

ACC San Diego – Membership Best Practices

Searching for Prospects: The Chapter actively searches for names of in-house counsel in the San Diego area who are not members by reviewing attorney directories, databases and various job sources.

Collaborate to Obtain Prospects: We support collaboration with other local bar associations with the intent of promoting ACC and identifying new potential members.

New Member Welcome: We welcome new members by sending them personalized letters from the Chapter President immediately after the member joins. The letter describes both local and global ACC benefits and invites them to attend a local San Diego Chapter program. Our New Member Welcome Packet also explains the ACC resources and encourages new members to take full advantage of them. In addition, we have obtained copies of ACC Membership Benefit Brochures and other ACC marketing materials that highlight the benefits of ACC membership, and we provide them to prospective members at all events.

Board Involvement: Board Members also telephone new members to invite them to meet for lunch. Board members periodically meet with other GCs of companies that are not members of ACC to inform them of the benefits of ACC and encourage them and their counsel to join ACC. Presentations are made by board members on member benefits. Chapter Leaders and the Executive Director are in periodic contact with the GCs of large law members to communicate with them about getting their members more involved and we continue to advocate with GCs of potential large law members to join ACC.

Sponsor Involvement: We always encourage sponsors to invite all clients whether or not ACC members and the Executive Director and any Board Members present make point to encourage and describe the member benefits to those non-members in attendance.

Direct Interaction: We encourage members whose memberships have lapsed to renew their memberships by direct telephone calls and e-mails.

Be aware of the ways you already serve your members. Some of our benefits include:

- Timely and relevant educational programs including significant in- house presenter participation at least twice per month
- Social Events several times per year, including networking and events with related organizations and diversity outreach efforts
- Annual Black & White Ball Gala and Charity Fundraiser
- Bi-weekly newsletter and Job Line summarizing available in-house jobs in Southern California
- Small Law Club ☐ Chief Legal Officer Club ☐ Annual Paralegal Institute ☐ Member-led Roundtable

Use Newsletters to Promote your Chapter's Activities: The Chapter produces a bi-weekly electronic newsletter with current programs, events, and information. The newsletter includes an

article of interest to our membership authored by either our members or our sponsor firms and highlights topics of interest from the Virtual Library and other ACC publications.

E-mail Timelines: Twice a week the Chapter sends out focused email “blasts” to inform our members about ACC benefits, social events, programs and pro bono opportunities utilizing the listserv.

External Publicity, Media and PR Outreach: The Chapter has a committee dedicated to securing publicity for the Chapter. Articles about the San Diego Chapter have appeared in the San Diego Daily Transcript, San Diego Lawyer and the San Diego Business Journal.

Cross Promotional Activity: Where appropriate, taking into consideration the interests of the Chapter, events have been cross-promoted with organizations such as Financial Executives International, the San Diego County Bar Association, Corporate Directors Forum, Lawyers Club, Legal Marketing Association, Athena and various diversity bar associations.

Gather Feedback at your Chapter Programs: The Executive Director and Board Members in attendance solicit feedback at all events including the CLO Club and the Small Law Club.