Leading the way
for charity finance

The below templates for email and social have been written as a suggestion, just in case it is helpful. Please feel free to adapt any of the below text to better suit your needs.

Many thanks,

The CFG Team

Email:

Subject line: Have you considered CFG membership for your charity?

Hi [Name],

I wanted to share Charity Finance Group (CFG) with you, as I think it could be really valuable for [Charity Name].

I'm part of CFG's membership community, which brings together over 1,400 charities and 11,000 charity finance professionals to share expertise, build connections and strengthen financial leadership across the charity sector.

CFG offers a wide range of resources, training, events, expert guidance and opportunities to connect with peers facing similar challenges. Membership is organisational, so the benefits extend beyond the finance team to colleagues across governance, fundraising, HR, IT and other functions, as well as trustees and new starters.

I've found CFG to be a valuable source of support for the sector, and thought it would be worth exploring whether membership could benefit your organisation too.

CFG is currently running a Member-Get-Member campaign, so if your charity joins following a recommendation, I can also receive 10% off a future eligible CFG event as a thank you.

You can find out more about membership, the benefits available and membership fees here:

https://cfg.org.uk/membership/charity_membership

If you'd like to explore it further, I'd encourage you to get in touch with CFG's Membership Team at membership@cfg.org.uk.

Best wishes,

[Your Name]

Social:

I wanted to share Charity Finance Group (CFG) with my charity network. CFG brings together over 1,400 charities and 11,000 charity finance professionals, offering valuable resources, training, events and opportunities to connect with peers across the sector.

Membership is for the whole organisation, not just the finance team, and could be a great source of support for charities looking to strengthen their financial leadership and make their resources go further.

Interested in finding out more? Explore CFG membership here:
https://cfg.org.uk/membership/charity_membership