

Touch 10,000 Tips & Tricks
Planning Your Time
Advice from Ambassador Rachel Kopp

Welcome to Touch 10,000, the ABA YLD's exciting membership outreach project to create personal connections with 10,000+ recent law school graduates each year! In the next few days, you will receive a list of approximately ten New Bar Admittees ("NBAs") who we will ask you to contact on behalf of the ABA YLD. Many of these NBAs will share a home state with you or will be alumni of your law school. As an ABA YLD Touch 10,000 Ambassador, we will look to you to connect with each NBA and help him or her find value in the year of free ABA membership.

Through our pilot phase of Touch 10,000, we found that the most effective way to connect with your NBAs is through a three-step process.

- *Step One:* within two weeks of receiving your list, send each of your NBAs a **welcome email**. In the email, we suggest that you welcome the NBA to his or her free year of membership in the ABA, introduce yourself and explain your role as a Touch 10,000 Ambassador. (See "welcome" email template.) This email should be short, sweet and sincere – it should be used primarily to lay the groundwork for your follow-up telephone call. In the email, you might also offer your NBA an invitation to meet you at an upcoming local ABA event.
- *Step Two:* approximately a week after your initial welcome email, **call** each NBA to reinforce the information you sent previously through email. We have found this step of the process to be essential in developing a genuine personal connection between the Touch 10,000 Ambassadors and the NBAs. You may find that you share common friends with an NBA or that you had the same professors in law school – whatever the subject of your conversation, the goal is to make your NBAs feel welcome and wanted in the ABA YLD. (See "welcome" telephone call script.) During this phone call, you should be prepared to answer questions that the NBAs might have about the ABA and to help them navigate to an appropriate ABA or ABA YLD committee/section. (See ABA Source Guide, Sections Brochure, New Lawyer Guide Presentation and New Lawyer Roadmap.) You should also be armed with the dates of several upcoming ABA events to which you can invite the NBAs.
- *Step Three:* after the initial email and telephone call to your NBAs, we hope that you have received positive feedback from them and have been able to maintain a continuing dialogue. However, if you have not heard from an NBA since your last call, provide a **follow-up email or phone call** a month or two later to make sure he or she is continuing to take advantage of the ABA's many benefits. Membership studies show that the more value we can demonstrate to our members within their first year of involvement, the more likely they are to renew their membership and become active members of our Association. We have also found that giving members a home within the ABA – either the YLD or another ABA section/committee that may be relevant to their practice setting – helps keep them better involved.

During this process, don't forget to document your outreach and provide your State Coordinator with details on strategies that worked for you in contacting your NBAs and strategies that didn't. If at any time, you encounter challenges in contacting your NBAs, please do not hesitate to contact your State Coordinator. For example, if you encounter difficulties in obtaining current contact information for your NBAs and following the suggestions in the YLD's "Finding Email Addresses for NBA's" worksheet has not proven successful, your State Coordinator may be able to offer some additional creative searches to find the needed information.

By using this three-step process and your natural leadership skills when connecting with your NBAs, we know that your NBAs' first contact with the ABA YLD will be a positive one!