The Essential Ingredients for Reactivating/Re-energizing a Young Lawyer Organization
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
You Can Think of It as a…
Cooking Continuum

Inactive    Apathetic    Lethargic

Like

From    Spices or Change the Recipe
Scratch
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
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
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
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)
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.
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
Planning the Menu: Step 2
Identification

Step 2:
Identify areas of challenge and opportunity

- Brainstorm
- Prioritize
- Mission/Purpose
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.
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
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
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....