

Resources from ACC Headquarters

Facilitating the success of your chapter is one of the primary goals of the chapters team! To aid you, we've developed dozens of services to help you run your chapter effectively. In addition to providing services, the staff acts as a clearinghouse for chapter best practices and other vital information.

The key to this resource is communication between chapter leaders and ACC staff. We are here to serve you, so let us know how we can help!

CHAPTER LEADERSHIP SERVICES

ACC is committed to helping you:

- Communicate and Learn from Fellow ACC Leaders
- Communicate with Your Members
- Learn About Your Members
- Recruit New Members
- Gain Global Support, and
- Discover Additional Technologies

COMMUNICATE AND LEARN FROM FELLOW ACC LEADERS

- Chapter Administrator and Chapter President Listservs
- Leadership Development Institute
- Quarterly Chapter Leader Conference Calls
- Sister Chapter Program
- Weekly Chapter Administrator Idea Swaps

Chapter Leader Listservs – Established to enhance a chapter leader's ability to communicate with fellow counterparts. Specific leaders listed below are automatically added to the listserv when they assume their role.

To connect with your group, simply email:

- Chapter Administrators: chaptadminchat@discuss.acc.com.
- Chapter Presidents chaptpresidentschat@discuss.acc.com.

Leadership Development Institute – Annual training session hosted by ACC for all, chapter, and Committee leaders free of charge. The session covers leadership

succession, board development, motivating volunteers, recruiting members, managing your chapter administrator, and other topics identified by chapter leaders.

Quarterly Chapter Leader Conference Calls – Hosted by ACC Headquarters, these calls enable Chapter presidents and administrators the opportunity to share success stories, discuss problems, and receive updates on ACC activities from other leaders.

Sister Chapter Program – developed to support the continued success of ACC chapters by connecting Chapters in different regions to expand networking between leaders and members, develop programming, and share best practices. The Sister Chapter partnership represents an opportunity for existing chapters with strong governance and programming to provide mentorship to newly formed chapters. Chapter partnerships are defined by similar key membership demographics and interests. During the year-long partnership, Sister Chapters will identify one to two measurable goals, which may focus on governance, programming, and/or membership retention and growth. Chapters interested in a mentoring role must complete a program application. ACC chapters staff will evaluate the applications and match chapters accordingly. [Click here](#) to download the detailed guidelines and application.

Weekly Chapter Administrator Idea Swaps – Weekly call hosted by ACC staff for chapter administrators. This is an informal gathering to discuss highs, lows, trends, and ideas. One of the best resources for an administrator is learning from other administrators.

COMMUNICATE WITH YOUR MEMBERS

- Chapter Broadcast Email List
- Chapter Newsletter Options
- Mailchimp
- Zoom – Video Communications Application

Chapter Broadcast Email List– Chapters have available to them a broadcast email list or listserv to effectively communicate with their members. To obtain your broadcast email address or to request a segmented membership listserv (CLOs, prospects, etc...), contact chapters@acc.com.

Chapter Newsletter Service (Printed or Electronic Version) – ACC will prepare a quarterly newsletter for all interested chapters at \$25 per page. Interested chapters must provide a president's message, a calendar of events, board of directors, a photograph of the current president (optional) and any other chapter specific text. ACC will include information on new services and other benefits of membership and provide design, layout, additional copy writing, and print chapter newsletters. The cost of the electronic newsletter varies between \$75–\$200. Please email the Chapters Department at chapters@acc.com for more information.

Copy for newsletters must be submitted in electronic format to chapters@acc.com. ACC's copy submission deadlines are listed below:

Copy Due	Newsletters Mail
January 27	First week of March
April 28	First week of June
July 28	First week of Sept.
October 27	First week of Dec.

MailChimp is another email marketing platform ACC HQ recommends for sending out chapter newsletters to your members. HQ will not distribute this chapter newsletter centrally but will help on-board any interested chapters.

Zoom – ACC provides the use of Zoom video communication software at the low cost of \$20 per month to all interested chapters.

LEARN ABOUT YOUR MEMBERS

- Online Surveys
- Monthly Membership Reports
- Chapter Reports
- Chapter Rosters

Online Surveys – Chapters can request the development and deployment of chapter membership surveys. Results will include tabulation of results complete with charts and graphs.

Monthly Membership Reports – Each month, ACC Headquarters makes available a detailed membership report to chapter leaders (through the Volunteer Leader Resources). These reports should be used to track how many new members, lapsed members, current, and reinstated members you have in your chapter. The reports include members by state and country, members by chapter, members by committee, new members FY2021 vs. FY2022 and total members at the end of the month.

Chapter Reports and Communications– chapter will receive the following information from ACC staff:

Week in Review (weekly newsletter for chapter leaders)

- 1) Membership Statistics for all ACC chapters
- 2) Timely information specifically for chapter leaders
- 3) Information regarding Zoom calls, best practices, and other information

Quarterly

- 1) Quarterly rebate check and memo detailing expenses
- 2) Membership Excellence Statistics (retention rate and YTD new members)

Chapter Rosters available online. To download your new, lapsed, current, and prospect rosters:

- Log-in to your account on acc.com and go to acc.com/rosters/chapter
- Your chapter will be automatically selected, then you can select the 'all active members' radio button to pull a list of your membership.
- Finally, click the 'submit' button at the bottom of the page and your roster will download.

