FEDERAL BAR ASSOCIATION
X CHAPTER

MEMBERSHIP PLAN

Adopted [date], 2019

Recognizing that the strength of FBA is in the vitality of its Chapters, X Chapter hereby adopts the following Membership Plan. The Plan is guided by FBA’s Best Membership Practices: (1) RETAIN existing members, (2) ATTRACT new members, and (3) LEAD by having a designated Chapter leader who is responsible for execution of the Chapter’s Membership Plan.

A. LEADERSHIP

- X Chapter will have a specified leader [“leaders” if Chapter is larger] who is responsible for Membership. This leader will be [“the Chapter Vice President” (Option A: include this position in leadership ladder, such as during a Vice Presidency) or [“a Membership Chair, who is appointed by the President at the commencement of the President’s term (Option B: allow President to appoint)]. For the purposes of this Plan, the designated leader will be called the “Membership Chair.”
- The Membership Chair shall have a Membership Committee, which the Chair shall appoint within the first month of taking office. The Committee will be responsible for assisting the Membership Chair with implementation of this Plan.
- Although X Chapter will have certain members designated to lead in the area of membership, X Chapter recognizes that all Chapter members should be engaged in membership. To this end, the Board of X Chapter will include Membership in its regular agendas, where a member of the Membership Committee will provide an update as to the monthly membership numbers supplied by FBA National and upcoming membership efforts.

B. RETAINING AND ATTRACTING MEMBERS

X Chapter will retain existing members and attract new members in two ways: engaging in personal outreach and providing excellent programming.

1. Personal outreach
   a. Retaining existing members
      i. The Membership Chair, or a member of the Membership Committee, will personally contact existing Chapter members when notified by FBA National that the existing members are coming due on renewal. The contact may be by telephone, e-mail, or letter, and it will highlight benefits of FBA membership and the Chapter. The contact will provide contact information for the Membership Chair and will encourage the existing member to renew.
      ii. The Membership Chair, or a member of the Membership Committee, will personally contact each renewing Chapter member to thank them for renewing and recognizing their support for FBA. The contact will also invite the member to upcoming event(s).
iii. The Membership Chair, or a member of the Membership Committee, will personally contact each non-renewing Chapter member once to encourage them to renew. The contact will remind the non-renewing member of the benefits of FBA.

b. Attracting new members
   i. The Membership Chair, or a member of the Membership Committee, will ensure that the Chapter has a presence in every newly-admitted attorney’s materials in the District Court of this Chapter.
   ii. The Membership Chair, along with all Board members, will strive to invite at least one new person to an event each year.
   iii. The Membership Chair or Membership Committee will reach out to include law students and judicial law clerks in events, and will encourage law students to joint as Law Student Associate members of FBA.
   iv. The Membership Chair will work with the Chapter’s Newer/Younger Lawyers Committee to coordinate efforts in this regard.

2. Programming
   a. When X Chapter plans any Chapter event, X Chapter will consider how the event will further the Chapter’s goals of retaining existing members and attracting new members. The Chapter will strive to implement the strongest programming possible in order to demonstrate the value of membership. The Chapter will also invite the judiciary to attend its events.
   b. At each Chapter event, upcoming events and encouragement to join will be included in either introductory or concluding remarks.
   c. At each Chapter event, membership applications will be available at the check-in area, along with CLE certificates if applicable.
   d. After each Chapter event, the Membership Chair, or a member of the Membership Committee, will contact any non-FBA members who attended and encourage them to join FBA and attend future events.
   e. The Chapter will strive to hold events that not only provide legal programming, but networking and social opportunities. In addition, the Chapter will hold events that are of interest of varying groups, whether that be litigators, bankruptcy attorneys, or younger attorneys.
   f. The Chapter will co-sponsor or advertise Chapter events with other organizations who share similar interests or goals (e.g., for an intellectual property CLE, the Chapter will coordinate with the state bar’s intellectual property section).
   g. When possible, X Chapter will provide a cost benefit that encourages membership, such as reduced fees for existing members or those who join at an event.