Every year we do a membership appreciation meeting where members can attend and have lunch and hear the speaker for \$10 and non-members pay \$20. We have a section on our webpage that members only can enter. They are given the access code and password to. The members-only page has job postings, our member directory, and other fraud resources and training.</p>	<p>Kimberly Butler, Heartland, NE Chapter</p>

<p>We plan to organize the CFE Members to be recognized in the employment of certain sectors like financial institutions, police, prosecution auditors, investigations taxations and others.</p>	<p>Philip Urio, Tanzania Chapter</p>
<p>For example, we just completed organizing an ACFE Boston Chapter night at the Red Sox on 06/06/13. We will probably sell 200 tickets and chapter members will have the option of going on the field. Last year we did a viewing of the Madoff Film and had a cocktail party with Harry Markopoulos fielding questions.</p>	<p>Scott Faragi, Boston Chapter</p>
<p>We are currently working on signposting members to ways of earning CPE points other than through our events. We also have a job board. We need to form more partnerships with other suppliers and providers for exclusive discounts/services that benefit ACFE members and we need act more as a voice for members in regulatory matters.</p>	<p>United Kingdom Chapter</p>
<p>The Houston ACFE Chapter offers several items to recognize and award members:</p> <ul style="list-style-type: none"> • Members get a 15-25% discount on average on all training events. • Practicing CFEs who are members are eligible to post their company information and contact information on the website in the “Find a Fraud Examiner” sections. • Members who successfully pass the CFE exam are eligible for a \$250 award. Members are awarded at the next luncheon. • Annually, members are eligible for a \$500 award to attend the Annual ACFE Conference and represent the Houston ACFE Chapter. Members must write a 500 word essay that is reviewed by the board. • Annually, one board member is eligible for a \$1,000 award to attend the Annual ACFE Conference and represent the Houston ACFE Chapter. Board members must write a 500 word essay that is reviewed by the remaining members on the board. • A chapter challenge coin was created that is available for purchase by members. • Permanent name badges were instituted to increase the professionalism at the luncheons and promote the member’s title, position, company and certifications. • Two free social/networking events are held annually in the spring and fall for members only. The locations are usually 	<p>Ryan Hubbs, Houston Chapter</p>

<p>local restaurants/bars that are able to cater a nice selection of appetizers and drinks.</p> <ul style="list-style-type: none"> • Solicit, request and promote national ACFE training in our city to which we promote to our members as additional training opportunities. • Access to job opportunities on our LinkedIn page. • Once a year a membership appreciate luncheon provides a 50% discount for chapter members. • Highlight a member in our quarterly newsletter. • Allow members to contribute whitepapers and articles to our newsletter and website. 	
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Strategies to Increase Membership

Strategy	Contact/Chapter
<p>I sent an invite to join the chapter and/or attend an upcoming meeting to all ACFE members in Kentucky that weren't already Kentucky chapter members.</p>	<p>Tracy Garner, Kentucky Chapter</p>
<p>Appointed a Membership Director. Also set up new website to make it easier to register and participate.</p>	<p>Mark Morgan, Central Mississippi Chapter</p>
<p>Send out reminder emails to members and former members regarding membership renewal.</p>	<p>Sean Callahan, Arizona Chapter</p>
<p>We took our most recent list and compared it to the ACFE CFE list for our area and we are developing a plan of contacting these CFE's directly by board members that know them or by the president to reach out to them and tell them about our chapter. We anticipate asking some as guests to our next event.</p>	<p>Tampa Bay Chapter</p>
<p>Contacting current and potential members is key. Consistent pursuit of potential members at renewal time was critical. Sending new CFEs a congratulatory note and a personalized invitation to our chapter meeting and recognizing them at meetings (we also present them with a CFE pin at the meeting). We also do several other things. The bottom line is: We work. We work the lists, try to create a welcoming environment, try to keep things running smoothly, try new things and analyze the effects of our efforts. Our membership grew 51% in the first year.</p>	<p>Mike Rogers, Dallas Chapter</p>

