



ACCA



**A PRACTICAL TOOLKIT  
TO SUPPORT AND RETAIN  
YOUR ACCA STUDENTS**

2021 ANNUAL SUBSCRIPTION

Think Ahead

# ANNUAL SUBSCRIPTIONS




ACCA students are required to pay an **annual subscription fee** via their myACCA account to retain their student status and enjoy all the benefits that come with it.

The 2021 subscription is due by **12 January** for all students except those who registered with ACCA between **16 November 2020** and **3 May 2021** who are required to pay their first subscription by **3 June 2021**.

By failing to pay their annual subscription, students run the risk of being removed from the ACCA register which prevents them from sitting any more exams. Should they want to return to ACCA later, would be required to pay a re-registration fee of £89.

We know you want to retain all your ACCA students, you care about their progression and don't want to see their hard work go to waste. We've therefore created this handy toolkit to help you to support and retain your ACCA students before it's too late.

## KEY DATES

NOVEMBER	JANUARY	MAY	NOVEMBER
All students receive annual subscription invoices in <b>November*</b>	The November invoice payments are due by <b>12 January</b> .	If a new student registers with ACCA after November, but before <b>3 May</b> , their subscription invoice is raised in May for the year they are registered in.	And in <b>November</b> they'll be invoiced for their subscription fee for the following year.
			

\*Except those who registered with ACCA between 16 November 2020 and 3 May 2021.

→ FEES AND CHARGES



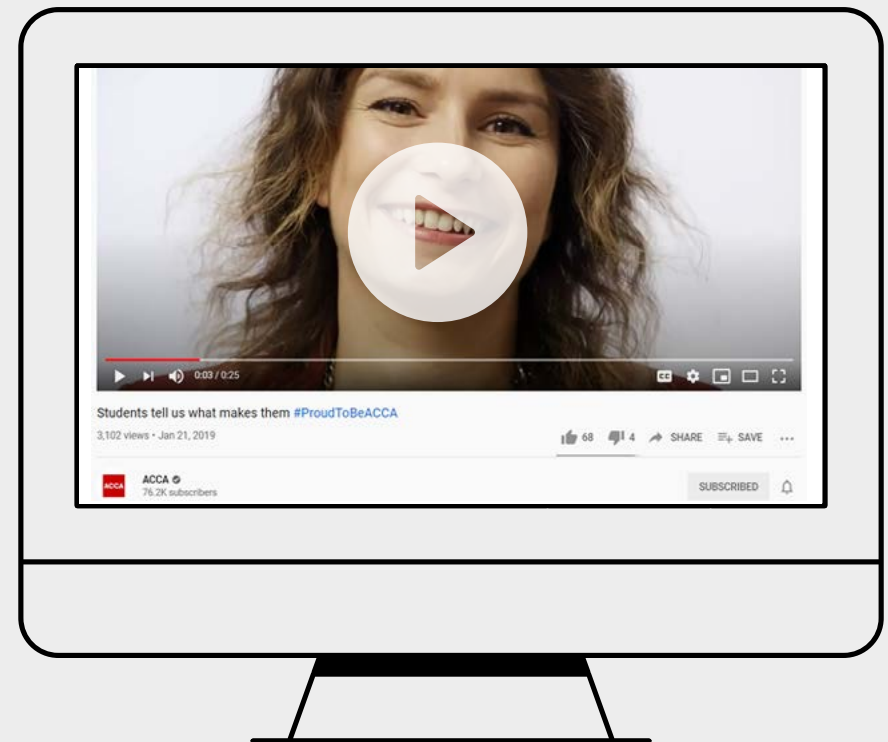
Annual subscriptions 2021

## Why do we charge an annual subscription?

Your students are part of a vast but inclusive community, spanning across 180 countries worldwide. The annual subscription allows us to invest in research and important innovations to future-proof our qualification, products and support for each one of them.

### What it contributes to:

- Innovations to our exams and exam delivery
- Advancements to ensure our qualification remains future-proof
- ACCA Careers – the world’s largest finance and accountancy job board connecting students and employers worldwide
- Up-to-the-minute employability guidance and virtual events
- Industry leading insights and research
- Exclusive, cost effective undergraduate and postgraduate university opportunities



### #ProudToBeACCA

Listen to real ACCA students tell us what makes them #ProudToBeACCA and share it with your students to keep them motivated and engaged with their ACCA dream.



# COMMUNICATING TO STUDENTS

We contact our students via email, social media, SMS and in some cases, by telephone and direct mail.

