FOUR WAYS TO INCREASE MEMBERSHIP REVENUE

[1] Obtain New Members
- Attorneys
- Government - SAs & PDS
- Judiciary – Complimentary (include other counties)
- Law Students & Paralegal Students
- Affiliate
  Paralegals, Legal Assistants, Law Office Administrators
- Associate
  Members over the age of 65, An attorney admitted in good standing to another state

[2] Renew Members
- Look at your benefit package, does it need a refresher?
- Programs: Member Perks, Bench Bar Conference, Luncheons, Social Events, Committees & CLEs, Newsletter or Magazine

[3] Increase Membership by Volume
- 100% Club
- Celebrate Diversity

[4] Raise Prices

MEMBER RECRUITMENT & RETENTION

Participation
- Create Boards
- Sub-Committees
- Moderators
- Speakers
- Senior Members as Speakers

Retention
- Attorneys get more business from other attorneys than from any other market segment

Networking

Education
- Live CLEs
  Substantive Law, Professionalism, Technology
- Recorded CLEs
  Share with other bars, increase your library
- Webinars
- Webcasts
  Start a library
- Bench Bar Conference
  Record and sell later
- New Lawyer Training Program

Opportunities to Get Published
- Monthly Magazine
- Newsletters
- Blogs on Websites
This is My OCBA!
Campaign to support diversity and reduce the stigmatism of the old white boy’s club.

20 x 30” Poster

Magazine advertisement

Banner ad website (Mock up)

Photo cut out for Golf Tournament (Mock up)

Social Media Posts with info about member (Mock up)