<p>We have had board members willing to market to inactive CFEs and constantly phone and email prospective members.</p>	<p>Jim Villalon, Dallas Chapter</p>
<p>All inquiries made about our chapter are promptly answered by our chapter president.</p> <ul style="list-style-type: none"> • Our response message provides the prospective member all of the information they will ever need to make a decision about joining with us. • We emphasize our fraud training mission and provide them with the annual calendar of events, including the speaker, topic, and date of our next regularly scheduled meeting. • We provide them with a reference to our chapter’s website and ask them to sign up to receive automatic distribution of our chapter’s bi-monthly newsletter. • We also provide them with a copy of the most recently published chapter newsletter and a copy of our chapter membership application form which explains the various categories of membership and the dues/fees for each category. • Membership dues or Affiliate fees are minimal (\$24 for CFEs, \$30 for Associates, and \$36 for Affiliates). We return more to our members in benefits when the members attend our fraud training events throughout the year. • As soon as a new member joins our chapter, the chapter president sends the individual a formal welcome letter and a copy of the chapter membership directory, encouraging them to network with other professionals by attending our fraud training events throughout the year. 	<p>Joseph R. Dervaes, Pacific Northwest Chapter</p>
<p>We send letters to new CFE's and offer them a lunch on us as sort of a "congratulations" for passing and as a way to introduce them to our chapter.</p>	<p>Central Mississippi Chapter</p>
<p>We give all those attending our annual fraud conference free membership, which is an incentive to come to our chapter events at lower pricing and allows me to email them as members.</p>	<p>Brian Tanen, Maryland Chapter</p>
<p>We provide deeply discounted member rates for all chapter events.</p>	<p>Richard Sobine, Philadelphia Area Chapter</p>

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Review the ACFE Membership database every 6-12 months.	Upstate New York (Syracuse) Chapter
We are in contact with the Institute of Cost & Management Accountants of Pakistan, The Institute of Chartered Accountants of Pakistan, National Accountability Bureau, The Auditor General of Pakistan and other related institutions so that they encourage their students and working professionals to join ACFE.	Khurram Haider, Islamabad Chapter
We invite students at a reduced rate. New CFE's are invited to a breakfast session free of charge. We target all CFE in the area. Good speakers also bring in new members. Our membership fees are also low \$45 per year.	Edmonton Chapter
The past year we offered an all-inclusive price for all six lunch meetings and dues. We gave a small discount if those chose this pre-payment option. We had an overwhelming response. Our membership increased greatly.	Central Mississippi Chapter
One tactic we tried this year was to offer a "free membership" year and it grew our membership by almost double. We also formed a committee to focus on both new and existing members. This is scheduled to roll out to our chapter in the upcoming year.	Kristin Sommer, Lehigh Valley (PA) Chapter
Send congratulatory letters to new CFE's and invite them to a dinner meeting free and the first year free chapter membership	Toronto Chapter
We have joint meetings with other organizations, target colleges and identify other CFE's in our area and send them chapter information.	Tampa Bay Chapter
Networking by being involved and attending other professional organization meetings such as CPA and IIA conferences, NHCAA, etc. We ask that our board members be ambassadors and promote our chapter and the ACFE.	Kimberly Butler, Heartland, (NE) Chapter
Work the Dallas ACFE member list. (This is the main thing) Have a professional looking and current website. (This is secondary) Try to arrange quality programming (we are still working on this one). We now have a university liaison. We sponsor student events. Speak to student groups.	Mike Rogers, Dallas Chapter

<p>The biggest advantage is by joining the chapter you are eligible for three CPE credits for \$30. We provide 6-7 trainings per year plus our annual all day. Chapter members receive a discount over non-members.</p>	<p>Scott Faragi, Boston Chapter</p>
<p>Two of our board members have taken ownership of this process including a meet and greet when the prospect visits a luncheon.</p>	<p>Jim Villalon, Dallas Chapter</p>
<p>Contact law enforcement agencies, colleges, etc.</p>	<p>Patricia Vrzal, Milwaukee Chapter</p>
<p>Membership drives, public speaking to promote our chapter, meeting with college and graduate students, meeting and guest-speaking at other professional association meetings.</p>	<p>Dave Marshall, Greater Chicago Chapter</p>
<p>E-mail, dissemination of benefits posted on the chapter website and marketing through social media.</p>	<p>Gabriel Benavides, Mexico City Chapter</p>
<p>The following growth strategies have been employed:</p> <ul style="list-style-type: none"> • Email farming, gathering emails from local company, organizations, university and trade organizations of those individuals who may be interested in attending the chapter's events but may not know that the chapter exists. • Social media advertising via LinkedIn social groups. • Monthly, new CFEs in the region receive a congratulations email and the benefits of joining the chapter if they aren't already a member. • Monthly, the new CFEs are recognized on the chapter website. • Monthly, new Associates in the region receive a welcome email and the benefits of joining the chapter if they aren't already a member. • Monthly the new CFEs and Associates are added to the chapter's email distribution list. • Paper letter campaign from chapter to local members encouraging them to come back, renew, or check out the "new" chapter. • Instituted a group member registration discount program. <ul style="list-style-type: none"> ○ 5-10ppl - \$30 ○ 11-20ppl - \$25 ○ 20+ - \$20 • As long as there are volunteers, there are leadership opportunities available. Create positions based on people's focus, energy and excitement. 	<p>Ryan Hubbs, Houston Chapter</p>

