

**WLAM Membership  
Plan  
2009-2010**

# **WLAM MEMBERSHIP PLAN**

## **I. IDENTIFICATION OF KEY ISSUES**

WLAM will be creating a membership plan for this first time in numerous years. To help with this process, we are identifying key issues and then will formulate a plan to address these issues.

1. Despite the fact that WLAM is not a new organization, our membership program is starting with many of the problems that a new organization has. For example, our membership data is incomplete and we do not have information to identify who are members are, how long they have been members and retention rates.
2. There is a disconnect between the State and Regions regarding membership information and recruitment processes.
3. We have an expanding potential membership base but a shrinking actual membership base.
4. We do not have a formal membership plan of action.
5. We do not have a formal membership structure of responsibility or a plan for continuity.
6. We do not have goals with which to measure our success.
7. We lack programs geared toward membership.
8. We have membership levels that may or may not be priced correctly.
9. We have higher voluntary membership levels without additional benefits.
10. We need to increase our incentives.
11. We lack a formalized marketing measure

## **II. DESCRIPTION OF MEMBERSHIP**

### 1. Types of Membership

- Student
- 0-5 years
- 5 years and above
- Sustaining membership

### 2. Factors that We Need to Start Tracking

- Monthly and Annual membership numbers
- Five year trend membership totals
- Expiration dates by month - one to two years
- Retention = retained members / starting number of members
- Growth = new members / starting number of members
- Loss rate = 100% - retention rate
- Length of membership
- Length of practice demographics
- How many of each Membership type
- Job types
  - Geographic
  - Size of Firm
  - Type of Law
  - Plaintiff, Neutral or Defense

### **III. TRENDS IN THE MARKETPLACE**

- Our potential membership base grows yearly
- Economics, however, cause a problem because most companies limit how many dues they will pay and people have trouble self-paying
- We have many competitors who are providing services that are higher valued by our potential members than what we provide
- We have to rebuild our image

### **IV. MARKETING**

- Current tools
  - Focus
  - MLW quarterly page
  - Constant Contact
  - Flyers
  - Website
  - Listserve
  - E-mails

## **V. GOALS**

### **A. For 2009-2010**

1. Increase Membership by 15% overall
2. Increase Membership by 15% per region
3. Create one New Chapter in 2009-2001
4. Have one statewide program for members every 4 months, September, January and April/May
5. Attend November Swearing-in Ceremonies in Wayne, Oakland, Macomb and Washtenaw Counties
6. Start gathering data to help identify membership base
7. Formulate and implement a recruitment incentive program
  - a. For members
  - b. For large firms
8. Formulate a membership incentive program which provides additional benefits for sustaining members and adds benefits to regular members
9. Create a membership committee made up of regional membership chairs and state chair
10. Establish a state and regional membership plan that works together cohesively
11. Provide regions timely data; new member information on a monthly basis and total member information quarterly.
12. Create a process for welcoming new members into the organization

13. Identify one Executive Member who has membership responsibilities to ensure continuity
14. Create membership responsibilities for state level board members (each board member responsible for recruiting 2 members per year)
15. Create a mechanism to record who has been called for membership and not yet joined as well as lapsed members to create a database on possible future recruits
16. Start process to reevaluate membership fees
17. Work with Kay to identify 3 new membership incentives (Kinder Care discount, health care plan with better pregnancy coverage and gynecological services, etc.)
18. Create a marketing plan

## **2. THREE YEAR AND FIVE YEAR GOALS**

- Increase Membership to 1000 overall in 3 years/1400 in 5 years
- Increase Membership by 50% per region in 3 years/75% in 5 years
- Create 3 New Chapters in 5 years
- Use created database to improve membership plan based on actual data.
- Increase membership fees to support programs

## VI. Timeline

September 2009- Membership Committee addresses Goals 4, 5, 7, 10, 12 and 18.

Goal 9 should be completed

Request Executive Board complete goal 13.

October 2009- Goal 12 is reached.

Goal 5 will be planned. Goal 7 plan will be finalized for presentation to board. Goal 4 ideas will be presented to programming committee.

Goal 8, 14 will be addressed

November 2009 Goal 5 will be completed. Goal 8, 10 and 18 plans will be finalized for presentation to board. Goal 14 recommendation will be presented to board.

December 2009: Goal 15 and 17 will be focus of membership committee meeting.

- January 2010: Presentation to board on progress on goals 1 and 2. Provide membership data per goal 11.
- Goal 15 will be implemented.  
Opportunities identified re: goal 17 will be explored.
- Goal 3 will be focus of membership meeting.
- February 2010: Goals 7 and 8 implemented and marketing begins.
- Goal 3 region will be marketed.
- April 2010: Goals 1,2 and 3 accomplished. Provide membership data per goal 11. Goal 6 information will be reviewed and presented to board for advice and input in creating next year's budget. Goal 16 will be addressed.
- May 2010: Presentation of plan for 2010-2011 based on goal 6 data. Goal 16 recommendations will be submitted to board.

## **VII. Budget**

Each new member packet (sans pin) costs \$1.74 cents per mailing. At 65 new member packets (per goal 1) the cost would be \$113.10. Copying costs may add up to a **dollar** per packet for a total of \$178.10.

Renewal forms will cost approximately 0.49 cents to mail plus copying charges of **0.25** cents per page for a total of 0.74 cents per mailing. First renewal requests should be electronic. However, second requests should be by mail. Requested budget is \$185.70.

A membership meeting budget of \$20.00 per meeting is requested to cover conference calls and light refreshments.

A more comprehensive marketing budget will be submitted at the November 2009 meeting.