

Jett Award Application

I. General Description of Your Program

A. The official title of the program, the classification and category for which the entry is being submitted (entries may be re-categorized at the discretion of the Awards Committee), the state/chapter name, and your name, address, telephone number, and email address.

Title of Event: NALS of Phoenix Fall Social ("Fall Social")
Classification: Large Chapter
Category: Membership Development
Chapter: NALS of Phoenix

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B. A brief description of your program, including its format, size, purpose, topic, and audience. For example, "a series of six 2-hour audio conferences for support staff to assist them in dealing more effectively with clients."

This program is designed to emulate the reality show "Survivor," and includes tribes, challenges, and final tribal counsel, culminating with the members of one tribe being named "NALS Sole Survivors." The challenges incorporate facts about NALS, and aim to communicate the organization's overall purpose and the many benefits that come with membership. Hence the program's slogan: "NALS . . . Survivor Style!"

C. A brief summary of your program. The purpose is to direct the reader's attention to those aspects or elements of the program that make the program exceptional and that make the program applicable to other states or chapters.

This program can be used universally. It employs the popular Survivor theme, includes challenges that are both fun and educational, and promotes NALS in such a way that is not chapter or state specific.

II. Judging Criteria

A. Needs Assessment

1. How was the need for this program identified (surveys, requests, please quantify)?

Every year NALS of Phoenix holds a membership drive to promote NALS and increase membership.

2. How does this program address this need?

The popular “Survivor” theme draws a crowd, the challenges provide entertainment, the set up requires guests and “seasoned” members to help each other and in the process get to know new people, and meanwhile the following key points are expressed: 1) NALS offers opportunities for education and networking, 2) NALS promotes teamwork, and 3) NALS is fun!

B. Planning and Design

1. List the program's objectives.

The objectives are to increase membership and retain existing members by: 1) promoting NALS to the local legal community, 2) attracting a large group of attendees, at least ten of which are guests, and 3) encouraging recently absent members to attend.

2. Describe the steps taken to design and develop the program (planning process, members involved, creativity).

The Tulsa Leadership and Educational Conference (in March 2007) inspired us. We immediately began planning. Our goal was to create a program that would necessitate involvement by all attendees. We explored many possible themes but eventually decided that the Survivor show format would work best for our purposes. Furthermore, we knew we could easily incorporate the national membership theme of travel.

We decided to work alone, primarily because we wanted everyone to have a chance to partake. Had we had people helping us create the challenges, for example, those people would not have been able to participate in them. In addition, we thought it would be fun to have a “mystery guest” emcee the event¹, and we wanted to keep that a secret from everyone.

After choosing the Survivor theme/format, we determined what the challenges would be and discussed how to tie into each one an idea about NALS. We subsequently derived tribe names and figured out how to appropriately decorate tables for each tribe. Finally, we developed a script for the emcee to lead the event.

C. Logistics and Production

1. How was the program delivered to the target audience (room, room set up, etc.)?

There were six tribes: Tribe Australia, Tribe China, Tribe France, Tribe Hawaii, Tribe Italy, and Tribe Mexico. All attendees were pre-assigned to a tribe; the moment an attendee arrived s/he was directed to a specific table (camp), which was decorated accordingly.

¹ Joani Yingling, PP, PLS, CLAS, CNSA of the Tucson and Southern Arizona chapter, was our mystery guest/emcee.

There were five challenges which intermingled Survivor and NALS:

Challenge 1: NALS Scavenger Hunt. The tribes were given a list of items, and the tribe members had to search their pockets, purses, and briefcases to locate as many items as possible. The list included a NALS life member pin, a NALS membership pin, and a triangle, among other things.

Challenge 2: Travel Matching. Each tribe was given an envelope containing 26 pictures and 26 words (items such as city names, country names, pictures of monuments, etc.) and had to match the appropriate word to the appropriate picture.

Challenge 3: NALS Puzzle Challenge. We prepared a colorful flyer describing the why's and how's of membership in NALS. We cut this flyer into different sized triangles which the tribes had to piece together.

Challenge 4: Legal Trivia. The tribes were given a six sided block with an A, B, C, D, T, and F to show their answers to 15 multiple choice and True/False questions from past PP and PLS mock exams, and other study materials.

Challenge 5: NALS Building Challenge. This challenge was created in honor of the new NALS Resource Center. The tribes were given marshmallows and toothpicks with which they were to create their own buildings.

The tribes were awarded points for each challenge based on the order in which they finished. After the fifth challenge, the two tribes with the most points advanced to final tribal council, where they had to explain to the jury (members of the "losing" tribes) why they should be named the sole surviving tribe. The jury based its decision on the following criteria: 1) combined number of years of legal experience of tribe members; 2) certifications of tribe members; 3) combined number of years that tribe members have been NALS members; 4) number of different countries to which tribe members have traveled; and 5) farthest destination to which a tribe member has traveled.

The cases were presented and each jury member wrote his/her vote on a piece of parchment paper and placed it in a large urn. The votes were counted and the winning tribe announced.

2. Provide details describing educational materials, methods, and resources. Include samples of printed materials used (lecture, small group discussion, handouts).

There were no printouts, but questions from PP and PLS mock exams and other study materials were used for Challenge 4, as indicated above.

D. Budgeting and Finance

1. What is the annual income and expenses of your chapter/state?

The annual income/expenses of NALS of Phoenix is approximately \$14,000.

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

The program was funded solely by NALS of Phoenix.

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

The objective of the program was to help non-members become aware of the benefits of NALS. NALS of Phoenix subsidized the cost of each non-member guest's dinner. (Generally, dinner costs \$23, but the price for guests was reduced to \$15.) Furthermore, we budgeted for decorations, prizes, and props.

4. Provide both the projected revenue and expense, as well as the actual revenue and expense.

This program was not planned to be revenue generating. The projected/actual revenue was the cost that the chapter charged for each dinner (\$23 for members times 24 member dinners plus \$15 for non-member guests times 21 non-member guest dinners), which totaled approximately \$867.

The projected/actual expense to the chapter was the reduced cost of the guest dinners,² the cost of the dinner for the mystery guest/emcee (\$23), the Hilton's additional \$100 "flip fee" charge for an expeditious set up of the room, and the money that was already budgeted for this purpose (\$150). In total the chapter spent close to \$1300, approximately \$400 of which was not recovered.

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

Two of us spent approximately 80 hours planning/preparing, i.e. buying and making decorations, creating the challenges, and setting up the room.

E. Marketing, Promoting, and Advertising

1. List and describe the specific marketing, promotional and advertising vehicles used.

We began advertising the Fall Social about two months in advance. A "save the date" flyer was distributed in July 2007. In August 2007 a more

² The Hilton charges \$17.74 per head, however we charged non-member guests only \$15.

descriptive flyer was circulated to members, friends, and HR Directors at local law firms. Notice was also published in local newspapers and in the legal newsgroup for a local community college.

An eVite served as the official invitation, creating a forum for invitees to RSVP, and permitting them to forward the eVite to other people.

F. Evaluation

1. To what extent did the program achieve stated objectives (quantify results such as 10 new members)?

Two guests at the event have recently become new members, and we believe that one or two applications for membership with NALS are currently being processed.

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

Promotion of the Fall Social spread the word about NALS throughout the local legal community, as well as to a local community college's paralegal program. Additionally, several attendees came from law firms which, currently, are not represented in the NALS of Phoenix membership.

3. Based on the outcome of this program, describe the most significant changes that might be made the next time a similar program is offered

We would begin advertising the event even earlier, thereby giving invitees more time to plan, mark their calendars, and help recruit non-member guests.