

## **ACC Colorado – Membership Best Practices**

**Board Involvement:** Board Members make an effort to meet new or less engaged members and introduce them to the Board and other members. The chapter also encourages Board members to promote complimentary programs or events to a colleague or other prospective member.

**Participation is open to all kinds of members:** We encourage participation at all levels within the organization, no matter how junior or senior the attorney member is. We are regularly in touch with our active members to ensure we are providing services.

**Build Community:** New membership interest is driven largely by conversations with colleagues and peers, so we place emphasis on activities and communications intended to give the Board and our membership opportunities to take advantage of those interactions. We encourage Board members and our membership to inform their peers about upcoming events and to bring colleagues to events.

**Consider Giveaways – Collect Business Cards:** We do giveaways at our events for our current and potential members and also allow our sponsors to make additional connections through the business card drawings.

**Welcome Letters:** Written communication is also an important tool in membership recruitment and retention. We send a welcome letter to each new member to introduce the Chapter and provide information about the available resources and events that ACC has to offer.

**Encourage Recruitment through Invested Participation:** We promote our ACC Colorado Practice Groups and newly formed “subgroups” to reach out to potential and existing members within a focused legal practice or industry.