Whilst we manage to reach a large portion of our students through these channels, we ask you – our valued partners – to work with us to ensure we reach all of them.

To make this as easy as possible for you, we've created handy, ready to use email templates and downloadable assets for your own communication channels.





## Ready to share communications for each stage of the subscription period

We've written templates for you to send on to your students via email or letter for pre-deadline, post-deadline and pre-registration strike off to help you retain your ACCA students in 2021.

### Pre-deadline communication

We recommend you send this any time between **25 November 2020** and **05 January 2021**.



Dear [insert students name]

ACCA's 2021 annual subscription window is now open. Get organised by paying early and avoid any further reminders from ACCA. All you need to do is make a quick and easy payment through your **myACCA** account and you can tick it off your list of things to do.

#### Access myACCA

Let's look forward to a better future together.

#### What your student subscription contributes towards

- Innovations to ACCA's exams and exam delivery
- Industry leading insights and research
- Advancements to ensure ACCA qualifications remain future-proof
- ACCA Careers – the world's largest finance and accountancy job board connecting you to employers worldwide
- Up-to-the-minute employability guidance and virtual careers events
- Exclusive, cost-effective undergraduate and postgraduate university opportunities to boost your employability

Thanks

[insert Tutor's name]



## Ready to share communications for each stage of the subscription period

### After the payment deadline of 12 January 2021

We recommend you sending this to your student network on, or just after **15 January 2021** as some payments take a day or two to process.



Dear [insert students name]

The deadline to pay ACCA's 2021 annual subscription has now passed. If you haven't already, please pay the outstanding amount ASAP to prevent you from falling into arrears and compromising your exam journey. By making a payment now you will also stop any further reminders from ACCA.

All you need to do is make a quick and easy payment through your **myACCA** account and you can tick it off your list of things to do.

**Access myACCA**

Thanks

[insert Tutor's name]

### Close to the student removal from the ACCA register

Dear [insert student name]

We're writing to remind you that ACCA will soon be removing students who've not yet paid the outstanding fees on their ACCA account from the ACCA register.

Removal from the ACCA register would stop you from sitting any more exams and terminates all other benefits exclusive to ACCA students. You made the fantastic decision to start your ACCA journey with us, and we know how hard you've worked – don't throw it all away now.

Please note, should you wish to return to ACCA after removal, you would also incur a re-registration fee of up to £89 GBP.

If you have outstanding fees, please go to your **myACCA** account and make the outstanding payment as soon as possible.

If you wish, you can also pay in instalments during this time. Instructions on how to make part payments can be found on your myACCA account.

Finance professionals like you are – and will be – more in demand than ever. Stay with us and achieve your dreams.

