

NABE-News

OF BAR EXECUTIVES

Thursday, March 3, 2005



Helping Those Who Help Others

www.foundationsservices.com • (406) 523-3885
Contact: Chris Newbold, President

Are you realizing the potential of your bar foundation?

- Fundraising Strategies & Solutions
- Capital Campaign Management
- Development Assessments
- Planned Giving
- Strategic Planning

A Member of the ALPS Family of Professional Services

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

NEW ADDRESS: Effective March 28th, the State Bar of Arizona is moving its Phoenix offices into a new building. Their new address will be: 4201 N. 24th Street, Suite 200, Phoenix, AZ 85016-6288. Their phone and fax numbers will remain the same.

CORRECTION: In last week's NABE-News, I gave the incorrect email address for Maria Johnson. The correct email is johnsonmaria@staff.abanet.org. Sorry Maria!

REMINDERS: If you're like me, you have lists of things to do! So here's one more -- your list of NABE things to do:

- If you're thinking about running for a NABE officer or director position, you have until March 15 to return your nominating petition, which can be downloaded from the NABE web site.
- The deadline for entries for the LexisNexis Community & Educational Outreach Awards is March 18.
- Nominations for the Bolton Award for Professional Excellence and/or the 2005 Partners in Success Award are due by April 1.
- If you're planning to attend ABA Day in Washington, April 27-28, go to www.abanet.org/poladv/abaday05.html to register. For more information, contact Julie Strandlie at (202) 662-1764 or jstrandlie@staff.abanet.org.
- If you didn't have a picture taken at a recent NABE meeting, send your photo to Jill Werner or Maria Johnson for inclusion in the pictorial directory.
- Register online for the Chicago Annual Meeting through the NABE web site, www.nabenet.org.

NABE DELEGATE: NABE has a delegate to the ABA House of Delegates, selected by the Board of Directors. The NABE delegate is an ex officio member of the NABE Board of Directors and reports to the Board and the NABE membership on items of interest coming before the ABA House of Delegates. The delegate must be a regular member of NABE and a lawyer-member of the ABA; a delegate is eligible to serve up to three 2-year terms. If you are interested in this position, please contact Jill Werner by April 1.

REVITALIZING ASSOCIATION SPONSORSHIP: Bruce Erley, President and CEO of the Creative Strategies Group, a full-service sponsorship and event marketing agency in Denver, led two track sessions on sponsorship at the Midyear Meeting in Salt Lake City. The first focused on revitalizing association sponsorships. Bruce began by defining what sponsorship is:

“The relationship between a sponsor and a property, in which the sponsor pays a cash or in-kind fee in return for access to the exploitable commercial potential associated with the property.”

In effect, sponsorship is a marketing relationship.

He noted 7 mistakes and myths about selling sponsorships:

- a) Sponsorship sales = fund-raising.
- b) Sponsorship fees should equal the cost/expense of the event.
- c) Selling off an event piece-by-piece generates the most revenue.
- d) Sponsors are most interested in exposure.
- e) Sponsor category exclusivity is generally not that important.
- f) Gold, Silver & Bronze are popular sponsor levels with corporations.
- g) Sponsor sales are a loathsome responsibility.

Why should a company want to sponsor your association or event? Some reasons are to:

- Have a closer, personal impact on their customers/clients
- Create a brand experience with the customer/client
- Increase their visibility
- Communicate commitment to a particular profession or lifestyle
- Differentiate their product from their competitors
- Showcase their product's attributes
- Combat the larger ad budgets of their competitors

The steps to take in revitalizing your sponsorships are:

- 1) **Conduct a property inventory** – Break down your event into its smallest parts. Determine what makes your event special. Quantify your tangible and intangible assets. Tangible assets include collateral materials (registration materials, brochure, invitations, postcards), signage, and web sites. Intangible assets include the event's prestige, desirability of audience, audience size/draw, event's ability to deliver benefits, and networking opportunities.
- 2) **Package your event for sponsorship** – Begin with the philosophical issues: “Are there unacceptable sponsor categories? What are you willing to “sell off?” Then determine the types of rights you will give to sponsors (exclusive, first, or general) and what status/terms apply to each category of rights. Status/terms include exclusivity, use of logo, media/advertising, promotional rights, direct marketing, on-site benefits, and hospitality.
- 3) **Market your event to potential sponsors** – Create a target list – find natural matches (their customers are your attendees) and look at who the sponsors are for similar organizations. Prepare your pitch – remember it's about them and their needs. Sell the significance of the event and your association and tell them how you will help them fulfill their objectives. Make sure your presentation is of professional quality and includes fees/terms. And don't forget to close the deal! Ask them what they think – Would this event match your marketing goals?

Check out these online resources, supplied by the Division for Bar Services:

- www.nonprofits.org/npofaq/17/28.html -- How Do I Find Sponsors for an Event?
- www.nationalcne.org/papers/corp_partner.htm -- Corporate Partnerships: A Guide for the Nonprofit Manager
- www.fdncenter.org/learn/faqs/html/sponsor.html -- How Can I Find Corporate Sponsorships?
- www.event-solutions.com/articles/1a1COVER.html -- 10 Steps to Sponsorship Success
- www.nonprofits.org/npofaq/keywords/5q.html -- Sponsorship Issues
- www.mpiweb.org/chapters/home/pmtoolkit.asp#2 – Partnership Marketing (Sponsorship) Toolkit

QUOTE OF THE WEEK: Courtesy of Bruce Erley,

Mizell's Law: Nothing is impossible for the person who doesn't have to do it!

NABE-News will be on hiatus next week while I attend the CSE Retreat and Bar Leadership Institute. It will return the following week with news from those events!