A Leader’s Role in Member Engagement

Presented by:
Kathryn Grant Madigan
Past President, New York State Bar Association and Broome County Bar Association
Standing Committee on Bar Activities and Services

Christine Hickey
Past President of the Indianapolis Bar Association and the
National Conference of Bar Foundations
National Conference of Bar Presidents Executive Council
Effective promotion; to promote, *v. to further the progress of; support*

- Understanding the value of membership / the value proposition
  - Why do they join?
    - Generational differences
    - Practice area challenges
    - Practice setting challenges
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Effective Promotion and Communication of Bar Membership and Involvement

- Listen and learn?
  - State bars
  - Local bars
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Effective Promotion and Communication of Bar Membership and Involvement

☑ Begins with “ME” and ends with “WE”

• ME
  • Must be present to win
  • Membership first and foremost
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- Begins with “ME” and ends with “WE” cont’d

- WE
  - Empowering your board and other leadership
  - Embrace membership recruitment and retention as a top organizational priority
  - Membership Committee / leveraging other members
  - Leveraging Sections
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Effective Promotion and Communication of Bar Membership and Involvement

- Best practices to promote Section membership
  - Develop a membership plan
  - Contact potential and existing members
  - Use CLE programs and other programs to attract members
  - Expand diversity of Section membership
  - Recruit young lawyers and law students
  - Use Section web site to promote membership
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Effective Promotion and Communication of Bar Membership and Involvement

- Effective communication; to communicate, v. to share or exchange information or ideas

  - Personal ambassador

  - What is your pitch? Your “elevator” speech or tagline?
  - Before taking office, prepare a 10-minute multi-purpose “why you should be a member” speech
  - Never leave home without your Bar lapel pin
  - Is it time for a Membership Challenge?
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-President’s messages-

- Outline general theme(s) during President-elect year and consider a membership theme 2-3 times throughout your Presidential year

- Keep to one page for maximum effect
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- President’s messages cont’d

- Other means of effective communication
  - Blast emails re: recent developments; new initiatives
  - Blogs, Facebook, Twitter
  - NCSAs
  - Direct mail vs. email
  - Member testimonials
  - Member photos
  - Video messaging
Postcard Campaigns

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The Antitrust Law Section addresses complex issues that arise in the field and lies at the antitrust law and the profession as a whole. Our many programs and co-sponsored events help us foster an active dialogue on the latest developments in our field. During the last year, the Section’s programs touched upon a series of cutting-edge issues with top-level speakers including:

• “Antitrust Conspiracies, Class Actions and Refusals to Deal: Parallel, Signals, Plus Factors and Agreements,” featuring, among others, The Honorable Paul A. Crotty, U.S. District Judge, SDNY; former Deputy AAG Molly S. Board, Esq.; Professor Edward D. Cavanagh of St. John’s University School of Law; C. Scott Hemphill, Esq., Chief of the Antitrust Bureau, Office of the New York State Attorney General; and Wendy H. Wachowiak, Esq., Assistant Chief – New York Field Office U.S. Department of Justice – Antitrust Division;

• The Trans-Border Merger Developments Program, featuring: Johanne Luehring, Head of U.S., European Commission DG Competition; Shane Pozen, Acting Assistant Attorney General for the Antitrust Division; Howard Sheldon, Deputy Director of the Bureau of Economics at the Federal Trade Commission; Daniel A. Scavuzzo, Partner, Gibson, Dunn & Crutcher; Dr. Lawrence Hsu, Senior Vice President, NERA Economic Consulting, and moderated by Ben K. Gotts, Partner, Washburn Lipton Iosan & Katz;

• Professor Richard Epstein addressed network effects and antitrust matters;

• Assistant Attorney General Jay Sekulow addressed developments in litigation strategy at the Department of Justice Antitrust Division;

• Leonard Gordon, Director of the FTC’s northeast Region, delivered a presentation on recent FTC matters;

• The Antitrust Forum: Upward Price Protests, Market Definition, and Supply Mobility, featuring: Dr. Robert D. Willig, Professor, Princeton University; Dr. Joseph Farrell, Director, Bureau of Economics at the Federal Trade Commission, J. Douglas Richards, Partner, Cohen Milstein Sellers & Toll; M. Elaine Johnstone, Partner, Allen & Overy, and moderated by William H. Koomen, Partner, Willkie Farr & Gallagher LLP.
For me, the best NYSBA benefit has been getting to know and work with outstanding lawyers and judges from all over the State. I have learned so much from them and have formed lasting friendships.

David M. Schraver
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Video messaging
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Tips for success

- Enthusiasm is contagious
- No silver bullet
- Accurate, comprehensive data essential
- Consider “lifetime value” analysis
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- Tips for success cont’d
  - Goal-setting: create the plan, test the plan, work the plan, track the results
  - Staff engagement: membership is everyone’s responsibility
  - Member value proposition:
    - Create and deliver value
    - Communication
    - Connect
    - Engage
  - 80/20/10 rule