LAPSED MEMBER EMAIL TEMPLATE

To: LAPSED MEMBER EMAIL ADDRESS  
FROM: Current Chair or Membership Chair  
Subj: What’s new with the FBA [Name of your Section/Division]!

Dear [lapsed member name],

On behalf of the leadership of the [Name of your Section/Division] of the Federal Bar Association, I wanted to let you know about the great things we’ve been doing [and/or have planned for the coming year] to enrich the careers of FBA members in our section, and hope that you’ll come back and re-join this wonderful community. The FBA turns 100 years old in 2020 and you won’t want to miss the special events that will mark the milestone, including the Centennial Celebration & Gala in Washington DC!

In the past year, members have enjoyed the following [use examples from the below list for inspiration]:

• CLEs to give our members the credits they need to satisfy requirements, including [Name of CLE] presented by [expert speaker or judge]
• Honored [name of judge] of the [name of court] at the [name of event] on [date]
• Met [frequency] for networking and general camaraderie
• Organized the [community outreach project] and helped [beneficiaries] in the area
• Coordinated a mentorship program which paired [match-ups]
• Discounted registration fees on events (where membership can pay for itself!)
• And on a national level, all FBA members receive: The Federal Lawyer magazine, access to the member discounts program and free accredited CLE audio-webinars, and representation on Capitol Hill on behalf of federal practitioners

Why FBA?

The Federal Bar Association is the only national organization dedicated to promoting the welfare and interests of those focused on federal law; from the law student, to the seasoned practitioner, to the federal judge... the FBA is truly for a career, for a lifetime.

Click here to re-join online or use the attached application form and return to the FBA. If you encounter difficulty at fedbar.org with your username or password, please email the FBA national office – they’re there to help in any way!

PS. Join today and apply promo code FBASAVE20 to save 20% on national dues!

Sincerely,

[Name]  
[Title/position]  
[Name of Section/Division]  
Federal Bar Association
COMING DUE MEMBER EMAIL TEMPLATE

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To: COMING DUE MEMBER EMAIL ADDRESS
FROM: Current Chair or Membership Chair
Subj: Renew as a member of the [Name of your Section/Division] today!
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Dear [member name],

On behalf of the leadership of the [Name of your Section/Division] of the Federal Bar Association, I want to thank you for being an integral part of our section. We have noticed that your membership is up for renewal. It is because of members like you, that the [Name of your Section/Division] is able to continue to enrich the careers of our members. We encourage you to renew your membership.

Visit our section/division webpage at [link], for more information and please do not hesitate to contact me with any questions or feedback on how to improve our Section.

Sincerely,

[Name]
[Title/position]
[Name of Section/Division]
Federal Bar Association
NEW MEMBER EMAIL TEMPLATE

To: NEW MEMBER EMAIL ADDRESS
FROM: Current Chair or Membership Chair
Subj: Thank you for being a valued member of the [Name of your Section/Division]!

Dear [new member name],

On behalf of the leadership of the [Name of your Section/Division] of the Federal Bar Association, I wanted to thank you for joining the section and let you know about the great things we have planned for the coming year to enrich the careers of FBA members:

[Use examples from the below list for inspiration]:
- CLEs to give our members the credits they need to satisfy requirements, including [Name of CLE] presented by [expert speaker or judge]
- Frequent meetings for networking and general camaraderie
- [Community outreach project] to help [beneficiaries] in the area
- Coordinated mentorship program which paired [match-ups]
- [Frequency] Newsletter, [Name of newsletter]
- On a national level, all FBA members receive: The Federal Lawyer magazine, access to the member discounts program, free accredited CLE audio-webinars, and representation on Capitol Hill on behalf of federal practitioners

Visit our section/division webpage at [link], for more information and please do not hesitate to contact me with any questions or interests for participating in the Section.

Sincerely,

[Name]
[Title/position]
[Name of Section/Division]
Federal Bar Association
Recognizing that the strength of FBA is in the vitality of its members, [Name of Section/Division] 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 leader who is responsible for execution of the Membership Plan.

I. LEADERSHIP
   i. [Name of Section/Division] will have a specified leader [“leaders” if large] who is responsible for Membership. For the purposes of this Plan, the designated leader will be called the “Membership Chair.”
   ii. 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.
   iii. Although [Name of Section/Division] will have certain members designated to lead in the area of membership, [Name of Section/Division] recognizes that all members should be engaged in membership. To this end, the Board of [Name of Section/Division] 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.

II. RETAINING AND ATTRACTING MEMBERS
   [Name of Section/Division] will retain existing members and attract new members in two ways: engaging in personal outreach and providing excellent programming.
   i. Personal outreach
      a) Retaining existing members
         o The Membership Chair, or a member of the Membership Committee, will personally contact existing 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 Section/Division. The contact will provide contact information for the Membership Chair and will encourage the existing member to renew.
         o The Membership Chair, or a member of the Membership Committee, will personally contact each non-renewing member once to encourage them to renew. The contact will remind the non-renewing member of the benefits of FBA.
      b) Attracting new members
         o The Membership Chair, along with all Board members, will strive to invite at least one new person to an event each year.
         o 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.
   ii. Programming
a) When the Section/Division plans any event it will consider how the event will further the Section/Division’s goals of retaining existing members and attracting new members. The Section/Division will strive to implement the strongest programming possible in order to demonstrate the value of membership.

b) At each event, upcoming events and encouragement to join will be included in either introductory or concluding remarks.

c) At each event, membership applications will be available at the check-in area, along with CLE certificates if applicable.

d) After each 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 Section/Division will strive to hold events that not only provide legal programming, but networking and social opportunities.

f) The Section/Division will co-sponsor or advertise events with other organizations who share similar interests or goals.

g) When possible, Section/Division will provide a cost benefit that encourages membership, such as reduced fees for existing members or those who join at an event.