

ACC Greater Philadelphia – Membership Best Practices

How to serve a vast territory: Our chapter maintains a regional committee for each of the “cluster centers,” the goal of which is to provide outreach to the areas of our chapter that are geographically more distant from Philadelphia. Each region has a coordinator to organize networking events in the region, assist in finding member company locations for CLE events, conduct outreach to new members and prospects in the region, and serve as a local liaison for *pro bono* opportunities. Furthermore, the Nominations Committee strives to ensure the Chapter has diverse Board members representing each of the Chapter’s regions.

Targeted Membership Initiatives: Our Chapter communicates regularly with prospective members, new members, long-time members, and former members via emails, letters, and personal outreach from board members and officers. Emails are regularly sent (sometimes on a weekly basis) keeping members apprised of our many Chapter events, and noteworthy changes affecting the Chapter.

New Member Initiatives:

- **New Member Welcome Communication:** We send each new member a welcome letter/email highlighting the benefits of ACC membership. We also “spotlight” individual profiles on our Chapter webpage and ask new members to share their stories.
- **New Member Orientation:** At least twice each year, we host “New Member Orientation” programs which address our mission, vision and values; history; benefits of membership; and opportunities to get more involved, all on both a local

and global level. While the primary focus of these sessions is to quickly engage new members, all members are invited to attend and we've found that seasoned members still take value in the programs as a good refresher on member benefits. We delivered the New Member Orientation via webinar, in part to reach a broader audience of our members located in different parts of our vast geographic area.

- **New Member Identification at Chapter Events:** We identify new members attending Chapter events by attaching a "New Member" tag to their name badge for that event. Our Chapter leadership (Board Members, Committee Chairs, etc.) look for members with New Member tags at each event and, when they see a new member, introduce themselves and provide that new member information about the chapter.
- **New Member Outreach ("Buddy Program"):** Each new member is paired with a member of our Board of Directors who serves as that new member's "Buddy." As part of the Buddy's duties, the Buddy reaches out to a new member by phone to welcome them to the Chapter, discuss membership benefits, invite them to Chapter events, discuss opportunities for involvement, and answer any questions they might have.

Prospect Initiatives:

- **Special Membership Drives and Promotions:** In addition to supporting ACC member drives, our Chapter also encourages current members to "Bring a Prospective Member" to events, along with Sponsor a New Member rewards

programs. We will also be sponsoring our first ever “Member Appreciation Day” at next month’s charity softball game at the Wilmington Blue Rocks Stadium, during which members will receive free giveaways and other showings of our appreciation. One of the most successful campaigns that we continue to use is to apply the non-member attendance fee of \$335 for admission to our 7th and 8th Annual In-House Counsel Conferences, our very popular, all day CLE events in April 2015 and 2016 (\$335 each), to that non-member’s first year of ACC membership dues.

Best Practices:

- **Member Campaign Timelines:** Beginning in the fall of each year through March of the following year, the Chapter undergoes a campaign to encourage all members to renew their memberships and to encourage lapsed members to renew. Members are sent emails highlighting the benefits of ACC membership. In addition, the Chapter’s leadership is tasked with personally contacting lapsed members to encourage them to return to the Chapter.
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- **Encourage Leadership for Corporate Law Membership:** Encourage corporate law members to step into leadership roles, thereby attracting new large law membership and greater participation.
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- **Board Members Personal Outreach:** The best way to attract, retain and engage members are through the personal outreach undertaken by the Chapter’s leadership and members. Officers and board members are asked to

reach out to non-member counterparts in an effort to recruit new members. At every Board meeting, the Chapter's Second Vice President/Membership Chair presents a report on the Chapter's membership initiatives. The officers discuss personal outreach as the most important effort that the leadership can make to recruit new members and large law departments in particular. The Board continually contacts prospects and members from a list of large law departments circulated to the Board in an effort to recruit non-members.

