

Membership Recruitment Campaign - Prospects  
*Alberta Chapter*

**Summary:** In an effort to entice prospective members to join the ACC Alberta Chapter, chapter leadership developed and implemented a plan offering ACC membership at a discounted rate (25% off), for a limited time, to new members.

**Preparation:** Through their ongoing effort to collect the names and contact information for prospective members from all of their chapter events and programs, the Alberta chapter regularly submitted this information to ACC HQ, which enabled them to easily follow-up with and target prospective members.

**Implementation:** ACC HQ created a limited-time offer promotional code for the Alberta chapter to communicate to their prospective members using the below text. This effort yielded the chapter nearly a dozen new members.

**Communication:**

**Membership Drive!**

**Alberta Only, ACC Membership Promotion!**

**If you haven't picked one up yet, you have 2 more days!**

**Purchase your membership by April 21st and you'll pay \$250(US), rather than \$335(US).**

Membership: <https://www.acc.com/membership/>

Use promo code: **ACCAL**

Any questions? Contact me at [alberta@accglobal.com](mailto:alberta@accglobal.com)

*Why should you become a member?*

Besides being included in the group of over 200, dynamic in-house counsel here in Alberta who already hold memberships, an ACC membership will get you access to a global organization that connects in-house attorneys like no other legal organization. ACC global has over 40,000 members working at over 10,000

organizations in 85 countries around the world! ACC Alberta members not only have access to local programming and events, but they also have access to the global programming and resources specifically tailored to meet the needs of in-house counsel:

- infopaks and articles that will inevitably save \$ on external fees for matters relevant to your business.
- access to Canadian material, US material, global material and cross border issues.
- access to peer-to-peer forums where questions can be posted, anonymously if preferred.
- templates/ precedents/ contracts portal
- news alerts / committee meeting/webinars - keep updated on new and emerging issues.
- webinar content that cuts across many industries and covers a wide range of topics local content and member-only events