

SESSION 2:

The Crucial First Three Months:
Winning New Members Over from Day One



Leverage your **elevator pitch** in
member **retention** efforts.



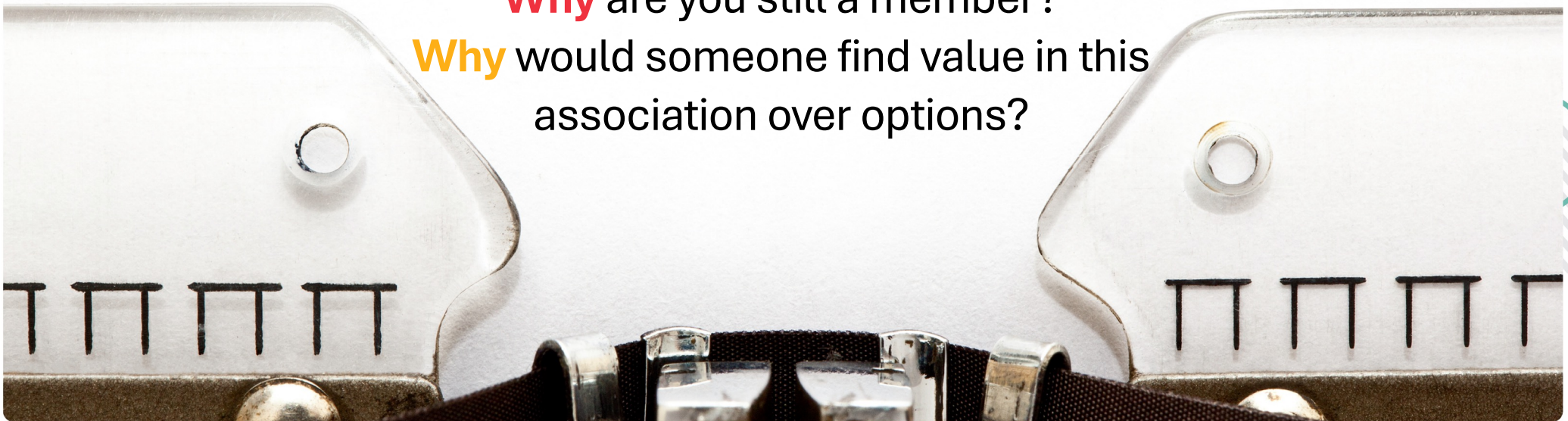


What is your why?

Why did you join ACC?

Why are you still a member?

Why would someone find value in this association over options?



When communicating
your **why**, remember
to be:

- Genuine
- Enthusiastic
- Knowledgeable





**It`s
Quiz
Time**

How much do you really know about ACC?





What are the **four**
types of ACC Membership?



Individual Membership

Corporate Membership

In-Transition Membership

Retired Membership



True or False?


ACC membership comes with unlimited FREE CLE/CPD credit on eligible LIVE online courses.






TRUE!

Your membership automatically unlocks unlimited FREE CLE/CPD credit on eligible LIVE online courses and one FREE CLE/CPD On-Demand program each month! That's a \$40+ savings per course.





**Where and when will the
2024 ACC Annual Meeting
be held?**




October 6-9, 2024
Music City Center (Convention Center)
Nashville, Tennessee, USA



Name **FIVE** ACC Networks!

- [Compliance & Ethics](#)
- [Corporate & Securities Law](#)
- [Employment & Labor](#)
- [Energy](#)
- [Environmental & Sustainability](#)
- [Financial Services](#)
- [Health Law](#)
- [Information Governance](#)
- [Insurance Staff Counsel](#)
- [Intellectual Property](#)
- [International Legal Affairs](#)
- [IT, Privacy & eCommerce](#)
- [Law Department Management](#)
- [Legal Operations](#)
- [Litigation](#)
- [New to In-House](#)
- [Nonprofit Organizations](#)
- [Real Estate](#)
- [Small Law Department](#)
- [Sports & Entertainment](#)
- [Women in the House](#)