Tips for Membership Renewal

Strategy	Contact/Chapter
We start the renewal process for all chapter members on January 1 of each year. We send out dues renewal email blasts to all members and non-members on our email database.	Richard Sobine, Philadelphia Area Chapter
Send email notices to request renewals. This starts two months prior to the new fiscal year.	Upstate New York (Syracuse) Chapter
We offer a pre-payment option with a discount. We renew in July.	Central Mississippi Chapter
We send out a reminder at the start of the fiscal year. It is also in our chapter newsletter each month.	Kristin Sommer, Lehigh Valley (PA) Chapter
Start renewal process one month in advance of membership due. Renew by offering a website listing included in their membership	Toronto Chapter
The renewal process is handled electronically via our website.	South Florida Chapter
New members who join from January to September are charged full annual membership fee although their membership is only up to the remaining part of the calendar year. New members who join the chapter during the fourth quarter of the year are charged a full annual membership fee but their membership is effective up to the full succeeding year. Thereafter, we send renewal notices at the beginning of the calendar year.	Lilian S. Linsangan, Philippines Chapter
The chapter sends out an annual email notice to all members in December via our newsletter distribution system to remind them that calendar year dues payments will be due beginning in January. The chapter also includes dues renewal announcements in its bi-monthly newsletters for November/December, January/February and March/April. These announcements remind the members about the benefits of chapter membership and the networking opportunities that exist for all who participate in the chapter's fraud training program.	Joseph R. Dervaes, Pacific Northwest Chapter

At monthly meetings we mention dues and collect them as well.	Bob Kramer, SW Ohio Chapter
If you attend our two day conference we will provide free membership for the year. The membership is reasonably priced and often covered by the agency/company the member works for. If you are a student with valid ID it is free.	Adahzell McMillan, Maryland Chapter #21
Email blasts with the membership application attached. Our fiscal year begins in July, so we typically start in June. However, when we host an annual fall seminar, there is a member discount, so many people join during that time.	Leah Wietholter, Tulsa Area Chapter
We offer a discounted luncheon/meeting for those who prepay	Mark Morgan, Central Mississippi Chapter
Email invoices are sent out - in advance of renewal. We will follow up with emails, personal calls, catch them at meetings and other contacts. Generally our members renew easily because our chapter's fees are low.	Colorado Chapter
We make announcements at meetings, in our newsletter and on our Facebook page. Our memberships must be renewed per our bylaws by March of every year and we start sending out announcements in December. We also decided as a board that if a member joins late in the year (after September) we will allow a grace period for them and they are allowed to carry their membership through the next year.	Kimberly Butler, Heartland (NE) Chapter
We currently use CVENT. Prior to CVENT we would use email blasts.	Tampa Bay Chapter
We usually offer three years of renewal for a two year fee. I believe the incentive of getting a year free is enough to get a member to renew.	Sharon Matheny, Mid Tennessee Chapter
Email reminders. We have an event registration about the same time so people need to renew first to get the lower rate for the event.	Lynn Imondi, Rhode Island Chapter
<ul style="list-style-type: none"> Annually, starting in January and running through April, all individuals on the chapter's email distribution list get a notification that chapter dues are up for renewal. 	Ryan Hubbs, Houston Chapter

<ul style="list-style-type: none"> • Individuals can renew at luncheons or via mail as well. • All event notifications highlight the member discount and provide a link to membership renewal. <ul style="list-style-type: none"> ○ Event discounts ○ Social events ○ CFE exam award ○ Find A Fraud Examiner posting ○ ACFE discount for the Annual Global Fraud Conference ○ Annual Conference Award 	
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Speaker and Training Strategies

Strategy	Contact/Chapter
<p>We have started to look for well-known speakers outside of the area to draw in our attendance.</p>	<p>Kristin Sommer, Lehigh Valley (PA) Chapter</p>
<p>The chapter sponsors six bi-monthly fraud training events each year. Attendance at chapter fraud seminars, business meetings, joint chapter/ACFE fraud classes, and joint chapter/WSCPA annual fraud conferences.</p> <ul style="list-style-type: none"> • We average 35 members per fraud seminar during our bi-monthly fraud seminars in downtown Seattle in February/April/August each year (two hours of CPE per event). These events are strictly CPE with no refreshments or meal provided. • We average 50 members per fraud seminar held in conjunction with our annual business meeting at a restaurant in Tukwila in June each year (one hour of CPE). This event includes a free lunch. • We average 60 members (from our chapter and others around the nation and world) per two-day fraud class jointly sponsored by the chapter and the ACFE in SeaTac in October each year (16 hours of CPE). Some years we sponsor three days of fraud training classes (24 hours of CPE). This event includes a free lunch by the ACFE on day one of each class and a free lunch by the chapter on day two of any class when this meal is not provided by the ACFE. 	<p>Joseph R. Dervaes, Pacific Northwest Chapter</p>

