



JETT AWARD ENTRY

I.

1. What is the official title of the program you are submitting?
 - 1A. The official title of our program is **Membership Appreciation Night**.
2. In which classification and category are you submitting this program?
 - 2A. The classification and category we are submitting this program to is **Membership Development – Rewarding Current Members**.

Legal Staff Professionals of the Lowcountry
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3. Briefly describe your entry in 25 words or less.
 - 3A. Membership Appreciation says “thank you” to our current members by presenting Membership Certificates; Letters of Longevity and Recognition; and door prizes to those present.
4. Provide a summary of your submission.
 - 4A. Membership Appreciation is a tool that enhances retention and members’ morale. Invitations are mailed to all members and their firms. The program outline is simple and fun. We recognize all members with a Membership Certificate; present a letters from the State President to our “oldest” member; a special certificate to our “newest” member; and collect Member Profiles from all members present. From the Member Profiles collected, three names are drawn and they are presented door prizes, and their names and information is published in our *Legal Network* newsletter.

Because we’ve found a means of drawing our members out to a meeting, and providing at least one fun and exciting event that is a benefit of their membership with the chapter, we feel this submission truly deserves a Jett Award.

II.

1.
 - a. How was the need for this program identified?



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A. The need for this program was identified through a 2004 State survey that revealed the necessity for better membership retention and the word-of-mouth request from members for more excitement.

b. **How does this program address this need?**

A. This program addresses that need by providing a fun and entertaining evening---focusing on our current members without screening for new members.

2.

a. **List the program's objectives.**

A. The program's objective's are:

- (1) To show that our current members are appreciated.
- (2) Project a positive view of our association to others.
- (3) Provide an exciting and fun evening for current members.

b. **Describe the steps taken to design and develop the program.**

A. The following steps were taken to design and develop this program:

- (1) A date is set for the program (we set ours during the same time as our monthly CLE dinner meeting).
- (2) Each member is invited to attend via U.S. mail.
- (3) A program outline is drafted and developed in advance.
- (4) Membership Certificates are produced by the Membership Chairperson.
- (5) Letters are requested from the State President and the State Membership Chairperson by the Chapter President.
- (6) Door prizes are collected by the Executive Board in advance of the Appreciation Night.
- (7) Member Profile sheets are reviewed and printed to be available for the Appreciation Night.
- (8) The Appreciation Night is announced in the *July Brief*.

3. **How was the program delivered to the target audience?**

3A. The program was delivered to the target audience during our monthly continuing legal education dinner meeting. The delivery style was informal and fun.



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SET UP: A sign-in table arranged consisting of name tags for members and guest. Also available on the sign-in table were Member Profile sheets, chapter publications, chapter brochures, and program outlines. “Goodie” items were placed at each setting.

4. Budgeting and Finance

- a. What is your chapter’s annual income and expense?
- A. **SEE ATTACHMENTS**
- b. What were the program’s broad financial objectives?
- A. The financial objective is to break even. We budgeted **\$175** for this project, which includes the cost of dinners for our invited guest. Members normally pay for their dinners, and if they bring a guest, the association pays for the guest.
- c. Provide project revenue, projected expense; actual revenue and expense.

| | |
|---------------------|-------|
| PROJECTED REVENUE: | \$0 |
| PROJECTED EXPENSES: | \$175 |

| | |
|------------------|----------|
| ACTUAL REVENUE: | \$75.00 |
| ACTUAL EXPENSES: | \$102.00 |

- d. Provide your best estimate of association resources expended on this program.
- A. Estimate of association resources expended on this program.

| | |
|------------------------------|-------------------------|
| TOTAL DOLLARS SPENT : | \$102.00 |
| TOTAL VOLUNTEER TIME: | Approx. 15 hours |

ACTUAL EXPENSES:

| | |
|--------------------------|-------------------|
| Invitations (25) | \$ 20.00 |
| Postage | \$ 37.00 |
| Certificates | \$ 20.00 |
| Frames for State Letters | \$ <i>donated</i> |
| Goodie Items | \$ <i>donated</i> |
| Name Tags | \$ <i>donated</i> |
| Member Incentive Awards | \$ 10.00 |
| Guest Speaker Meal | \$ 25.00 |

| | |
|------------------------------------|-------------------------|
| TOTAL DOLLARS SPENT (EST.): | \$102.00 |
| TOTAL VOLUNTEER TIME: | Approx. 15 hours |



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| | |
|------------------------|------------------------|
| ACTUAL REVENUE: | \$ 75.00 |
| ALLOWANCE FROM BUDGET: | \$175.00 |
| | \$250.00 |
| ACTUAL EXPENSES: | \$102.00 |
| TOTAL REVENUE: | <u>\$148.00</u> |

5. This program was advertised in the association's newsletter, the *July Fax Brief*, personal invitations mailed to members, and by word of mouth.
6. a. To what extent did the program achieve stated objectives?
 - A. The stated goals were achieved as shown by the members' turn-out (13 out of 24 members attended). Positive remarks were given on surveys submitted by members attending.
 - b. What broader impact, if any, did this program have on the growth image, or performance of the chapter or its members?
 - A. The broader impact of this program resulted in several individuals from other firms showing an interest in joining the association. It also revived the spirit of our "seasoned" members
 - c. Based on the outcome of this program, describe the most significant changes you might make the next time you offer it or a similar program.
 - A. The most significant change we would make is to plan Members Appreciation Night in conjunction with **Court Observance Week**. We will also extend the invitation to spouses of members.



