

JETT AWARD APPLICATION

I. General Description of Your Program

- A. **Official Title:** Come Fly with Me (2007-8)
Texas ALP Train to Tomorrow (2008-9)

Classification: State

Category: Membership Development

State Name: Texas Association of Legal Professionals

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- B. **Brief Description of the Program:** A two year membership campaign was designed to recruit new members and retain current members during the first year, while rewarding current members for their state participation in the second year. The first year, members and nonmembers are encouraged to participate in the state association by flying to a specific destination (our Journey to Success). The second year, members and nonmembers are invited to continue the journey while traveling by train (Train to Tomorrow).

C. Brief Summary of the Program

The first year, the campaign appeals to the members and nonmembers' sense of adventure by inviting them to travel to an exciting destination (Honolulu, Hawaii) with two stops along the journey. Cash prizes (frequent flyer awards) are given to a new member, student member and renewing member at each stop. A drawing for \$100 cash is held at the end of the year among all chapters sponsoring a membership drive.

The second year, the campaign recognizes and rewards members for their participation in state activities. Frequent rider rewards will be awarded to members based on "virtual ticket punches" and members will receive awards based on the numbers of punches they receive for the first part of their travels and a cumulative award based on total "punches" for the year. The final prizes will be awarded when the train arrives at the station in Waco, Texas. Prizes range from luggage tags to a travel related prizes of anything from a weekend at a bed & breakfast to airfare for two anywhere in the continental US.

II. Judging Criteria

A. Needs Assessment

1. How was the need for this program identified?

Seeing a pattern of declining membership numbers, Texas ALP faced the facts and realized the need to reach out to members and nonmembers alike in an attention grabbing manner by offering information that caused them to want to be a member of our association. While the campaign for the first year was underway, the campaign for the second year was being developed by listening to what the tenured members wanted. They had grown weary of seeing recognition only go to new members and wanted to be included in the campaign in a grass-roots level.

2. How does this program address this need?

The first year of the multi-year membership campaign was fun and was presented in such a way that all individuals could relate to by using airline lingo to encourage individuals to want to fly with the best of the best. During the second year of the campaign, members were encouraged to pack their bags and board a train traveling across the state. Along the way, they were encouraged to invite fellow passengers (new members) to travel on the train to tomorrow, read the activities of the day (The Roundup), attend meetings, wear membership pins, and various other things to receive virtual punches on their tickets.

B. Planning and Design

1. List the program's objectives.

In the 2007-8 year, the program was designed to increase the membership of our state association by gaining new members and retaining current members. The goal of the 2008-9 program was to get members involved again with many of the benefits of membership that had grown stale.

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

Year One: A flight attendant for United Airlines was consulted to determine the proper terminology, classes of passengers, and materials to be included in the flight manual. A pilot's cap and wings were borrowed from an American Airlines pilot to be worn in the presentation of the program to the membership. Letters were sent to airlines and hotels requesting items to be placed in the amenity kits.

Year Two: A thorough review of the Amtrak website was undertaken, research was done on terminology, and a careful review of the flight manual from the 2007-8 year was completed. Since this was the second year of a multi-year campaign, much of the rail had been laid and we just needed to deplane and board the train for the next leg of the journey.

C. Logistics and Production

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

2007-8: The Membership Chairman (wearing a pilot's hat and wings) presented a power point presentation to the attendees at the annual meeting. She introduced the members of the membership committee (the pursers) and the local membership chairmen (the flight attendants) and presented them with an amenity kit and a flight instruction manual. She explained the classes of passengers and the awards and ended her presentation with in-flight entertainment. Each attendee was presented with a ticketless travel passenger itinerary for their travel this year.

2008-9: During the annual meeting, the membership chairman welcomed members aboard the Texas ALP Train 2008-9 to Tomorrow. She explained the itinerary (boarding in Fort Worth, stopping in Wichita Falls, with a final stop in Waco, Texas), and announced the dates of those stops. She introduced the train crew: the engineer (chairman), conductors (membership committee members) the station masters (local chapter membership chairmen), and station supervisors (NALS Membership Services Manager, NALS Membership Director, and NALS Membership Chair). The classes of passengers were explained, as were the frequent rider rewards. Each member who was a member in good standing on May 1 received a virtual ticket punch. The train left the station for an exciting year of renewing enthusiasm in our association.