<ul style="list-style-type: none"> We average 110 members (from our chapter and other CPAs around the state) per one-day annual fraud conference jointly sponsored by the chapter and the WSCPA in Bellevue in December each year (8 hours of CPE). This event includes a free lunch. 	
<p>We have been growing for the past four years. We really started concentrating on providing quality trainings. We put together a spreadsheet of the past three years of trainings and studied the winners/losers etc. From the data set we then sought out to find speakers that pique the interest of our members.</p>	<p>Scott Faragi, Boston Chapter</p>
<p>Try to get fresh speakers on a variety of fraud related topics.</p>	<p>Marc Courey, Twin Cities Chapter</p>
<p>Avoid basic level training</p>	<p>Upstate New York (Syracuse) Chapter</p>
<p>Sessions are early in the morning so as not to disrupt the entire work day. We offer a free breakfast session if they pay in advance for the other four breakfasts. At our first ethics session, we gave a free yearly membership to all who attend.</p>	<p>Edmonton Chapter</p>
<p>We offer four breakfast meetings per year which include two hours of CPE at each meeting. We also provide an all-day training event each December which includes eight hours of CPE. We also co-sponsor an annual all-day training event with the local chapters of FIRMA and IIA which provides 8 hours of CPE. All of the other chapter sponsored events are for networking and socializing and do not include CPE.</p>	<p>Richard Sobine, Philadelphia Area Chapter</p>
<p>Quarterly training. We are considering adding one full-day session per year so that members would be able to get 20 CPE hours locally.</p>	<p>Marc Courey, Twin Cities Chapter</p>
<p>We hold one eight hour seminar and three half day training sessions (2-3 hours each event). Our holiday party is free.</p>	<p>Upstate New York (Syracuse) Chapter</p>
<p>We offer different training options:</p> <ul style="list-style-type: none"> Roughly 3-4 breakfast training events per annum (2 CPE hours each). Annual investigation training course (three hours each over four weeks, so 12 CPE hours per year). 	<p>Allen Ting, Hong Kong Chapter</p>

<ul style="list-style-type: none"> • Two free networking evenings each year. • Partnerships with external professional organizations (e.g. HKACFE / HKICPA Joint Forensic Seminar in January 2013) to offer specialist training (e.g. 3.5 CPEs for the Joint Forensic Seminar). 	
<ul style="list-style-type: none"> • One fraud seminar every year (either one or two days). • Five two hour breakfast sessions per year. • One four hour ethics session every two years. 	Edmonton Chapter
<p>Six lunch meetings per year that offer one hour CPE at Ruth's Chris Steakhouse. One annual fraud training that offers eight hours of CPE at various locations throughout our area.</p>	Central Mississippi Chapter
<p>We host a minimum of four events for a total of 14-16 credit hours per fiscal year. We also partner with our local IIA chapter on four events per year: ethics seminar, student night event (two CPEs), ACFE all day event (eight CPEs) and IIA all day event (eight CPEs). Here is a list of recent topics that we have hosted for our chapter: Situational Ethics, Interviewing and Interrogation, Security Concerns regarding Mobile Devices in the Corporate Environment, Forensic Accounting, Auditing & Investigations, Why the Fraud Triangle is No Longer Enough, Ethics & Healthcare Related Issues, Fraud Risk Assessment, Anti-Money Laundering, Vendor Fraud, Admission Seeking Interviews, Internet Search Techniques and Online Intelligence</p>	Kristin Sommer, Lehigh Valley (PA) Chapter
<p>1) Monthly dinner meetings offering one hour of CPE 2) Annual one day fraud conference - seven hours of CPE</p>	Toronto Chapter
<p>We hold monthly meetings on fraud and compliance topics and provide guest speakers which form part of CPE (generally one hour each month). We also hold an annual focused training and awareness seminar which amounts to at least four hours CPE.</p>	Saudi Arabia Chapter
<ul style="list-style-type: none"> • Facilitated Study Session (FSS) - 10-day facilitated classroom sessions and two-day mock exam. • Seminars of different topics - one or two days. • General Membership Meetings (GMM) - two hours held quarterly, with dinner. We use known guest speakers, have a member sharing session, raffles and networking. • Breakfast forum - "Coffee and Connect" - 1 1/2 hours. Focused group roundtable discussion. 	Lilian S. Linsangan, Philippines Chapter

