The continually changing landscape of the financial planning profession, the greater financial services industry, and increased competition mean FPA needs to focus on solidifying its relevance and impact for members and the profession.

**The Rationale**

**The Goals**

1. Articulate and reinforce FPA’s role and vision in supporting and advancing financial planners of all backgrounds.
2. Define the programs, initiatives, benefits, and services foundational to FPA’s role and vision.
3. Streamline and maximize financial and professional staff resources supporting FPA’s role and vision.
4. Maximize revenue potential across the Association’s service lines and FPA’s role and vision.

**The Journey**

**Summit: FPA in 2034**
By 2034, FPA will be the leading membership organization and trade association for CERTIFIED FINANCIAL PLANNER™ practitioners and allied professionals by focusing on driving maximum value through delivering unmatched Practice Support, Learning, Advocacy, and Networking for practitioners and partners of all backgrounds.

**Basecamp: FPA in 2026**
With a united focus on being the partner in planning for CERTIFIED FINANCIAL PLANNER™ professionals, FPA is indispensable in supporting and developing the financial planners of today and tomorrow.

**Start: FPA in 2024**
As a CERTIFIED FINANCIAL PLANNER™ professional, FPA is your partner in planning by helping you realize your vision of success with practice support, learning, advocacy, and networking.