Thanks

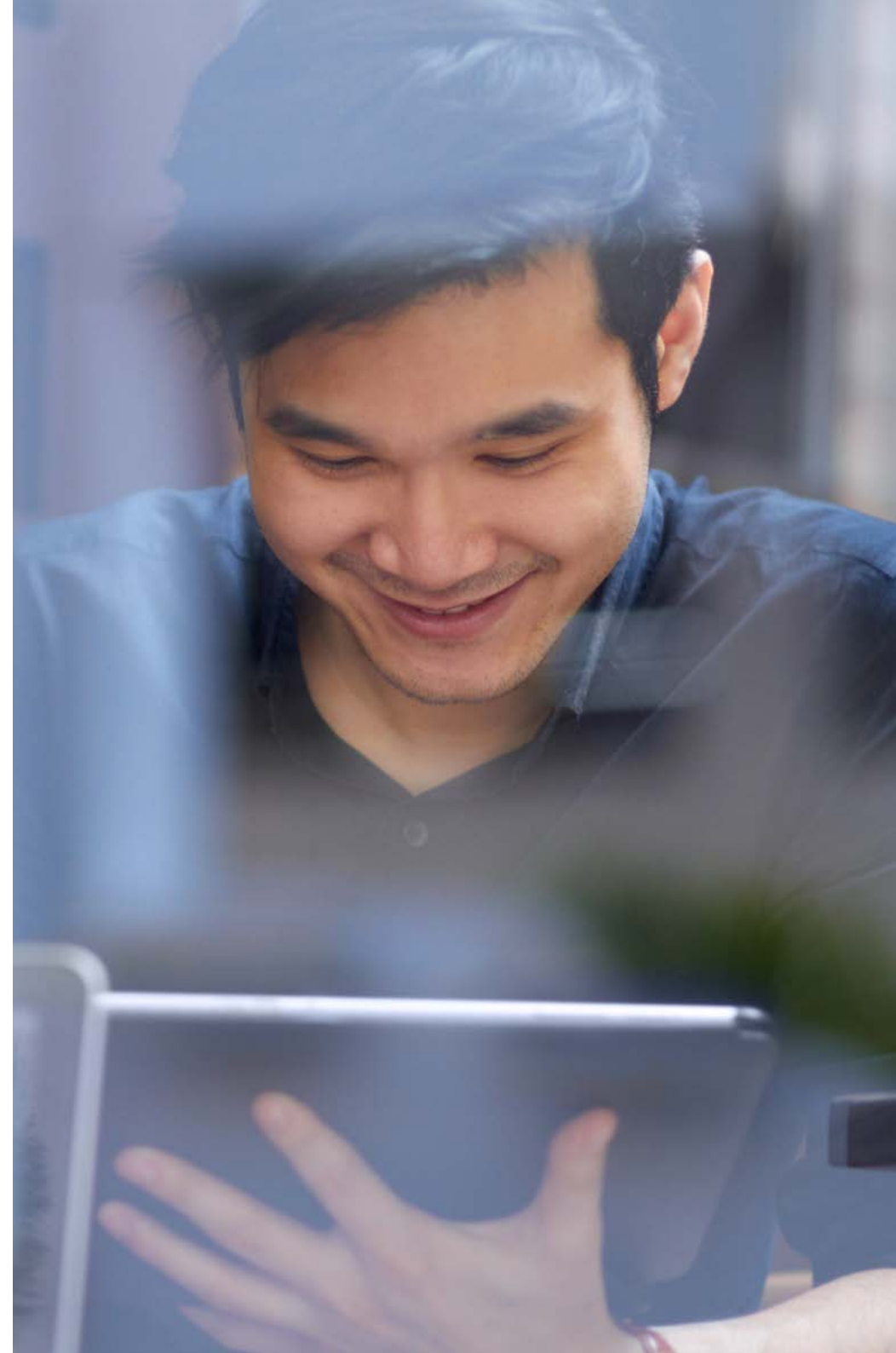
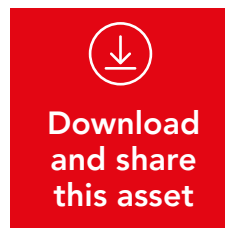
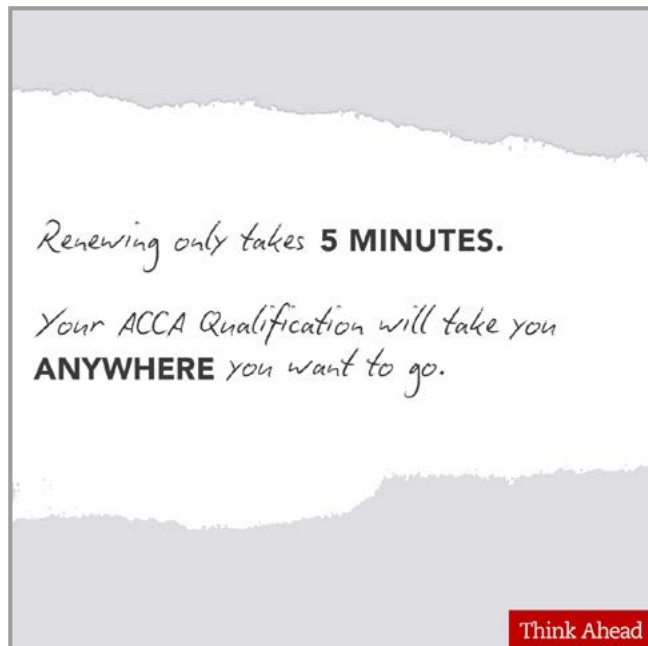
[insert Tutor's name]

myACCA

## Social media asset

Download and post the asset below on your social media channel of choice. Make sure you link the it to myACCA and use this suggested accompanying text when you post:

**Are you an ACCA student with outstanding fees?  
Pay now to avoid being removed from the ACCA  
register and avoid a re-registration fee.**





Any questions? please  
contact your **local office**

ACCA  
The Adelphi  
1/11 John Adam Street  
London WC2N 6AU  
United Kingdom  
020 7059 5000

[www.accaglobal.com](http://www.accaglobal.com)

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