

ACC New York City – Membership Best Practices

Involvement of the Board – Membership Initiatives:

- **Presidential Welcome** - All new members receive a letter from the Chapter President. This letter speaks to our many Chapter benefits, including opportunities for involvement, such as Continuing Legal Education (CLE), social networking functions and connecting with in-house colleagues through topical Practice Groups.
- **Promotion from Leaders** - Chapter Board members announce and promote upcoming Chapter Programming, encourage new leadership, ideas and feedback, and remind Membership of the many benefits of ACC during programming introductions.
- **Role of Chapter staff** - The Chapter's Executive Director is responsible for creating weekly and Program specific email reminders to Members enabling them to register easily for upcoming Programs and digest monthly calendared Programs. The Chapter has also worked with local press, including the Metropolitan Corporate Counsel, to increase awareness on the Chapter's newest affinity group –All Abilities Legal Resource Group.

Types of Chapter Communications:

- **Social Media** - Chapter presence on YouTube, LinkedIn, Flickr, and a Twitter handle where Members and Sponsors are engaged. Re-tweets from ACC HQ on Twitter.
- **Legal Publications** - The Chapter utilizes common legal publications directed to in-house to advertise its events, such as the Metropolitan Corporate Counsel's electronic newsletters.

- **Chapter Website** – Email blasts with links to the chapter site promoting upcoming programs.
- **Program Materials Highlighting the Chapter** - Our Membership can also find the Chapter’s “Seat Sheet” at each CLE Program, which highlights the Chapter’s growing membership, Program details, and future Programming options - valuable tools to quickly inform members of Chapter details.
- **“We miss you” Reminders** - The chapter issues ‘We Miss You’ Reminder letters to lapsed members. In the event the chapter is notified of a lapsed Corporate Law membership as offered by ACC Headquarters, the chapter takes additional efforts to personally reach out to the Corporate Law membership contacts.
- **Newsletters** - Each quarter, the Chapter distributes an electronic newsletter to our Membership and any prospective members. The Newsletter presents a glimpse of upcoming Programs, highlights past events, tenders timely sponsor articles and features a message from the Chapter President.
- **YouTube Channel** - The Chapter has uploaded recorded Programs to our Chapter’s YouTube channel, allowing Members to view the Programs after the event or those they were unable to attend in person.
- **Sponsor Materials** - The Chapter also makes available Sponsor presentation materials on the Chapter website – which has been lauded by members as a most valuable benefit for later reference. Our repository of presentations is a value-add to our members, and demonstrates to non-members the caliber of Programming.
- **Direct Mail Initiatives** - The Chapter created a direct mail campaign for the Chapter’s Core Program: *In-House Counsel*

Toolkit Full Day. Multiple methods of marketing create consistent communication.

Word-of-Mouth (“WOM”) Initiative:

The chapter’s most successful strategy of recruitment remains the WOM initiative. Our current Membership acts as brand ambassadors for the Chapter, building Chapter awareness and encouraging their colleagues to join ACC, attend events, and become involved with the Chapter. Our Board and volunteer leaders are diligent in their efforts to reach new prospects – whether it is via LinkedIn connections, encouraging their General Counsel to invest in a department membership, knocking on the office doors of colleagues, or spreading the word at another industry. We also engage prospects through press releases, Chapter newsletters and mailings, and social media efforts.

Know your benefits:

The NYC Chapter boasts the following offerings to its Membership:

- ***Nine (9) Practice Groups:*** Each Practice Group offers members concentrated CLE and networking opportunities within a targeted legal practice area which allows Membership to mingle and mix with other in-house counsel within particular practice areas and sectors to develop a pool of in-house colleagues/resources. The current offerings include: Advertising and Marketing, Compliance, Corporate & Securities, Digital, Technology, eCommerce & Privacy Law, Employment Law, Intellectual Property Management, Nonprofit Organizations, Real Estate and Retail Law.
- ***Five (5) Affinity Groups:*** The Affinity Groups are focused on specific areas of need within the in-house community and

offer learning and networking opportunities for similarly situated individuals. The current offerings include: Chief Legal Officers (“CLO”) Forum, Women’s Group, Diversity Group, Long Island Regional Group, and the All Abilities Legal Resource Group. These dynamic groups supply members with ample opportunities to collaborate with in-house counsel colleagues in their practice area or with similar interests, and provide members the ability to meet to discuss best practices, network and learn at outstanding CLE events, roundtable discussions, and social gatherings.

- **Career Development:** The Chapter has increased its focus on creating Career Development and In-Transition opportunities for its Membership.
- **Signature Event - Winter Gala:** This Chapter holiday gathering was envisioned to meet the call by Membership for a gala or other celebratory event during the Programming year. 6.

Working with HQ:

The Chapter makes available ACC Headquarters materials at our events and displays brochures or other information provided by ACC Headquarters at our Program registration table.

Member Feedback:

Member feedback is critical to align our Programming with Membership expectations. The Chapter consistently solicits feedback from Membership at every Program. We value Member suggestions, listen thoughtfully and solicit constructive feedback. In addition to soliciting verbal feedback from Program attendees, we distribute written evaluation forms at each CLE Program, and carefully review each form. These forms ask our members to provide preferences with respect to programming locations, time

and format.