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<ul style="list-style-type: none"> • Audit Fraud and IT Summit - Annual one day event in collaboration with the local chapters of IIA and ISACA. • CPE Seminar series for CFEs to meet their annual CPE requirements. These are held for four days, twice a year. 	
<p>Ten monthly meetings including one hour of CPE. Speed-Networking event once a year. Lunch n' Learns 2-3 times per year. ACFE Breakfast Kick-off held 1-2 times per year.</p>	<p>Steve Morang, San Francisco Chapter</p>
<p>Lunch meetings one or two hours long. A two-day conference in the fall. Four-hour regional training session in a location three hours from Spokane to serve those remote members (about 30% of our membership resides there).</p>	<p>Marie Rice, Spokane, WA Chapter</p>
<p>Bi-Monthly meeting (two CPE credits). Two Day Fraud Conference (16 -18 CPE credits). We also have charitable events (Walk for Cure) and an annual golfing event.</p>	<p>Adahzell McMillan, Maryland Chapter</p>
<p>We offer six monthly dinner meetings that are open to everyone. Members will receive a reduced rate but all are welcome. We encourage membership at this time and allow participants to purchase membership prior to the commencement of each meeting. Each meeting allows for one hour of CPE credit. We also provide a two-day seminar in May. This meeting allots for another 14 hours of CFE credits. We promote that members can attend each dinner meeting and our seminar and acquire all CFE credits needed for the year. We also ensure that the new requirement of ethics is completed during this seminar as well.</p>	<p>Tampa Bay Chapter</p>
<p>We do bi-monthly meetings in which we bring in a speaker and attendees get one hour of CPE. We meet the second Tuesday of every other month. The meetings run from 11:30am to 1:00pm. We do have an annual two day training seminar and offer 16 CPE hours. We do our best to schedule these around other events and trainings that go on in our area. We try to promote International Fraud Awareness week and do a Proclamation signing with our state governor. We have discussed doing a special training even for members only during International Fraud Awareness Week though we have not yet sponsored one.</p>	<p>Kimberly Butler, Heartland NE Chapter</p>

<p>Mostly 1.5 hours of CPE over lunch. We have had speakers present on Medicaid fraud, money laundering, debit card fraud, SAR reporting, human trafficking, etc. This year however, we are planning on having a meeting worth eight CPE hours; a four CPE hour meeting; and two hours of ethics training apart from the lunch meetings.</p>	<p>Rio Grande Valley Chapter</p>
<p>Dinner Meetings. The format is different and people are pleased with the change. An hour of networking before the dinner program, followed by another hour of networking after. Here in Los Angeles, where commute times are significant, this seems to work really well!</p>	<p>Olivia Robinson, Los Angeles Chapter</p>
<ul style="list-style-type: none"> • We improved the quality of our speakers by implementing a rotating experience strategy. Government, Consulting, Investigative, General Knowledge, Educator, etc. We try to not put any two types back to back unless necessary. • Find speakers by implementing a Google News Alert for any news on fraud in your area. Contact investigators, judges, investigative reporters, legislators, knowledge experts, etc. and inquire if they would like to present at the chapter. • Rotate the number of CPE hours offered at each event. 1,2,3,1,3,4,2 etc. • Piggy back high profile speakers on to your ethics training to get the most money return for your event. • Set out to find one to two high profile speakers per year to increase awareness, generate energy, etc. • We implemented electronic luncheon survey when completed, directs to the CPE certificate for electronic download. This reduces paper, increases member feedback and facilitates a better process. • Rotate speaker topics to not duplicate anything in the same year. • Coach speakers on making sure that their materials meet three criteria: Entertaining, Educational, and Relevant. Also ensuring that they don't sell, and slides must be easily read by all attendees, focusing on 18pt font or larger. • Encourage luncheon sponsorships by speakers and/or area businesses. Two general types: Reduced cost and chapter support. Reduced cost is a direct price reduction for the attendees. Chapter sponsorship is direct infusion of cash for the chapter. 	<p>Ryan Hubbs, Houston Chapter</p>

Support for Students and the Anti-Fraud Profession

Strategy	Contact/Chapter
We have tried to get more involved with our local colleges/universities to try and recruit young professionals.	Kristin Sommer, Lehigh Valley (PA) Chapter
Board member Bob Kramer mentions the anti-fraud profession at fraud classes at University of Cincinnati & N. Kentucky University.	Bob Kramer, SW Ohio Chapter
We offer a scholarship to students at a local university.	Edmonton Chapter
We are currently working on a Road-show to local universities to inform students about the opportunities to fight fraud.	Steve Morang, San Francisco Chapter
<ul style="list-style-type: none"> • Our members actively represent our profession at all of the Universities in Western Washington and one University in Eastern Washington (CWU). Approximately 20 chapter members keep in touch with career fair days, Alpha Beta Fraternity and Accounting Club meetings, and other events on these campuses, and are frequent outside guest speakers at such events. • At annual career fair days, we represent the ACFE and the Pacific Northwest Chapter/ACFE by explaining the benefits of the CFE professional credential to accounting students. At this time, we also encourage juniors and seniors to apply for both the ACFE Foundation’s student scholarship program and our chapter’s student scholarship program. • And, one chapter member has volunteered her time to not only teach a forensic accounting class at the University of Washington (Seattle main campus), but to be the CFE who mentors the students as they perform an investigation of an actual fraud case study provided to the class by local police departments and the King County prosecuting Attorney’s Office. • One chapter member previously taught an internal control and fraud class at a Seattle-area University. • One chapter member was a guest lecturer in this class, and two other chapter members have been guest lecturers and shared their life experiences dealing with fraud to students in forensic accounting classes at two Universities in Western Washington. 	Joseph R. Dervaes, Pacific Northwest Chapter

