

**THE FLORIDA BAR - BUSINESS LAW SECTION - MEMBERSHIP COMMITTEE - 2014-2015 PLAN**

Mission: To recruit new and retain existing Business Law Section Members

Vision: To increase Business Law Section membership 200-500 Members year-over-year while retaining existing membership level and increase active participation by the Members

Values: Inclusion among identified diverse target groups and among underserved business law practitioners statewide

2014-2015 Budget request: \$10,000.00

Events Subcommittee: Amir Isaiah, Sara Paris, Zach Hyman, Amanda Fernandez

Public Relations/Marketing Subcommittee: Sara Paris, Amanda Fernandez

Objective	Strategy	Tactic	Timeframe	Responsible Party(ies)	Measurable Outcome(s)
1. Recruit new BLS Members	<p>a. During annual TFB renewal period</p> <p>b. During TFB years - already-incumbent TFB/non-BLS Members/non-lawyer stakeholders (paralegals, CPAs, in-house counsel, foreign lawyers, consultants, litigation support professionals)</p>	<p>i. Advance campaign</p> <p>ii. During campaign</p> <p>iii. Target prospects: direct mail/e-mail</p> <p>i. Cross-recruitment from/with other TFB Sections &amp; non-participants in TFB Sections</p> <p>ii. Conjoin recruiting events with "free" CLE programs</p>	<p>November - January</p> <p>January - July</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Membership Comm. with Communications [Social Media]/ Inclusion, Mentorship, Fellowship Committees</p> <p>All BLS leadership</p> <p>Membership &amp; CLE Comms.</p>	<p>(1) Targeting prospective new Members (2) Prepare &amp; develop campaign elements</p> <p>Implement campaigns</p> <p>[Pending review]</p> <p>Increase number of at least 200 new BLS Members from other TFB Sections</p> <p>Increase number of at least 200 new BLS Members who attend CLE</p>

c. Focus area - Young lawyers	iii. Target prospects: direct mail/e-mail A. Identify target prospects regionally		Membership Comm. (organized regionally)	[Pending review] Creation of BLS Membership Ambassadors
	iv. Ease joining through BLS website			
	i. Target prospects: direct mail/e-mail	Ongoing	Zach Hyman/Amir Isaiah/Sara Paris	[Pending review]
	ii. Promote a Welcoming/New Member Orientation Subcommittee, functions of which will be to, among other things, implement an integrated approach to attract, orient, mentor, and help develop the next generation of active BLS Members (see also §1(c)(iii) below)	Labor Day Retreat; Annual Meeting	Zach Hyman	Budget item: \$500.00 (\$250.00 x 2)  Engage in new BLS Member orientation
d. Focus area - Law students	iii. Mentoring/BLS Membership Ambassadors (see also §1(c)(ii) above)	Ongoing	With Inclusion, Mentorship, Fellowship Committees	
	iv. Promote Young Lawyer Happy Hours (with membership drive & incentive prizes/awards/discounts)	April & September	Cities: Miami, Fort Lauderdale, Tampa, Orlando, Jacksonville, <i>regional (2)</i>	Budget item: \$6,000.00 (\$500.00 x 12) Budget item: \$500.00 (incentive prize) Take/post photographs/"tweets"
	i. School-based business law associations (e.g., meet-and-greets)	Fall Semester	Phil Kabler & Zach Hyman	Budget item: \$1,300.00 (\$100.00 x 13)
	ii. Relationship-building with Deans and BLS-member faculty	Ongoing	Membership Comm. (organized regionally or alumni); involve Alan Aronson	Use customized template letter

	e. Focus area - Diversity & inclusion	<ul style="list-style-type: none"> <li>iii. Mentoring</li> <li>i. Collaboration with Inclusion, Mentoring, Fellowship Committee</li> <li>ii. Develop relationships with community legal partners</li> <li>iii. Include under-served areas of state for BLS events</li> <li>iv. Support the BLS Fellow program</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> <li>Ongoing</li> <li>Ongoing</li> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>With Inclusion, Mentorship, Fellowship Comm.</li> <li>Amir Isaiah &amp; Sara Paris</li> <li>Phil Kabler</li> <li>Membership Comm.</li> </ul>	<ul style="list-style-type: none"> <li>Use BLS website for matching</li> <li>Reciprocal reports between Membership &amp; Inclusion, Mentoring, Fellowship Comms.</li> </ul>
2. Retain incumbent BLS Members					
	<ul style="list-style-type: none"> <li>a. Continue involvement of "active" Members in BLS activities</li> <li>b. Engage involvement of "passive" Members in BLS activities</li> </ul>	<ul style="list-style-type: none"> <li>i. Target prospects: e-mails &amp; personal contacts <ul style="list-style-type: none"> <li>A. Identify target prospects</li> </ul> </li> <li>ii. "Promote" leadership progress of BLS Members through committees</li> <li>iii. Organize/promote quarterly local events (e.g., lunch-hour CLEs, socials)</li> <li>i. Target prospects: direct e-mail &amp; personal contacts</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> <li>Ongoing</li> <li>Quarterly</li> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Membership Comm. (organized regionally) with substantive Committees</li> <li>Membership Comm.</li> <li>Cities: Miami, Fort Lauderdale, Tampa, Orlando, Jacksonville, <i>regional (2)</i></li> <li>Membership Comm. (organized regionally)</li> </ul>	<ul style="list-style-type: none"> <li>[Pending review] Members joining substantive Committees/activities</li> <li>Budget item: \$1,200.00 (incentive prize) Take/post photographs/"tweets" In conjunction with young lawyers events</li> <li>[Pending review]</li> </ul>

		ii. Target prospects: personal contacts			
		iii. Address Cost/Benefit ratio of participation			
3. Maintain ongoing attention to BLS					
		i. Make consistent use of BLS value proposition (with cost/benefit analysis)			Use existing Member Benefits Survey results Budget item: \$500.00 (general Committee activities)
		ii. Collaboration with Communications Committee	Ongoing	Membership Comm.	Assign a Member/photographer to every event
		iii. Collaboration with Communications - Social Media Subcommittee	Ongoing	Membership Comm.	Assign a Member/photographer to every event
		iv. Update BLS - Membership Committee website page & social media outlets (e.g., benefits message for each target group; written/video testimonials)	Monthly	Membership Comm. Leadership with Communications [Social Media] Comm.	
		v. Endorsement articles to the "Bar Journal"	2x/year	Membership Comm. Leadership with Communications [Social Media] Comm.	