



# Federal Bar Association

## ***Countdown to Kansas City Challenge: Talking Points***

### **Talking Points Overview:**

- (1) Relationships
- (2) Membership Focus this Year
- (3) Benefits of Membership Growth
- (4) The *Countdown to Kansas City Challenge*
- (5) FBA Membership Types, and New Membership Tools
- (6) Importance of Designated Membership Responsibilities
- (7) Additional Incentives
- (8) Thank you!

Attachment - At-a-Glance Incentives Schedule

(1) **Relationships** - The Federal Bar Association recognizes the crucial importance of our Chapters, Sections, and Divisions to identifying, engaging, and retaining our FBA members. When we ask our most loyal FBA members how it was that they first became involved in the FBA, the answer is more often than not: “Because someone that I knew and respected encouraged me to get involved.”

(2) **Membership Focus this Year** - The FBA is making membership its primary focus this fiscal year (which began on October 1<sup>st</sup>), and we have been working on ways to inspire membership growth, while giving recognition to FBA leaders like you who will assist us in this vital effort.

(3) **Benefits of Membership Growth** - It is no secret that membership fuels our Chapters and every other subdivision of the FBA. More members,

- mean more Chapter dues rebates (currently 20% of membership dues paid), or in the case of Sections & Divisions, more Section or Division Dues;
- mean more volunteers and more ideas for your Chapter/Section/Division programming and events;
- mean more resources in terms of personal connections to potential speakers, venues for events, and personal connections to our Courts and Federal legislators; and
- mean more gratitude and recognition toward ***you*** from your area Courts and practitioners who will witness the Chapter/Section/Division thriving under your leadership.

And they will have you, the leadership, to thank for your Chapter/Section/Division membership growth.

(4) **The Countdown to Kansas City Challenge** - To help you in this effort, the FBA is rolling out its *Countdown to Kansas City Challenge*.

The goals of this effort are – by design – within reach:

(A) to **grow** the membership of your Chapter/Section/Division by 10% this fiscal year (August 31, 2024 will be used as the end date so that we can announce results in Kansas City);

(B) to increase your member **retention** to 80% (retention numbers will be calculated in September 2024. The retention rate is determined by dividing:

- the count of your Chapter/Section/Division members with a 9/30/24 expiration date minus the number of new members who joined the FBA in FY24 divided by the count of your Chapter/Section/Division members with a 10/1/23 effective date)

**Retention Rate = ((E - N) / S) x 100**

- E = Number of members at the end of the year (9/30/2024)
- N = Number of new members acquired during the year (10/1/2023-9/30/2024)
- S = Number of members at the start of the year (10/1/2023)

(C) to establish, and to submit to FBA National at [chapters@fedbar.org](mailto:chapters@fedbar.org) or [sections@fedbar.org](mailto:sections@fedbar.org), a **membership plan** for your Chapter/Section/Division to be used this fiscal year and for future generations of leadership. The plan should address how your Chapter/Section/Division will recruit, engage, and retain its members. (If your Chapter/Section/Division does not currently have a membership plan, or has not revised its plan in years, the FBA has a template ready for your use at: [Membership Plan Template](#).)

(5) **FBA Membership Types, and New Membership Tools** - The FBA has provided new tools to assist leadership in this effort.

First, in case you did not know, the FBA membership dues structure has been revised and simplified (<https://www.fedbar.org/membership/join/>):

- Private practice attorneys: **\$300**
- Discounted Rate of **\$155** for the following members:
  - Newer attorneys admitted to practice for five or fewer years;
  - Solo practitioners;
  - Public sector attorneys; and
  - Retired attorneys.
- Sustaining Membership: **\$500**

- Honorary Membership: **Free.** <https://www.fedbar.org/honorary-membership/>  
This is the membership type extended to our Judiciary Members. When they become a Honorary Member, they simultaneously become a member of the local Professional Chapter and of the Judiciary Division, and their membership extends while serving as a Judge in active, senior, and retired status.
- Law Student Associate Membership: **Free.** (<https://www.fedbar.org/associate-membership/law-students/>). Our Law Student Associate Members also receive first-year post-graduation Professional membership for **free** as part of their membership (\$155 value).

Second, the FBA will introduce a new Law Firm Membership program in 2024, making it easier and more cost-effective than ever for law firms to register memberships for multiple attorneys within the firm at the same time.

Third, the FBA is committed to providing you top-view, monthly membership reports, enabling you to better track your Chapter/Section/Division membership and the results of your efforts. (And details on your Chapter/Section/Division members will be updated weekly and available to you [online](#) whenever you have a need for them, pw: FEDbar1920).

And fourth, as noted above, the FBA has updated its Chapter/Section/Division Membership Plan template, which is available at [Membership Plan Template](#).

(6) **Importance of Designated Membership Responsibilities** - Every successful effort calls for effective leadership, and that is why we urge you to designate a Membership Chair.