<ul style="list-style-type: none"> • Two chapter members teach the ACFE’s Fraud Examination Class at two Universities, one in Western Washington, and one in Eastern Washington. • One of our chapter members has also been a guest lecturer and shared his life experiences dealing with fraud to students in these fraud programs. • The chapter sponsors one \$500 scholarship award to a student at any University in the state of Washington each year. This program uses the same application procedures as the ACFE Foundation’s student scholarship program. In addition, students are required to send a copy of their resume to the chapter where their on-campus and off-campus activities are evaluated. 	
<p>We participate in student nights and try to attract college students to the profession.</p>	<p>Kristin Sommer, Lehigh Valley (PA) Chapter</p>
<ul style="list-style-type: none"> • Strong encouragement and communication to all universities in the area to start ACFE student chapters. • Student chapter members are eligible in the spring and fall to apply for a \$500 scholarship by submitting a 500 word essay. • Chapter members and board members present at local universities in various capacities. • Formed a Student Chapter Director position to manage these relationships. • Formed a University Education Liaison Director position to manage the relationships with the universities. • Provide a discounted student rate for students to become members of the local ACFE chapter and to attend the luncheons and training events. • Instituted a spring and fall résumé blast for student chapter ACFE members only. Résumés are collected and distributed to the entire email distribution list. • \$500 working scholarship program established for ACFE student chapter members who can assist with various ACFE chapter administrative activities. 	<p>Ryan Hubbs, Houston Chapter</p>

Strategies with the Board

Strategy	Contact/Chapter
We talk to our members and encourage them to volunteer a small portion of their time to helping the chapter.	Ghana Chapter
We are going through some "housecleaning" on our Board to remove lethargic members, replacing them with some new blood.	Drew Dorweiler, Montreal Chapter
<p>The following are some general approaches I have personally employed as president and board member over the years:</p> <ul style="list-style-type: none"> • The president must drive the focus, vision, action items and tasks of the chapter while accepting input, feedback and ideas from the board. Without a vision and direction, the chapter may tread water or sink. • All board members must contribute. If they cannot, do not, and or will not, their lack of energy and enthusiasm will spill over into the rest of the chapter. These individuals must be strongly encouraged to produce or they must be removed, otherwise the chapter will not flourish. • Volunteerism is exactly that. Board members should not receive any significant or special perks or benefits for volunteering on the board. Members may view the board as self-serving as opposed to being member-serving. Everyone pays the same as everyone else. • At least twice a year, the chapter president should get a recommitment from all board members and officers. If situations have changed, board members should be allowed to "bow out" graciously from their positions. The easiest way to allow this to happen is by reiterating the upcoming action items and goals for the next six months and assign duties. • There is always room for passionate and experienced board members and officers. Do not say NO to someone who is willing to give their time and energies to your chapter. • Sometimes a single person must pull all of the weight of the sleigh until momentum builds and it begins to accelerate down the hill. • Energy and excitement begets energy and excitement. If the chapter currently lacks energy and excitement, you may have to artificially engineer it until it becomes self-sustaining. 	<p>Ryan Hubbs, Houston Chapter</p>

<ul style="list-style-type: none"> • Recognize the achievements and hard work of all of your volunteers as often as possible. • Thank your members and attendees for being a part of the chapter as often as you can. • When awarding scholarships and awards, always present on behalf of the members of the chapter and always make a statement that the award wouldn't be possible without the support of the chapter's members. 	
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Networking Related Tips

Strategy	Contact/Chapter
<p>Member networking is promoted at all chapter events. This is especially true at our chapter breakfast meetings where the first hour is buffet breakfast and networking and the last two hours are CPE.</p>	<p>Richard Sobine, Philadelphia Area Chapter</p>
<p>Provide time at quarterly meetings.</p>	<p>Marc Courey, Twin Cities Chapter</p>
<p>At fraud seminars, we always end the day(s) with an opportunity to network. At our breakfast sessions, members come early for coffee and networking.</p>	<p>Edmonton Chapter</p>
<p>We started to recognize the achievements of our members. We also feature a member in a special section of our newsletter titled "Meet the Members" as a way to get to know the chapter membership. We are considering offering a low cost evening networking event twice a year, during fall and spring.</p>	<p>Kristin Sommer, Lehigh Valley (PA) Chapter</p>
<p>We utilize LinkedIn and Twitter</p>	<p>Toronto Chapter</p>
<p>We hold low or no-cost social events.</p>	<p>South Florida Chapter</p>
<ul style="list-style-type: none"> • We started to allot a certain portion of the GMM to encourage members to move around and introduce themselves to people around the room. • We are having cocktails-style of event for our next GMM to force people to not sit and to move around the room and just talk to people. • We have also started having breakfast focused group forum (we call this "Coffee & Connect") to provide a venue for members belonging to similar situation or industry to meet 	<p>Lilian S. Linsangan, Philippines Chapter</p>