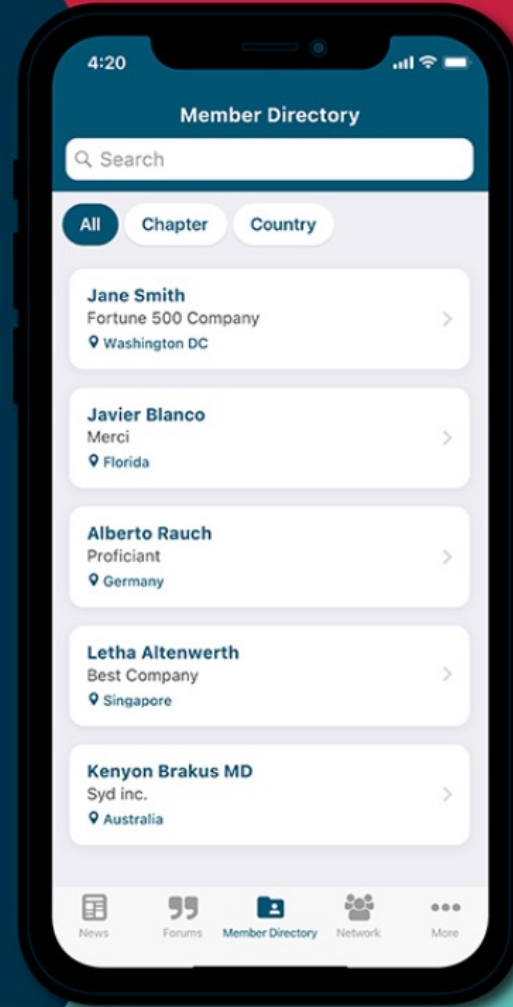


What is the name of
ACC's **award-winning** app?

ACC365

ACC how/where/when you want it.

DOWNLOAD TODAY



4:20

Member Directory

Search

All Chapter Country

Jane Smith

Fortune 500 Company

Washington DC

Javier Blanco

Merci

Florida

Alberto Rauch

Proficiant

Germany

Letha Altenwerth

Best Company

Singapore

Kenyon Brakus MD

Syd inc.

Australia




News

Forums

Member Directory

Network

More



Formerly known as the **ACC Forums**, this platform was created for members to connect and exchange information specific to industry, department size, and of course practice area.

What is the new name of this platform?





Welcome to ACC Communities

Welcome to communities, our “house” for in-house counsel. Easily connect and exchange information with other in-house counsel.

[Log In](#)

[Create an Account](#)





The **ACC Docket** editorial
calendar lists what
theme for **June 2024**?



Diversity, **E**quity, & **I**nclusion

How to Lawfully Use Race and Gender in the Selection Process
Recruiting, Retention, and Promotion of a Diverse Workforce
Taking Your DEI Program Global
Benefits of a Diverse Legal Team



Sponsored by **Exterro**,
ACC released which survey in
January 2024?

2024

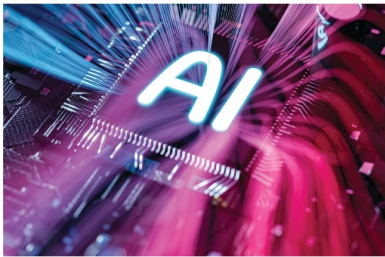
**ACC CHIEF
LEGAL
OFFICERS
SURVEY**



What are **two of the five**
resource collections within the
ACC Resource Library?

Resource Collections

Sets of insights and tools selected by ACC on key topics for global in-house counsel



Artificial Intelligence →
AI Insights and Sample Policies



Privacy and Cybersecurity →
Insights and Tools on an Ongoing Priority




Environmental, Social, and Governance (ESG) →
Boost Your Knowledge on Key ESG Issues




Ukraine Conflict: Sanctions and Global Implications →
Learn About Implications for Businesses



Teaching Law School →
Tips and Sample Materials for Teaching a Law School Course



What ACC resource allows you to **search members** by chapter, country, network, and area of expertise?





