

I. GENERAL DESCRIPTION OF THE PROGRAM

- A. OFFICIAL TITLE:** 50TH Anniversary Celebration and Legal Professionals Night Out
- CLASSIFICATION:** Small Chapter
- CATEGORY:** Membership Development – Successful membership Promotion
- CHAPTER:** CLSA – Chattanooga Legal Professionals (Tennessee)
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B. BRIEF DESCRIPTION OF THE PROGRAM

Membership drive combining 50th Anniversary Celebration with annual Legal Professionals Night Out.

C. BRIEF SUMMARY OF THE PROGRAM

The program was held on a Friday evening and everyone in the legal community of Chattanooga and the surrounding area was invited. Because of the downtown location near Miller Park, attendees were able to enjoy the live music of Night Fall, a summer concert series. Various items concerning CLSA were on display, including the original history book of the association from 1957. Eleven other history books were on display for the guests to look through. We still have one active charter member of the association who was present along with the Past President for 1964-65. A dozen red roses were presented to these two members. A single red rose was presented to each Past President in attendance. Membership packets were available for prospective new members. We also included a Ways and Means project (raffle tickets were sold for three gift baskets which had been donated).

II. JUDGING CRITERIA

A. NEEDS ASSESSMENT

1. How was the need for this program identified?

In order to increase membership, our association needs to be marketed to the legal community in and around Chattanooga.

2. How does this program address this need?

By inviting the legal community to a Legal Professionals Night Out, we were able to meet and mingle with prospective members and acquaint them with our association.

B. PLANNING AND DESIGN

1. List the program's objectives.

To market our association to the legal community in and around Chattanooga in order to gain new members.

2. Describe the steps taken to design and develop the program.

Potential sponsors were identified and letters were mailed to them. Our goal was to obtain enough sponsors to cover the entire cost of the program.

C. LOGISTICS & PRODUCTION

1. How was the program delivered to the target audience?

- a) Front page article in the Hamilton County Herald—the legal publication for Chattanooga and the surrounding area;
- b) Approximately 130 personal invitations were mailed to all Judges and staff, all Court Clerks and staff, our Advisory Board, the local Bar Association Executive Director, City officials, law firm managing partners, law firm administrators, and because of the 50th Anniversary celebration, Past Presidents and past members of the association;
- c) 300 flyers were hand delivered by the members to all law firms in downtown Chattanooga, law firms in the surrounding areas, and students in the Paralegal Studies program at Chattanooga State Technical and Community College; flyers were also mailed to firms in outlying areas; and
- d) Radio announcements.

2. Provide details describing educational materials, methods and resources. Include samples of printed materials used.

Attached are:

- a) Letter mailed to prospective sponsors;

- b) Invitation list;
- c) Invitation;
- d) Hamilton County Herald newspaper article;
- e) Radio announcement;
- f) Flyer;
- g) Commemorative program;
- h) List of Past Presidents which was displayed;
- i) List of Sponsors which was displayed;
- j) Gift bag for all attendees;
- k) Newspaper article following the program; and
- l) Balance sheet reflecting income and expenses.

D. BUDGETING AND FINANCE

- 1. What is the annual income and expenses of your chapter?**

Annual Income: \$1,771.00

Annual Expenses: \$2,365.00

- 2. Was this program funded in whole or in part by a Grant from the NALS Foundation?**

No.

- 3. What were the program's broad financial objectives (profit, break-even or subsidized service)?**

Profit. We wanted sponsors to cover the entire cost of the program with funds left over in the treasury to be used toward the costs of hosting the TALS – Legal Professionals of Tennessee annual meeting in April 2008.

- 4. Provide both the projected revenue and expenses as well as the Actual revenue and expenses.**

Projected Revenue: \$3,000.00

Projected Expenses: \$1,000.00

Actual Revenue: \$1,690.00 (\$1,600.00 from sponsors + \$90.00 from Ways and Means)

Actual Expenses: \$1,150.86

- 5. Provide your best estimate of association resources expended on this program. You might use, for example, total dollars and total volunteer time.**

Total Dollars: \$0.00

Volunteer Time: Approximately 100 hours

- 3.0 Planning and brainstorming sessions
- 10.0 Preparing and mailing sponsorship letters
- 5.0 Preparing invitation list
- 8.0 Hand addressing and mailing invitations
- 4.0 Designing and printing flyer
- 10.0 Distributing flyer
- 12.0 Preparing history of association
- 10.0 Gathering, copying, and scanning photographs and materials for program
- 2.0 Preparing program for printing
- 6.0 Designing, printing, cutting, and laminating bookmarks
- 8.0 Gathering, copying, and scanning display photographs and materials
- 2.0 Preparing gift bags
- 20.0 Food and beverage shopping and prep, decorating facility, and clean up

E. MARKETING, PROMOTING & ADVERTISING

- 1. List and describe the specific marketing, promotional and advertising vehicle used.**

- a) Newspaper;
- b) Radio;
- c) Invitations;
- d) Flyers; and
- e) Word of mouth

F. EVALUATION

- 1. To what extent did the program achieve stated objectives.**

We were able to market our association to prospective members; we achieved our objective of being able to host the program without taking any money from the association's treasury; and we made a profit.

2. **What broader impact, if any, did this program have on the growth, image or performance of the chapter or its members.**

We had 50 to 60 attendees, which included legal support staff, attorneys, judges, court reporters, and sponsors. As a result, we expect to gain new members and to maintain our sponsors' support for future programs. Also, because of the recognition of our 50th Anniversary there was a heightened awareness of our association and that it is still going strong after 50 years.

3. **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.**

This was our second Legal Professionals Night Out. We will be able to streamline the budget to save on expenses as we have a better feel for how much food and beverages we need without a lot of waste. We will also be able to save money on the cost of materials used for display as those can be used again. We will expand our target area to include bank trust and legal departments and large insurance company legal departments.