<p>and share their concerns, best practices and ideas. This will also give chance to the officers to get ideas on how to improve further the services to members and grow membership.</p> <ul style="list-style-type: none"> • For two years now, we have successfully collaborated with the local chapters of IIA and ISACA in having a one-day Audit Fraud and Technology Summit, not only to give our members the opportunity to network with professionals of different disciplines but also in recognition that the members of the three organizations have common interests, needs and concerns. 	
<p>After each event, a networking drink is offered</p>	<p>Patrick Risch, Belgium Chapter</p>
<p>We have chapter sponsored networking events, as well as lunches and happy hours.</p>	<p>Steve Morang, San Francisco Chapter</p>
<p>Facebook</p>	<p>Mark Morgan, Central Mississippi Chapter</p>
<p>Prior to each meeting, we encourage participants to network during this meet and greet time. We also allow attendees the opportunity to meet with our board members and speakers following each meeting to afford them an opportunity for further discussions. We have a social on the first day following our sessions for our annual seminar. Here again, we encourage participation in or social and welcome questions.</p>	<p>Tampa Bay Chapter</p>
<p>Personal introductions. Sitting with members and cross table introductions at meetings or other events. Attending other ACFE events to meet and invite attendees to local meetings, which can be free for first meeting attended.</p>	<p>Colorado Chapter</p>
<p>We provide opportunities before and after our regular dinner meetings. We have a networking social on the first night of our two day seminar. Additionally we charge board members and key chapter members to buddy up with new members and guests. We reach out to other associations and hold joint meetings.</p>	<p>Tampa Bay Chapter</p>
<p>We have greeters at the meetings to make people feel welcome. As the greeters take their seats, they are responsible for keeping the conversation going at the tables (ask questions). Smile (and mean it).</p>	<p>Mike Rogers, Dallas Chapter</p>

We have a Christmas social.	NE Ohio Chapter
We offer socials after luncheons and have our "movie night" during the Fall in a casual, offsite location.	Jim Villalon, Dallas Chapter
We hold at least two events that at cost specifically for the members to socialize and network. We use LinkedIn for other forum type contacts.	United Kingdom Chapter
<ul style="list-style-type: none"> • Pre-luncheon networking • Spring/Fall Free Networking events for members only • LinkedIn • Community Service Initiatives 	Ryan Hubbs, Houston Chapter

Miscellaneous Strategies

Strategy	Contact/Chapter
We encourage CFEs to invite young professionals around them to promote ACFE.	Khurram Haider, Islamabad Chapter
<p>Advertising & Sponsorships</p> <ul style="list-style-type: none"> • Website Advertising <ul style="list-style-type: none"> ○ \$500 annually. ○ Logo that links to your website will be placed on chapter articles and announcements and will be located randomly throughout website. ○ Company logo, link and description will be listed in chapter sponsors section. ○ Board members can advertise their companies for free. • Luncheon Sponsorships <ul style="list-style-type: none"> ○ Direct sponsorship of \$500, \$1,000, or \$1,500. ○ Reduced luncheon cost sponsorship of \$500, \$1,000 or \$1,500. ○ Both options allow sponsor to bring up to 4, 8 or 12 guests. ○ Advertising on website, in email and social media communications for the luncheon, and a table to display service materials before and after the luncheon. • Newsletter Advertising <ul style="list-style-type: none"> ○ The newsletter is distributed four times a year to our 	Ryan Hubbs, Houston Chapter

<p>mailing list.</p> <ul style="list-style-type: none">○ Newsletters are also published online and remain indefinitely are searchable via the internet.○ Ads are quarter page, half page and full page. They run \$75, \$125 and \$200 respectively.○ There are limited ads per issue and they are distributed on a first come first served basis. <ul style="list-style-type: none">● Scholarships<ul style="list-style-type: none">○ The Houston Area ACFE chapter supports three ACFE student chapters at SHSU, University of Houston and UH Clearlake.○ Students are eligible for scholarships in the spring and fall semesters.○ Scholarship amounts can be donated in \$500, \$1,000 and \$1,500 increments.○ Sponsors who plan to donate annually can name the scholarship.○ Sponsors will be recognized on the website and can send up to four attendees to the awards luncheon to deliver the scholarship to the student.● Networking Events<ul style="list-style-type: none">○ There are currently two networking events a year in the spring and the fall.○ Sponsorships can range from \$1,000 - \$2,000 depending on the venue and the number of attendees.○ Sponsors will be recognized on the website, in email and social media communications for the networking event, as well as having a sign of their company present at the event.○ Sponsors will also be able to obtain the name, title, company and email address of the attendees.	
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Why Should I Become A Member?

