

Pennsylvania Bar Association - Retention Efforts:

November:

1. Mail the Members Guide to all members poly wrapped with the fall issue of the Lawyer magazine.
2. Mail out first dues invoice to all members. Include letter from the president highlighting benefits and include recent legislative successes.
3. Mail letter to all the people who passed the July bar exam explaining that they receive free membership in the association for one year. They also receive free membership in one section of their choice. Include membership card, section membership form, members guide, flyers from vendors, PBI discount coupon.

February:

1. Second dues invoice mailed to those members who have not paid dues yet. Include invoice, letter from the executive director and a "savings chart" showing what the average lawyer can save in overhead costs with a PBA membership
2. Send letter from YLD chair to new admittees, include flyer listing all the division's executive council members.

March:

1. Final dues notice to those members who have not paid dues yet. Include invoice, drop letter from executive director, and reminder of what benefits they will lose if they are suspended April 30.

April:

1. Mail letter to all the people who passed the February bar exam explaining that they receive free membership in the association for one year. They also receive free membership in one section of their choice. Include membership card, section membership form, members guide, flyers from vendors, PBI discount coupon.

June:

1. Letter from executive director to all members who were "suspended" for non-payment of dues reminding them of the benefits they are now missing and encouraging them to re-join.
2. Letter and brochure to all new admittees from the chair of the Young Lawyers Division inviting them to attend the YLD Summer Meeting.

October:

1. Mail letter from the president to all of the first year members who received free dues encouraging them to continue membership now that they have to pay dues for the first time.

November:

1. Repeat mailing schedule from previous year.

Pennsylvania Bar Association - Recruitment Efforts:

October:

1. Mailing to all non-members offering “14 months membership for the price of 12” for the upcoming bar year (January thru December.) Highlight key member benefits (InCite, insurance, banking and legislative.) Cost underwritten by vendors.

December:

1. Formal invitation mailed to all non-members. Target to hit desks around holidays and before the end of the year.
2. Mail “dummy dues billing” to those people who were dropped for non-payment in June.

May:

1. Mailing to all non-members highlighting various benefits. In some years we have targeted specific areas, i.e. InCite mailing to eastern and western PA counties. In 2005, Colburn and Citizens sponsorship money paid for part of the mailing.

Throughout the year:

1. Membership display at various events: county bar conferences, CCBL, Annual Meeting, Minority Attorney Conference, 2-day PBI courses, etc.
2. Membership application is on the Web site. Prospective members can join at any time over the Internet with a credit card.
3. Incite CLE programs – offer discount on membership to those non-members who attend the seminar and join PBA.