

NABE-News

OF BAR EXECUTIVES

Friday, February 25, 2005



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CALENDAR from www.nabenet.org

CSE Retreat

When: March 8 - 9, 2005
Where: Chicago, IL

Bar Leadership Institute

When: March 10 -12, 2005
Where: Chicago, IL

NABE Board of Directors Meeting

When: April 8-10, 2005
Where: Memphis, TN

NABE/NCBP/NCBF Annual Meeting

When: August 2-4, 2005
Where: Chicago, IL

ANNOUNCEMENTS

WE NEED YOUR MUG! One of my goals as NABE President this year is to publish a pictorial directory with all your lovely faces in it! Legal Directories has taken 147 pictures, which means there are lots and lots of you out there for whom we have no picture. Please send your photo ASAP to Jill Werner (wernerj@staff.abanet.org) or Maria Johnson (johnsonm@staff.abanet.org). You don't want to suffer the consequences of not sending in your picture!

ABA DAY IN WASHINGTON: ABA Day, April 27-28, is an opportunity for your bar association to join incoming ABA President Robert Grey and fellow ABA, state and local bar leaders to lobby legislators on issues that directly impact your members. ABA Day is sponsored by NABE, along with the ABA Section Officers Conference, ABA Young Lawyers Division, and NCBP. To register, go to www.abanet.org/poladv/abaday05.html; registration is free so you only pay for travel expenses. If you have any questions about ABA Day, contact Julie M. Strandlie at (202) 662-1764 or jstrandlie@staff.abanet.org.

ELECTION PETITIONS: If you're thinking about running for a NABE officer or director position, you have until March 15 to return your nominating petition. Open positions are: Vice President (must have current or prior experience on the board and must be employed by a local bar association); Secretary (1-year term); Treasurer (2-year term); State Bar Director (2-year term; must be employed by a state bar); Local Bar Director (2-year term; must be employed by a local bar); and At-Large Director. You can download the nominating petition and information from the NABE web site, www.nabenet.org.

CHICAGO ANNUAL MEETING: You can download the registration form or register online at www.abanet.org/annual/2005. All NABE meetings are at the Sheraton.

AWARD NOMINATIONS: Don't forget to submit nominations for the Bolton Award for Professional Excellence, the LexisNexis Community & Educational Outreach Awards, and the 2005 Partners in Success Award. The NABE Board will select recipients for these awards at its spring meeting, April 8-9. The deadline for nominations for the Bolton Award and the Partners in Success Award is April 1; the deadline for the LexisNexis Community & Educational Outreach Awards is March 18. You can download nomination forms from the NABE web site, www.nabenet.org.

MEMBERSHIP MANAGEMENT: At the Midyear Meeting, Mark Levin, CAE, CSP and Executive Vice President of the Chain Link Fence Manufacturers Institute, presented a plenary session on attracting, keeping and motivating members. He has written several books on the subject of membership, including Millennium Membership: How to Attract and Keep Members in the New Marketplace and his latest book, Retention Wars. He offered the following steps for associations to consider in retaining and motivating members:

➤ **Understand Today's Membership Challenges**

- People value time as much (or more) than money.
- When you communicate with members, talk to them as individuals, not as "fellow members".
- In most organizations, members would rather talk to each other than to the organization. A good marketing strategy for associations is "call us and we'll put you in touch with someone who can help you."
- Membership is one long conversation between the association and the members.
- Some of your members aren't going to show up. How do you show value to them?
- Find out what your members already know, then don't tell them that!

➤ **Learn to Value Every Member**

- Responsiveness is the watchword in membership retention.
- Quality and consistency are two critical factors in gaining members' continuing support.
- Until members become engaged, it's very unlikely that they will become involved.
- Segment your members by their level of participation. Create different retention programs for each segment.
- Your goal should be to make membership desired, not required.

➤ **Don't Fall Victim to Lag Time**

- Identify your most "at-risk" members, e.g., first-year members and those who aren't as active.
- Remember that you only have one chance at a first impression. Members start making value judgments with the first contact.
- Have an automated, ongoing system of follow-up with new members.
- Get an actual member to be involved in the welcoming process for new members.
- Include funding for new member intake when budgeting.

➤ **Understand the New Meaning of Involvement**

- Time has become the new currency.
- Don't equate leadership with involvement any more.
- Break down the big jobs into little jobs.
- Use technology to give your members some engagement opportunities, e.g., member surveys (remember to tell them what you did with their responses); chat rooms/town meetings; distance learning; virtual meetings; pre- and post-meeting information.

➤ **If They Participate, Then You Must Reciprocate**

- Recognition should be immediate and appropriate.
- Acknowledge participation as well as leadership.
- Be creative in your recognition efforts.

You can purchase Mark's books through his web site, www.baileadership.com. Call him at (301) 596-2584 to get a special bar association rate for multiple copies.

HEAD NOTE OF THE WEEK: Whenever possible, personalize, customize and empathize.