Strategy

- We offer exceptional networking and training opportunities at a very reasonable price.
- Free professional listing in the chapter newsletter.
- With a very diverse membership we offer excellent opportunities for networking.
- Our presentations and training courses have an excellent reputation for quality and value.
- Members of the local chapter also get preferential rates on training.
- The ACFE teaches fraud prevention, detection and deterrence. It offers a valuable certification which has multiple benefits including increased earnings, advancing the career, gaining professional credibility and it makes a professional distinguished among others.
- Allows you to gain educational and industry insight into fraud trends and topics.
- Chapter member pricing for certain events.
- Placing their contact on the website if they offer a service to the public.
- Access to a library of fraud related information and videos.
- Opportunity to get involved in our chapter as an officer or committee chair.
- The ability to listen to high caliber speakers from different groups that deal with fraud issues.
- Your business link on chapter website for free. The chapter helps to promote member businesses.
- The opportunity to volunteer in different community events and to participate in fraud task force, as needed.
- Notifications to membership regarding discounts and special offers, employment opportunities and support for their investigative needs from a group of experts.
- Leadership opportunities available working with our various outreach programs.
- We let them know that the chapter members provide them with additional resources for contacts and guidance with cases they may be working on our potential sources for new cases.
- The chapter also provides opportunities to give back to the community in a variety of ways - through our universities, local businesses, elderly community and many other ways.
- We provide a mentoring/shadowing program which would help students and second career individuals.
- Expanded circle of anti-fraud related contacts in the area.
- We provide examples of our membership - local and federal law enforcement, CFEs in public accounting, investment advisors, bank security professionals, academics and students, and internal auditors - we bring together folks from all walks of fraud investigation.
- We offer enough CPE to meet the certification requirements.
- Gain professional organization experience by volunteering with the chapter.
- Contribute to community service initiatives.
- Contribute to fraud awareness training for small businesses, civic groups, churches, etc.
- Support local anti-fraud students through speaking, mentoring, and an annual scholarship.

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2013 Contributors to the Chapter Leaders Resource Guide

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- Upstate New York (Syracuse)
- Allen Ting, Hong Kong Chapter
- Khurram Haider, Islamabad Chapter
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- Robert Zensner, Southwestern Ontario Chapter
- Ghana Chapter
- Brian Tanen, Maryland Chapter
- Susanne Grau, Switzerland Chapter
- Kris Curaming, Philippines
- Lilian S. Linsangan, Philippines Chapter
- Deborah Lowtharp, Montgomery AL Chapter
- Susan Henry, Chicago Chapter
- South East Michigan Chapter
- Patrick Risch, Belgium Chapter
- Steve Morang, San Francisco Chapter
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- San Diego Chapter
- Jean Pavlin, NE Ohio Chapter
- Jose Curiel, San Antonio Chapter
- Leah Wietholter, Tulsa Area Chapter

- Mark Morgan, Central Mississippi Chapter
- Sean Callahan, Arizona Chapter
- Tampa Bay Chapter
- Colorado Chapter
- Kimberly Butler, Heartland (NE) Chapter
- Sharon Thomas, Ventura County Chapter
- Jason Gossett, Evansville Chapter
- Houston Chapter
- Rio Grande Valley Chapter
- Mike Rogers, Dallas Chapter
- Drew Dorweiler, Montreal Chapter
- Northwest Florida Chapter
- NE Ohio Chapter
- Mary Lineen, San Jose Chapter
- Ken King, Colorado Chapter
- Philip Urio, Tanzania Chapter
- Sharon Matheny, Mid TN Chapter
- Lynn Imondi, Rhode Island Chapter
- Scott Faragi, Boston Chapter
- Michael Frenza, Connecticut Chapter
- Jim Villalon, Dallas Chapter
- Laura Beltran-Schmitz, NM Chapter
- Nick A. Kousmanidis, Upstate NY Chapter
- David W. Jansen, Tulsa Chapter
- United Kingdom Chapter
- Phil Leifermann, Indonesia Chapter
- Lehigh Valley Chapter
- Randal C. Stewart, Tallahassee Chapter
- Beth Mohr, New Mexico Chapter
- Kathleen Kerwin, Reno Chapter
- Charl Strydom, South Africa Chapter
- Patricia Vrzal, Milwaukee Chapter
- John Dumfries, Vancouver Chapter
- Don Dobesh, Central Florida Chapter
- Melbourne Chapter
- Walter Wright, Central Indiana Chapter
- Dave Marshall, Greater Chicago Chapter
- Gabriel Benavides, Mexico City Chapter
- Maria Torres-Kitamura, Hawaii Chapter
- Olivia Robinson, Los Angeles Chapter
- Dawn Bundick, Anchorage Chapter
- Ryan C. Hubbs, Houston Chapter

