



## Be Part of the Solution: Build a Talented CPA Pipeline

Partner with the Illinois CPA Society, a leader in driving impactful programs for students and early-career professionals. By joining forces with us, you'll position your organization as a premier employer to thousands of aspiring CPAs across the state. Your support will provide awareness initiatives, scholarships, and professional development opportunities, ensuring tomorrow's workforce is filled with skilled CPAs ready to lead.

### CPA Pipeline Priorities

#### 1 Building the Accounting Pipeline

Position accounting as a profession of opportunity and meaning. Provide financial support, training and career development, and connection opportunities to equip students with the tools needed to succeed.

#### 2 Converting Accounting Majors to CPAs

Provide financial support, information, and advisory resources to assist CPA candidates on their journey to licensure.

#### 3 Strengthening the Workforce

Support and develop interns and early-career professionals by equipping them with essential skills, mentorship, and career guidance. Provide training opportunities to help them navigate workplace challenges, advocate for their growth, and build successful careers.

### Benefits of Partnership

- **Branded Partner Recognition:** Highlight your commitment to social responsibility and support for the next generation of employees through high-visibility placement in our Impact Report, Insight magazine, and on social media.
- **Direct Exposure to Members:** Boost your visibility amongst accounting students and educators by featuring your logo on our website and in newsletters, promoting your internships, job openings, and events.
- **Scholarship Program Visibility:** Amplify your impact by being featured as a supporter in our tuition and CPA exam award program marketing, helping provide financial assistance to upperclassmen and CPA candidates in need.
- **Early Access to Candidates:** Secure early access to resumes from top accounting talent, including scholarship recipients, student influencers, career fair participants, and Internship Prep Program participants, positioning your organization as an employer of choice.
- **CPA Exam Resource Recognition:** Increase your reach by featuring your logo on a variety of our CPA exam webpages and marketing materials, seen by those navigating their CPA journey.
- **Priority in Outreach Initiatives:** Elevate your profile by gaining priority participation in outreach, allowing your volunteers to connect with high school and college students.
- **Opportunities to Influence:** Strengthen the future accounting workforce by providing input and feedback on new strategies for upskilling early-career professionals.

**Annual Partnerships: \$5,000**

Together, we can ensure financial hurdles or lack of opportunities never stand in the way of anyone becoming a CPA.

For more information about becoming a CPA Pipeline Partner, visit [www.icpas.org/annualfund](http://www.icpas.org/annualfund) or contact Elizabeth Brown at [browne@icpas.org](mailto:browne@icpas.org).