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- **Outreach to GC and CLO Members:** Hold special programs that draw GCs and CLOs such as quarterly informal lunch discussions. These types of programs provide excellent opportunities to describe the services and benefits of department membership through ACC. This has resulted in bringing in new member prospects (especially CLO's of large law departments) through targeted invitations from Board members and other General Counsel colleagues.
- **Strategic Board and Leadership Nominations.** We have found that an excellent way to retain members is to keep members (especially from large law departments) fully engaged in Chapter leadership. Our Chapter has had significant involvement by members of many large law departments, such as Comcast, CIGNA, AmerisourceBergen, Aramark, GlaxoSmithKline, SAP, and others, which has proven that maintaining Board and other leadership involvement is an effective way to grow the Chapter and ensure strong leadership.
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- **Enlisting our Sponsors:** We actively work with our sponsors to solicit recommendations for clients of their firms who are not yet ACC members to attend Chapter events and consider membership with ACC. This has been a very effective strategy that has led to new members for our Chapter each year.
- **Strengthening our Partnerships... and Building New Ones.** We continue to expand upon our already-healthy collaborative efforts with local organizations such as the Philadelphia Bar Association, the Philadelphia Bar Foundation, the Philadelphia Chamber of Commerce, Volunteer Lawyers for the Arts, the Support Center for Child Advocates, Street Law and Philadelphia VIP.
- **Working with the Media:** In 2015, we renewed our relationship with American Lawyer Media (ALM), home of major brands such as *The Legal Intelligencer*, *Pennsylvania Law Weekly*, *GC Mid- Atlantic*, *YL*, *The American Lawyer* and www.Law.com. ALM actively promotes ACC Greater Philadelphia events at no cost to the Chapter, and also frequently reaches out to Chapter leaders for quotes and interviews for stories. A number of Chapter members have appeared as panelists on Executive Leaders Radio & The Legal Intelligencer Special Edition General Counsel Show for a special general counsel segment.
- **Member Benefits - Educational Programs:** All our educational programs are offered free of charge to members, which is something that distinguishes us from other ACC chapters. Presentation materials are also posted on our Chapter website for member access.

Other Member Services:

- **Career Management/In-Transition Committee:** In addition to the substantive programming previously described, this Committee also provides in-transition members with networking opportunities to discuss job search challenges, share leads and build networks. *Other Member Services:*
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- **Pro Bono/Community Service Opportunities:** In addition to providing much needed Pro Bono and Community Service, our Pro Bono and Community Service Committees and the events they drive provide significant and meaningful opportunities for our members to give back to our communities.

Creating Community:

- **Area of Practice Committees:** Each of our ten (10) Practice Area Committees presents a half-day “CLE Institute” program, one roundtable, and several CLE courses at ACC Greater Philadelphia’s annual In-House Counsel Conference. All practice committees have appointed co-chairs. Committees hold their own informal Committee meetings over lunch or breakfast to discuss issues within their Committee’s practice areas, and are also allotted a budget to hold other social/networking events for their members throughout the year.
- **Team ACC:** This initiative was established to promote networking of members through athletic events, generally tied to community service. During the Evaluation Period, Team ACC participated in the Philadelphia Bar Association’s 5K Race in May 2015 and May 2016; which benefits the

Support Center for Child Advocates. Team ACC distributes athletic shirts with the new ACC Greater Philadelphia logo as a way to expand the brand to new circles and to promote our Chapter.

- **Promotion of ACC Global Events and Resources:** Greater Philadelphia takes advantage of every opportunity to convey information about ACC Global. ACC marketing literature and information about ACC Global are included in descriptions of upcoming events and flyers. We also encourage members to support and attend ACC events.

Structure from Board:

- **Form Chapter Committee – Structure Member Communications:** The Communications and Publicity Committee was restructured during the Evaluation Period to reflect the significance of this critical function. Supported by our Chapter Administrator and Chapter Assistant, the Committee is now Co-Chaired by two Chapter Officers (our 3rd Vice President and Secretary) and has the following principal responsibilities:
 - Ensure communication of chapter activities, updates and noteworthy events with the membership, including via email, chapter webpage, social media and other means.
 - Keep membership informed of programs and survey results.
 - Facilitate publicity and exposure for our Chapter and events.

- Establish links with relevant publications o Monitor and update the Chapter web page.
- Prepare and maintain a workable Media Plan, including press releases and ads.

Communication Practices:

Chapter Newsletter: We publish an electronic quarterly Chapter newsletter. All of these remain available via the Newsletter link on our Chapter website at <http://www.acc.com/chapters/del/newsletter.cfm>. The newsletters contain up-to-date information on all facets of the Chapter and have served as an effective vehicle to encourage participation by members in Chapter programs and events. Each newsletter includes a quarterly President's letter to members, highlighting recent and upcoming Chapter events and the services available from ACC globally and our Chapter.

Email Alerts for Upcoming Events and Programs: The chapter sends frequent and multiple broadcast emails with embedded and attached .pdf copies of event flyers to apprise all members of individual upcoming events (CLE, networking, pro bono, community service, etc.). We also email weekly summaries of upcoming programs to remind members of the available opportunities and to register.

Gauging Member Needs:

- **Membership Feedback:** Member feedback is obtained for every CLE program we deliver. Written evaluation forms are distributed at every educational program.

- **Member Surveys.** The Chapter completes biennial member surveys. The Chapter developed and distributed electronic (web-based) member surveys.