

**WINNER**

**Outstanding Member Program**

**“The Promotion Project”**

**Women’s Bar Association of the State of New York**



**Overview:** The Promotion Project involved a very specific and personal challenge to every WBASNY member – **promote at least one other WBASNY member for a professional recognition or an award.**

- They did! And they started a chain reaction which created a critical mass and a cultural shift in NY’s legal landscape.

***Background on the Project:***

- WBASNY recognized women in law were not reaching the highest levels of power, influence and success in critical mass
- The systems of recognition used in the law, from Martindale-Hubbell to Super Lawyers, are peer-based surveys. They developed a way to influence those surveys.
- Their plan engaged the largest number of members while still being a simple enough commitment that every member would buy-in and participate.



## Simple but POWERFUL!

### ***The Promotion Project: Blueprint for Success***

- Set a Lofty Goal: 5,000 individual ratings or award nominations for members
- Held Brainstorming Sessions: Held brainstorming sessions with leaders across the state to gather ideas for national, state and local nomination opportunities
- Compiled A Comprehensive List: Compiled nomination ideas and resources; made it as easy as possible to nominate someone
- Publicized It: Reached out to *every* WBASNY member via email, newsletters and social media to challenge them to participate. Provided members with information on attorney rating systems and available awards to educate members on how to nominate other members. Members nominate each other.
- Report It: Members emailed the *fact* of nomination to a point person at the WBASNY. Copies of the nominations are not required. Nominations were tabulated and counted to prove the collective power of the organization!



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