

## **Family Enterprise USA and Trade Association Membership**

### **What is 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.**

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

- Monthly association branded, customized articles, news, insights from Capitol Hill
- Tax updates affecting family-owned businesses via email for membership
- Access/Registration to FEUSA podcasts, webcasts, and other content for your members
- Invitation to attend in person National and Regional Events
- Quarterly Legislation and Political updates by legislative team in DC
- 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
- Members will receive a complimentary one-year Associate membership with Family Enterprise USA (FEUSA).

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.

With each membership there are quarterly Zoom updates with our top legal experts from 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.

**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

**How Associations Work with 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, and videos
- 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.

**Mission of FEUSA**

"Family Enterprise USA promotes family business creation, growth, and sustainability by advocating for family-owned businesses, and their lifetime of investment and savings, with Congress in Washington, D.C. Since 2007, Family Enterprise USA has represented and celebrated all sizes, professions, and industries of family-owned enterprises and multi-generational employers. It is a bipartisan 501.c3 organization."