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SURVEY OF MEMBERSHIP APPRECIATION NIGHT

4 Excellent 3 Good 2 Fair 1 Poor

- 1. Presentation of the program. _____
- 2. Activities included on the program. _____
- 3. Amount of time dedicated for this event. _____
- 4. **MY OVERALL RATING OF THE PROGRAM** _____

Comments: _____

Next time I would like to see more _____

There should be less _____

FAX TO: Elisa Chaney, PP, PLS (843) 722-2266

OR

MAIL TO: Elisa Chaney, PP, PLS
Haynsworth Sinkler Boyd P.A.
Post Office Box 340
Charleston SC 29402



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AN INVITATION TO YOU

**Legal Staff Professionals of the Lowcountry
cordially invite you to the
2005 MEMBERS' APPRECIATION MEETING
Monday, August 15, 2005
6 o'clock in the evening.**

Program Outline:

**CODE OF ETHICS
WELCOME**

**RECOGNITION OF GUEST & NEW MEMBERS
PRESENTATION OF MEMBERSHIP CERTIFICATES**

**PRESENTATION OF AWARDS
MEMBER PROFILES**

**SPECIAL GUEST:
Jamie Early, PP, PLS – LSPSC Functional Director of Certification
Sharon Wotherspoon, PLS – LSPSC Functional Director of Marketing**

BRING YOUR CHINESE AUCTION!!

Note: We appreciate you. Please attend this meeting to get to know each other and to allow your Executive Board to “thank you” for your support.

**Location: Sunfire Grill Restaurant
Sam Rittenberg Boulevard, Charleston, South Carolina**

**RSVP by August 8, 2005 to Kathleen Woodworth, PLS at 720-4601 or
Naomi Nation, PP, PLS at 958-1945**



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MEMBER PROFILE

| | |
|---|--|
| <i>Name</i> | |
| <i>Membership Year</i> | |
| <i>Highest office Held Locally</i> | |
| <i>Highest State Office Held</i> | |
| <i>Family (spouse, children, etc)</i> | |
| <i>Favorite Restaurant</i> | |
| <i>Favorite City</i> | |
| <i>Favorite Color</i> | |
| <i>Describe Your Favorite NALS Experience (locally, state, or national)</i> | |
| <i>If you could go back in time, what year would you go to?</i> | |
| <i>Finish this sentence: Life is...</i> | |



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**LEGAL STAFF PROFESSIONALS OF THE LOWCOUNTRY
BUDGET FOR 2005-2006**

| INCOME ITEM | AMOUNT |
|-------------------------------|----------------|
| DUES | 500.00 |
| CONTINUING LEGAL EDUCATION | 235.00 |
| NALS TRAINING COURSE | 800.00 |
| FINANCE | 700.00 |
| LSPSC ANNUAL MEETING | 0.00 |
| NETWORK ADS | 150.00 |
| TOTALS | 2385.00 |



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**LEGAL STAFF PROFESSIONALS OF THE LOWCOUNTRY
BUDGET FOR 2005-2006
(Continued)**

| DISBURSEMENT ITEM | AMOUNT |
|--|----------------|
| LSPSC SPOTLIGHT AD | 80.00 |
| NALS PAST PRESIDENT GIFT | 25.00 |
| NALS LEADERSHIP SYMPOSIUM | 800.00 |
| LSPSC WINTER EDUCATIONAL CONFERENCE | 150.00 |
| LSPSC ANNUAL MEETING (Hotel Fees & Other Expenses) | 300.00 |
| BAR LIAISON/MARKETING | 50.00 |
| BOSSSES' APPRECIATION NIGHT | 30.00 |
| CERTIFICATIONS | 50.00 |
| CHRISTMAS CHARITY | 100.00 |
| HISTORY | 15.00 |
| INSTALLATION | 75.00 |
| LEGAL PROFESSIONAL OF THE YEAR | 35.00 |
| LOCAL PUBLICATION | 75.00 |
| MEMBER OF THE YEAR | 30.00 |
| MEMBERSHIP | 50.00 |
| MISCELLANEOUS | 50.00 |
| OFFICE SUPPLIES/POSTAGE | 20.00 |
| PAST PRESIDENT GIFT | 50.00 |
| PROGRAMS | 100.00 |
| SCHOLARSHIP | 200.00 |
| YEARBOOK | 100.00 |
| TOTAL DISBURSEMENTS | 2385.00 |



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