If you already have one (thank you!), then we look forward to working with that person to help lead your effort. Please forward the name of your Chapter Membership Chair to [chapters@fedbar.org](mailto:chapters@fedbar.org) and Section/Division Membership Chair to [sections@fedbar.org](mailto:sections@fedbar.org) if staff has not already been notified.

If you do not already have such a designee, consider making membership responsibilities part of the annual responsibilities of a current, underutilized position on your leadership ladder.

(7) **Additional Incentives** - In addition to the direct benefits for you and your Chapter, Section or Division (addressed above), prizes will be awarded for meeting and exceeding goals.

#### **Meeting Goals:**

- National recognition for **Chapters, Sections, and Divisions** in *The Federal Lawyer* and on national social media channels for meeting the growth and/or retention goals.
- All **Chapters** that meet all three goals (growth, retention, membership plan) will receive one Leadership Summit registration credit (estimated value \$150) for use by a Chapter member (designated by the Chapter) **or** an FBA-branded stand-up banner (choice between prizes to be made by Chapter).

- All **Sections** and **Divisions** that meet all three goals (growth, retention, membership plan) will receive one Leadership Summit registration credit (estimated value \$150) for use by a Section or Division member (designated by the Section or Division).
- National recognition for the three **Circuit Vice Presidents** who have the highest percentage of Chapters within their Circuit who meet all three goals (growth, retention, membership plan), at National Council, and on national social media channels.

**Exceeding *Growth* Goals:**

- National recognition for up to three individuals designated by each **Chapter, Section, or Division** that *exceeds* its growth goal, in *The Federal Lawyer* and on national social media channels.
- The top three **Chapters** and **Sections** with the *highest* growth rate (exceeding 10%) will receive one Social Package (estimated value \$300) to the FBA Annual Meeting and Convention, a Presidential recognition message, recognition at the National Council meeting, and national recognition for up to three individuals designated by each Chapter or Section on FBA national social media channels.
- **Divisions** that exceed their growth goal will receive a Presidential recognition message, and recognition at the National Council meeting.
- One **Chapter**, one **Section**, and one **Division** will receive a special award for most innovative, successful approach to increasing membership.

(8) **Thank you!** - It is no secret that our FBA leaders like you are *volunteers*. We cannot tell you enough how grateful we are that you are volunteering your time to support this nationwide *Countdown to Kansas City Challenge* effort.

We are here to help you to succeed, so please do not hesitate to let us know if you have any questions.



***Countdown to Kansas City Challenge***  
**Incentives at a Glance**

Sub-Group	Growth Goal	Retention Goal	Meet Goals:	Exceed Growth Goal:
Chapters: <50 members	10%	80%	<u>Meet Growth and/or Retention Goals:</u> Chapter national recognition  <u>Meet all 3 Goals:</u> Add 1 FBA Leadership Summit registration credit <b>or</b> FBA Stand-up banner	<u>Exceed Growth Goal:</u> 3 Chapter leaders - national recognition  <u>Top 3 Highest Growth Rate:</u> Add 1 FBA Annual Meeting Social Package + Chapter Presidential & National Council recognition
Chapters: 50-150 members	10%	80%	<u>Meet Growth and/or Retention Goals:</u> Chapter national recognition  <u>Meet all 3 Goals:</u> Add 1 FBA Leadership Summit registration credit <b>or</b> FBA stand-up banner	<u>Exceed Growth Goal:</u> 3 Chapter leaders - national recognition  <u>Top 3 Highest Growth Rate:</u> Add 1 FBA Annual Meeting Social Package + Chapter Presidential & National Council recognition
Chapters: >150 members	10%	80%	<u>Meet Growth and/or Retention Goals:</u> Chapter national recognition  <u>Meet all 3 Goals:</u> Add 1 FBA Leadership Summit registration credit <b>or</b> FBA stand-up banner	<u>Exceed Growth Goal:</u> 3 Chapter leaders - national recognition  <u>Top 3 Highest Growth Rate:</u> Add 1 FBA Annual Meeting Social Package + Chapter Presidential & National Council recognition



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Sub-Group	Growth Goal	Retention Goal	Meet Goals:	Exceed Growth Goal:
Sections	10%	80%	<u>Meet Growth and/or Retention Goals:</u> Section national recognition  <u>Meet all 3 Goals:</u> Add 1 FBA Leadership Summit registration credit	<u>Exceed Growth Goal:</u> 3 Section leaders - national recognition  <u>Top 3 Highest Growth Rate:</u> Add 1 FBA Annual Meeting Social Package + Section Presidential & National Council recognition
Divisions	10%	80%	<u>Meet Goals:</u> Division national recognition  <u>Meet all 3 Goals:</u> Add 1 FBA Leadership Summit registration credit	<u>Exceed Growth Goal:</u> Division Presidential & National Council recognition

In addition, one Chapter, one Section, and one Division will receive a special award for most innovative, successful approach to increasing membership.