

## **Family Enterprise USA and Trade Associations: Working Together for America’s Family Businesses**

### **FEUSA and Trade Association Membership**

#### **What is the Trade Association Membership and How Does it Work?**

As a Trade Association Member of Family Enterprise USA (FEUSA) **all trade association members receive a complimentary one-year Associate Membership with FEUSA.**

The complimentary Associate Membership includes timely informational updates on tax and economic legislative issues that affect the families of the family business. This is accomplished through regular email updates, newsletter articles, white papers, and webinars. These activities address issues impacting generational family businesses, including tax policy, governance, succession, and more.

### **Trade Associations & Family Enterprise USA**

#### **How Do Trade Associations Benefit from Family Enterprise USA?**

- Monthly association branded, customized articles, news, insights from Capitol Hill
- Tax updates affecting family businesses via email for membership
- Access/Registration to FEUSA podcasts, webcasts, and other content for your members
- Invitation to National, Regional Events
- FEUSA benefits/resources per Association Membership for association members
- Association Logo/Brand added to FEUSA website, creating additional impressions
- Association “About” Information added to FEUSA Association page

With our new Trade Association Membership program, all trade association members will receive a complimentary one-year Associate membership with Family Enterprise USA (FEUSA).

This complimentary FEUSA membership includes timely informational updates on tax and economic legislative issues, regular email updates, newsletter articles, white papers, and webcasts. These activities address the important issues impacting generational family businesses, including tax policy, governance, succession, and more.

## Advocating for Family Business

With each membership there are quarterly Zoom updates with our top legal experts from Squire Patton Boggs and Brownstein, political insights and conversations with Members of Congress, and other policy experts.

The benefits also include invitations to special events, including the Congressional Family Business Caucus meetings, which are held three times a year on Capitol Hill. In addition, a representative from the trade association will be invited to select regional events that FEUSA hosts around the country.

### How It Works

You control your database and the information flow. We disseminate the information to the designated contact person at your association, who in turn sends out the information to your base of Members.

### Additional Promotion and Marketing Support

**Each New Association Membership receives additional marketing support in the following ways:**

- Press Release Distribution for Each New Association Member
  - Distributed over national news wire services
  - Available to each new association to use in its promotion to their members
  - Posted on FEUSA website, creating additional impressions
- Social media coverage of new association sign-ups and news
- Email promotion to all FEUSA members on new trade association members
  - Potential significant trade association news mentions in press releases and emails to FEUSA members
- Family Business Stories (Optional): Print and Video
  - FEUSA written stories on association family businesses impacted by taxes, government policies, and other issues
  - Video Stories: Docu-Stories on association family business around the country on critical issues affecting association family businesses
  - Promotion of each written/video Family Business Story
  - Potential “Voice of Family Business” Podcast tie-ins with key association leaders

## **How Can Associations Help Family Businesses and Family Enterprise USA?**

- Publish and Post FEUSA Articles and Videos
  - Print articles customized to association's membership
- Create a reciprocal link and FEUSA logo placement on Association's website
- Distribute key FEUSA family business news to association's membership
  - Association newsletters
  - Association emails
  - Association event announcements
- FEUSA Speaks at Your Event: FEUSA Speakers Bureau
  - FEUSA experts and influencers are available to speak at association events
  - FEUSA new research available to be present
  - FEUSA speakers available for association podcasts, webcasts, videos

## **Background on FEUSA**

FEUSA is a 501c3 nonprofit, nonpartisan organization headquartered in Washington, DC formed in 2007. The mission is to promote generationally owned family businesses and their contributions to the nation, economy, job growth, community impact and philanthropy. FEUSA promotes family business creation, growth, viability, and sustainability by advocating for family businesses and their lifetime of savings with Congress in Washington D.C.

Recently FEUSA helped form the Congressional Family Business Caucus. We have added 44 House Members in the first 20 months. FEUSA helps the Caucus to host three events per year on the Hill. The Caucus meeting is part of a full day agenda focused on family business issues. There is a legislative briefing, Hill meetings with Members of Congress and staff, and networking with other family businesses at lunch and/or dinner. Please visit our website at [feusa.us](http://feusa.us) for our brochure and more information on the organization.

The first year of the Trade Association Membership with FEUSA is at no cost. After the first year, the Association and FEUSA will have a discussion about financial consideration based on value received.