2. Provide details describing educational materials, methods, and resources.

A "D.I.Y." Membership Drive Toolkit explaining how to develop a membership drive, theme, budget and how to market is attached. This toolkit directs members to the NALS website, specifically the NALS.org manual and specific chapters where they can find more information. The Boarding Instructions for the 2008-9 year are also attached. These instructions were modeled after the Flight Instruction Manual used in the 2007-8 year of this campaign. This

manual delivers information relating to the Itinerary, the crew and their duties, the passengers, rewards, and training materials.

D. Budgeting and Finance

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

The annual income in 2007-8 was \$22,963.88. Expenses for the same year were \$25,306.31. The budgeted income in 2008-9 is \$25,300.00 for the year. Expenses through August 31, 2008 are \$9,319.75.

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

This multi-year membership campaign has received no funding through a grant from the NALS Foundation.

3. What were the program's broad financial objectives?

This multi-year campaign had a multi-pronged objective. In year one, the intention was to gain new members and retain current members at little or no cost to the association. During the second year, the mission was to renew excitement about being members through encouraging member participation in the many benefits of membership resulting in renewal of membership and encouraging co-workers to join as new members, again increasing our dues income. This multi-year program has not been as financially rewarding as Texas ALP had hoped but we remain encouraged by the increase in member participation we have seen in the second year of this campaign.

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

Year One: The dues income for this year was projected at \$9,375. A budgeted amount of \$500 was made for expenses. Dues income of \$6,010 was actually received. Expenses were only \$370 due to all items for the survival kits as well as the copying of documents being donated

Year Two: The dues income in the 2008-9 budget year are \$8,500 with expenses again set at \$500. As of August 31, 2008, dues income of \$3,515 has been received and no expenses have been incurred because the prizes (luggage tags, \$25 gift card, and a piece of luggage) have been donated.

5. Provide your best estimate of association resources expended on this program.

During this campaign, numerous hours were spent by the membership chair in the first year creating documents, obtaining items for, and assembling the survival kits. The membership committee members played an essential role in sending letters to renewing members, new members, and members who had let their membership lapse. In the second year, the chairman involved her committee as well to assist with sending letters to new members and prospective members. Renewing members received an email thanking them for their continued commitment to our association.

E. Marketing, Promoting, and Advertising

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

During this campaign, the membership chairs and their committee members have provided a bi-monthly article in *The Roundup*, an electronic publication available on the state website, and the membership chairs have submitted articles on membership in the state magazine, *The Docket*. The membership chairs have also participated in NALS OLC membership sessions and shared information learned with members. The current membership chair is also a NALS membership committee member and shares new marketing ideas gathered from fellow NALS membership committee members with chapter vice presidents throughout Texas. During the 2007-8 year, Texas had a table at the annual meeting of the State Bar of Texas. At that table, membership information was provided to all visitors to the table. Letters were then sent to all attorneys who visited the table and left a business card. Past issues of *The Docket* are sent to all new members so they do not have to wait 3 or more months to get their first issue. *The Docket* and membership brochures are also delivered to local chapter chairmen requesting them for membership drives.

F. Evaluation

1. To what extent did the program achieve stated objectives?

The 2007-8 year brought an increase in the number of new members but we saw a decrease in the number of renewing members. While the 2008-9 program is still underway and we do not have final projections on the actual success of the program, members are receiving virtual ticket punches for the activities they have been involved in so far this year.

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

The association membership base has been hovering in the mid 500 members range for the last year and a half. While we are not growing, we have remained somewhat constant. Some programs are working, some are not, and Texas ALP continues to evolve in the process of rethinking the way we've always done something. With the current re-involvement of members in many of the programs, the leadership is hearing from the members about what is important to them. A strategic planning committee has surveyed members and they are no longer silent going with the status quo. They have voices and they are making them heard. The image of the association is improving because the members are beginning to again believe they do make a difference and their comments are not only being heard but also acted upon because they are able to see changes.

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.

This program shows the leadership of our association that what we have always done is no longer working and we need to change the way membership is marketed. We need to step outside our existing membership base and knock on doors. We need to have commitment from existing members to mentor and learn from new members. The tenured members need to embrace the future leaders of our association. Texas ALP needs to continue to look for new ways to increase our membership base, get to know our members, deliver quality programs to our members, offer programs requested by members, invite young members to work on and chair committees, and continue to believe in and invest in the future of our association.