

Leading Your Bar: Tips for Your Presidential Year

Creating Non - Dues Income

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Creating Non-Dues Income

Look at developing non-dues income as a long-term strategy for your Bar Association and/ or Bar Foundation.

Divide your potential sources of non-dues income into categories and try to develop new sources from the various categories.

Give your staff permission to experiment with non-dues income ideas and to fail.

Start with low risk and low capital funding and work your way to more complex sources on non-dues income.

Low Risk Non-Dues Income Sources

- Low Risk

Interest from investments of cash

Administrative Fees from Sections

Income from the sale of the Membership mailing list (don't sell the e-mail addresses)

Continuing Legal Education Seminars & Webinars Registration fees (Members and Non Members)

Sales of CLE Booklets, Forms and Handouts

Monitor your meal guarantees and reduce the final number of meals to be served by 10 percent.

Develop Sponsorships levels and packages for signature events (Committee, Divisions and Section Events, Golf Outings, CLE Seminars, Annual Meeting or Bench – Bar Conference)

Low Risk Non-Dues Income Sources

▶ Endorsements

Banks

Bookkeeping Services

Business Evaluation Services

Catering Services

Cleaning Services

Court Reporting Services

E-Discovery Services

Financial Advisors

Forensic Accounting Services

Formal Attire – Tux Rental/ Rent the Runway

Law Practice Management Services

Low Risk Non-Dues Income Sources

Endorsements

Managed IT Services - Computer hardware and software support

Office Cleaning Services

Office Suppliers

On-line Legal Research

Payroll Processing

Placement Services for Attorneys, Paralegals and Admin Assistants

Virtual Receptionist Services

Web page development Services for law firms

Events Non-Dues Income Sources

▶ Events – (These events take substantial staff and volunteer time for limited return on investment)

Black Tie Dinners

Bocci Tournaments

Fun Runs

Golf Outings

Pickle Ball Tournaments

Silent Auctions

Tennis Tournaments

Trade Shows

Grants & Donations Non-Dues Income Sources

▶ Grants & Donations

Contributions from Law Firms to support Bar Association and Bar Foundation Activities & Events

Donations for Charitable Activities & Events Programs of the Bar Foundation

IOLTA – Pro Bono Funding

Local Foundations for Bar Association and Bar Foundation Projects

Local, County and State Government Grants

Grants for Bar Association/Bar Foundation Building Improvements

Legal Related Services Non-Dues Income Sources

▶ Legal Related Services

Arbitration and Mediation Service Advertising
Conservatorships
Court Reporting Services
Driving School for individuals that have DUI arrests
Equipment Rental Services (AV Equipment)
Photography Services
Public Education Seminars (Charge a fee to attend)
Publishing the history of your Bar Association
Video Recording Services for Events and Legal Matters

Member Services Non-Dues Income

▶ Member Services

Attorney Placement Services

Court Reporting Services

Create an App for your Conferences and sell ads on App

Develop a Law School Bar Review Program and market it to law students

Filing Services

Litigation Support Services

LRS Panel Fees and Percentage Fees

Health Insurance Programs (Auto, Home, Health, Life, Pet) (Royalty Income)

Professional Liability Insurance Programs (Royalty Income)

Messenger Service

On-line Membership Directories - Sell ads on these web pages and collect a royalty

Photograph your members using a 3rd part vendor and collect a percentage of their sales of the photos and the directory

Sell Pen & Ink Drawings of your State and Federal Courthouses to members

Publication's Non-Dues Income Sources

► Publications

Sell advertising in your publications

Sell subscriptions of publications to non attorneys

Publish an on-line Expert Directory

Publish an on-line Membership Directory

Sell advertising on your web site and e-newsletter

Annually review your ad rates and increase them as necessary

Rental Income Non-Dues Income Sources

▶ Rental Income

▶ Equipment Rental (AV, Computer Projectors, etc)

Renting excess space in your building

Rental income from a parking lot

Rental income from billboards or signs attached to your building or property

Rent conference rooms to members and non-members. (Arbitration and Mediation)

Rent your conference center space for member and non-member events