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# The Essential Ingredients for Reactivating/Re-energizing a Young Lawyer Organization



Western Regional Young Lawyers Conference

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# Rule #1 of Cooking (what?): Know What You're Making

- There is a difference between *reactivating* and *re-energizing*
- Reactivating is when a young lawyer organization has stopped (or almost stopped) functioning
- Re-energizing is when a young lawyer organization has lost some of the “spring” in its step
- The difference is important because what you're making impacts the “ingredients” you use



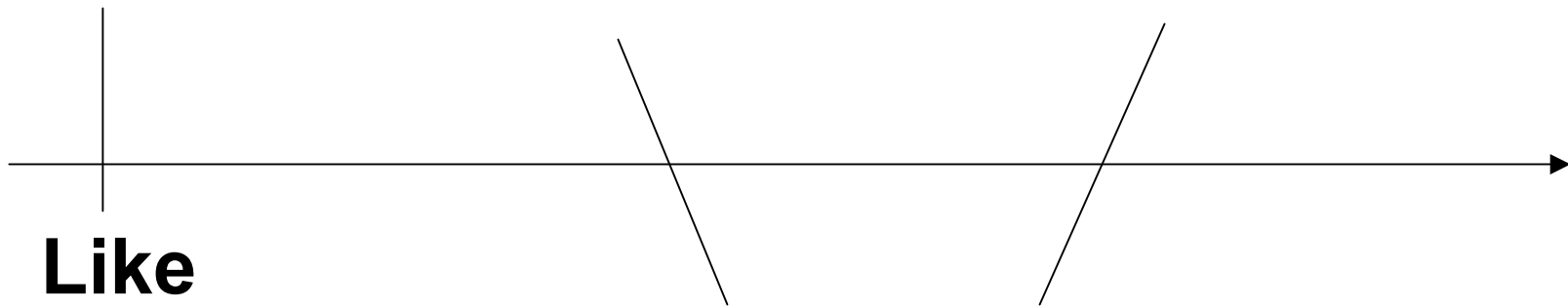
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# You Can Think of It as a... Cooking Continuum

**Inactive**

**Apathetic**

**Lethargic**



**Like**

**From**

**Scratch**

**Spices or Change the Recipe**

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# Reactivating & Rule #2 (for who?): Know Who Wants What You're About to Cook *Before* You Cook It

- Remember, reactivating a young lawyer organization can be more difficult than initially forming one...there may be a bad “aftertaste”
  - Length of time inactive
  - Reasons why it went inactive
    - leaders
    - activities
    - lack of senior bar support



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# Responding to Rule 2 (for who?): Research

## ■ History

- Local bar leaders and staff
- State bar leaders and staff
- ABA/YLD leaders (DR) and staff
  - Looking for the why, the how long...
  - ...and whether there is a bad “aftertaste”

## ■ Interest

- Number of local young lawyers
  - Law school
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# Rule #3: Reinforcements

## You Need More Cooks



- **Reactivation is not a dish you can prepare alone so recruit reinforcements**
  - **Friends, Colleagues, People Who Owe You Money or Favors**
  - **But remember diversity as you do this: race, ethnicity, gender, practice areas, size, government, military**
  - **Consider reaching out to other bar associations in the area, the state, or the ABA/YLD for help**

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Once you know the what, the who,  
and your extra cooks...

## Rule #4: OPEN THE KITCHEN

- **Determine the best way to reactivate the organization**
    - **If through a “senior bar,” then determine the proper procedure for becoming part of their organization**
      - **Remember that you may have to sell them on it (membership, recognition)**
    - **If as an independent organization, then determine the appropriate type of incorporation and address related issues (e.g. insurance)**
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After opening the kitchen...

## Rule #5: PLAN YOUR MENU

- Once you are properly formed, the most important thing for a reactivating young lawyer organization is to PLAN the menu
  - Without getting too deep into Long Range Planning...the ABA/YLD often suggests a 3 step planning process
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# Planning the Menu: Step 1

## Get a Group

### Step 1:

**Find a group of members to do it.**

- Considerations: making permanent, diversity of persons and practice, size, new/seasoned members and young lawyers, law students, officers/non-officers, terms
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# Planning the Menu: Step 2

## Identification

### **Step 2:**

### **Identify areas of challenge and opportunity**

- ❑ Brainstorm
  - ❑ Prioritize
  - ❑ Mission/Purpose
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# Planning the Menu: Step 3

## Be SMART with Goals

### Step 3: Develop Goals

- In developing these goals, remember the acronym—SMART:
    - Specific
    - Measurable,
    - Assign Responsibility
    - Realistic
    - Timetable.
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# After planning your menu...

## Rule #6: Serve the “Food”

- **Planning is important, but so is execution**
  - **Prioritize your execution to the available resources**
    - **Since it bears repeating:  
Don't Bite Off More Than You Can Chew**
  - **Ask how the food is...get feedback**
  - **Keep recruiting and growing – members and programs**
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# Serving food relates to re-energizing...

## The biggest challenge – keeping interest

- **The key? SPICE IT UP!!**
    - ❑ **Change your kitchen (organization)**
    - ❑ **Different cooks creating the menu (leaders)**
    - ❑ **Different cooks making the food (members)**
    - ❑ **Different members serving it (members)**
    - ❑ **Different settings (types)**
    - ❑ **Different palates (types)**
    - ❑ **Something new every year**
    - ❑ **Rotate menus/foods**
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# Get help! Look for SPICES!

- **Talk with other young lawyer leaders**
    - **Local roundtables**
    - **Regional conferences**
    - **ABA/YLD meetings**
  - **ABA/YLD Affiliate Assistance Team...speaking of which....**
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