RECRUIT NEW MEMBERS

- Membership Materials
- Marketing Materials

Membership Materials – Customized specifically for your chapter, membership brochures and recruitment flyers can be designed and printed by ACC HQ. ACC Dockets are also available to chapters to assist in recruitment efforts. ACC also has small giveaways that can be used as prizes for Chapter members that are conducting local recruitment campaigns. Contact chapters@acc.com for more information.

Marketing Materials – ACC has partnered with several global vendors to provide chapters with the opportunity to order branded prizes/giveaways/gifts for your events or board meetings. To order items, please contact chapters@acc.com for additional information and review the [following page](#) for resources recommended by current chapter leaders.

GLOBAL SUPPORT

- Audio Webcast
- Chapter Grant Program
- Chapter Websites
- Chapter Website Updates
- Program Speakers/Portable Programs
- Resource Demonstrations and Training
- Screening & Hiring of Chapter Administrators
- Volunteer Leader Examples and Resources

Audio and Video Webcasts – ACC provides chapters with the opportunity to host free webcasts through the national provider. View the [webcasts guidelines](#) for more details, and email chapters@acc.com to get started.

Chapter Grant Program – The ACC Chapter Grant Program was conceived as a method of providing funding to chapters that do not have the funds to pursue additional activities. The funding is provided regardless of size for new programs that would advance the mission of the association, while advancing the goals and objectives of the chapter.

All active ACC chapters are eligible to submit a grant proposal for up to \$6,000 for programs that support the following ACC objectives:

- Increasing ACC membership through membership and retention campaigns
- Increasing member awareness of your chapter and ACC services
- Programs focused on new managers, new to in-house, or general counsel issues
- Chapter and committee collaboration efforts
- Programs focused on ethics issues directly affecting in-house attorneys (e.g. corporate governance, Multi-jurisdictional practice, multi-disciplinary practice, etc.)
- Programs focused on global issues in the legal department
- Pro Bono services by in-house counsel
- Initiatives and efforts toward advocacy

- Initiatives and efforts for law school students

Chapter Grants are valid from October 1 to September 30 and applications are generally due in January. Please contact chapters@acc.com for additional information.

Chapter Websites – Housed within ACC.com, each chapter hosts its own website. Self-administered, chapters have the ability to post a calendar of events, list of officers, current news, new members, news about members, related links, sponsor information, and other items of interest.

Updating Your Chapter Pages: Contact chapters@acc.com to obtain your username and password, and the instruction manual on how to manage the back-end chapter page.

Program Speakers – ACC Headquarters is able to assist chapters with identifying speakers on a variety of legal topics as well as provide an ACC staff person who can address the benefits of membership and demonstrate ACC.com. ACC Headquarters has several educational programs that Chapters can produce with a minimum of effort (See "[Portable Programs from ACC](#)" in this Chapter). Networks are also available to assist Chapters in developing programs.

Resource Demonstrations – ACC staff is available to conduct [resource demonstrations](#) at your local CLE presentations. It's as easy as extending a program 30 minutes to add the demo portion, and it can even be personalized to the subject matter of the CLE. Some jurisdictions have certified ACC demos for .5 hours of ethics credit, and ACC would be happy to work with you to customize a demo. If you are interested in adding an ACC demo to one of your presentations, please email chapters@acc.com.

Screening & Hiring of Chapter Administrator – for chapters considering hiring a new chapter administrator, ACC staff is available to assist with the development of a chapter specific job description and posting the opening on industry job boards. Once candidates are collected and ready for review, ACC staff is available to review applications and screen candidates. After an offer has been extended, staff is able to provide a draft contract and support services are done in a manner consistent with the FLSA's rules for independent contractor arrangements.

Volunteer Leader Examples and Resources – Housed within ACC, chapter leaders will find sample letters/documents, rosters, as well as membership retention & recruitment tips, sponsorship guidelines, Chapter Presidents Manual, sample newsletters, a guide for developing public relations, advocacy manual, required forms, award program

guidelines, and much more to help manage ACC chapters. Additional Volunteer Leader Resources can be accessed within these pages.

ADDITIONAL TECHNOLOGIES

- Canva
- File Sharing
- Online Registrations
- Smartsheet

Canva – This intuitive graphic design platform is available to ACC chapters for free. Chapters that gain access through ACC benefit from branded templates, color palettes, and free stock images. Creating flyers, social media posts, and presentations is made easy for everyone. Contact chapters@acc.com to learn more.

File Sharing (SharePoint)—ACC has worked with SharePoint to provide local ACC Chapters with the capability to store important documents electronically and share other documents over the internet. This shared work-space enables users to access and post documents, as if were an internal company server. If you are interested in learning how to access your free SharePoint file space, contact chapters at chapters@acc.com.

Online Registration – ACC recommends a couple online registration services: ACC utilizes [Cvent](#) as the premier event registration platform for chapters, which is a free service for all uncharged events, and only 3.4% deducted from paid registrations. For chapters who host complimentary events, ACC recommends [Eventbrite](#), a simple, effective solution for online registration services.

Smartsheet - ACC has made the Smartsheet platform available for all chapters, in which chapters can create and share spreadsheets easily with their leaders. This is particularly useful for keeping track of board responsibilities and coordinating member outreach campaigns.