

# Sections Winter Marketing Tips Sheet

Here are some tips for increasing section membership during the annual Sections Winter Marketing Campaign.

The following are great ways to expand your section's membership during the campaign. Mix and match tips as your executive committee sees fit.

## ***Social Media***

Posting on social media is a great avenue for recruiting new members! If your section would like to expand its social media presence, contact [Connor Luk](#) for assistance.

- **LinkedIn**
  - Wonderful place to post your section's mission statement, programs and member benefits, and more!
- **Facebook**
  - Great place for your members to connect outside of your list serve!

## ***CLEs***

The CLEs you produce and present are great places to recruit nonmembers into your section. Consider the following ideas as you plan your CLE programs:

- Display a banner that can be seen at in-person events highlighting your sponsorship of the CLE.
- Include a clear announcement or presentation slide that directs people to your section's webpage and how to join the section.
- Include instructions for joining the section in your promotional material for the CLE.
- Consider making time after the CLE to engage with nonmembers to talk up member benefits.

Applying any of these actions before or after your CLE programs may help to spark interest in section membership.

## **More Avenues for Marketing**

→ Partner with a related section to exchange "Join our section" messages on each other's list serves.

→ Promote events through *Take Note* or the WSBA's social media accounts

→ Connect with affinity, county, and specialty bars (partner bars)

→ For questions or assistance with any of these marketing tips, email us at [sections@wsba.org](mailto:sections@wsba.org)

## ***List Serves***

Use the section list serve to enlist your current members to assist with recruitment.

Other list serves to post on: New Members, DEI Community, etc.

Craft a template for members to customize and send to friends inviting them to join the section. In the template, be sure to provide the following links:

[myWSBA Join a Section](#)

[myWSBA Login](#)

# Why Is This Important?

Beyond the reason of “having more members,” adding members to your section has many benefits:

- ❖ **More section members results in increased dues revenue.**
  - Allows for greater flexibility when developing programs or events.
  - Gives executive committees the ability to provide great benefits to their members.
- ❖ **More members means a larger pool of future section leaders.**
  - A larger membership size provides a larger pool of potential executive committee members.
- ❖ **More diverse perspectives.**
  - Numerous studies have shown that having diverse voices in the room expands and enhances idea sharing and discussion.
  - Gives your section more diversity of thought for achieving WSBA’s Mission Statement: *“...to serve the public and the members of the Bar, to ensure the integrity of the legal profession, and to champion justice.”*
- ❖ **Timing, timing, timing...**
  - There’s no better time to sign up for sections than the beginning of the year, when members will receive a full 12 months of member benefits and get the maximum benefit from joining.