Member Directory

Find a Member

Search

Search by name and company

Chapter

- Any -



Country

- Any -



Area of Expertise



Network



Apply

ENGAGE NEW MEMBERS WITHIN THE FIRST 90 DAYS

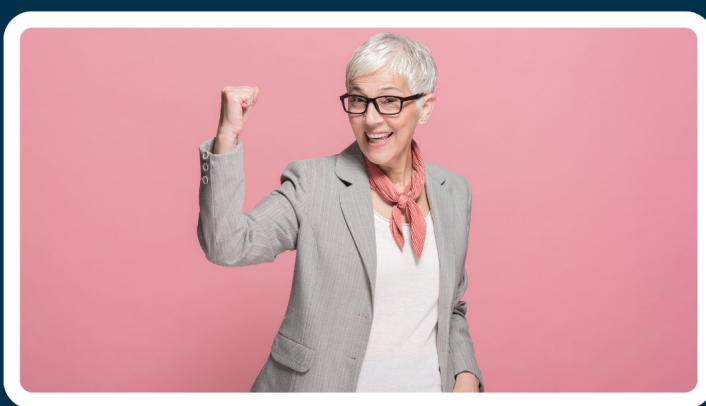
Membership research shows that new members decide within their first 90 days whether to renew. Engaging them in **meaningful ways** during their first few weeks of joining your chapter increases the likelihood they will renew.

It's time to get specific.



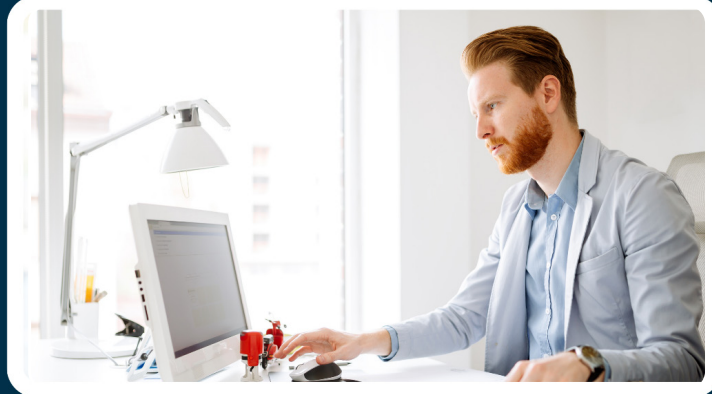
WHO ARE YOUR NEW MEMBERS?

Discover their Stories



LOUISA GUNGHO

- 20+ years of in-house experience
- Is interested in everything ACC has to offer
- Looking for ways to “give back” with her skills
- Joined ACC via a local chapter CLE recruitment event



PERRY RECLUSE

- 7 years of in-house experience
- Wants his CLE credits and to be left alone
- Only intends to be in person at Annual Meeting, once a year
- Is somewhat aware of ACC offerings, but doesn't care too much
- Joined ACC via LinkedIn ad



JOHN PARTAY

- 12 years of in-house experience
- Wants to party and wants a new job
- Searching for opportunities to network his way into a new position/build his resume
- Joined ACC because of a local chapter Signature Event





MARA PHONE-A-FRIEND

- 3 years of in-house experience
- Isn't much of a joiner
- In-person anything will require a personal connection/ a cause she cares about
- What's an ACC?
- Joined ACC via corporate membership and is still oblivious to this fact



HOW WOULD YOU PREPARE FOR THESE PERSONAS?

- **How would you engage with this person within their first three months of ACC membership?**
 - **What does this person care about?**
 - **How can you focus their interests?**
 - **How do you see this person engaging with your chapter in the future (6 months, a year, three years, etc.)?**
- 
- 



- Host member orientation webinars featuring members talking about their chapter journey (giving their elevator pitch).
- Have board members host informal monthly or quarterly coffee or lunch. meet-ups to welcome new members.
- Create an opportunities checklist.
- Allow new members to bring a friend to chapter events.

CONNECT!

- Send a personalized welcome email (make a deliberate effort with corporate members).
- Give new members a shout-out via your newsletter, or social media channel.
- Assign board members to greet new members at in-person events or by a welcome phone call.
- Facilitate introductions to longstanding members at in-person events.





**LEVERAGE
YOUR
ADMINS!**



CONSIDER HOW YOU WANT NEW MEMBERS TO ENGAGE WITH ACC IN THE FUTURE

- Create a loose engagement plan based on the primary profiles identified in your membership.
- Ensure that all chapter members have a balanced experience.
- Consider cycles of enthusiasm (anniversary, new year, end of summer, post signature event, etc.).
- Request feedback.



Membership & Retention Toolkit

Your chapter plays a crucial role in both membership recruitment and retention. For many ACC members, their chapter serves as their local in-house community, representing one of the most significant benefits of membership. To support you and your chapter leaders in comprehending the membership lifecycle and your role within it, ACC has assembled the toolkit below.



Basics



Promote



Recruit



Engage



Renew



Reinstate

