

Project 500

Project Overview and Goals:

The Project's primary goal is to recruit 500 new alumni members to P.A.D. This intensive recruitment effort will bolster P.A.D.'s alumni program, increase membership in individual alumni chapters, and spread the P.A.D. brand among practicing attorneys.

Since the alumni program was created, alumni chapters have been required to either initiate a new member or pay a chapter tax on a yearly basis. Many alumni chapters have found it difficult to recruit new members, instead opting to pay the chapter tax. We will encourage chapters to spend the funds that would go toward the chapter tax toward a new member's initiation fee instead. We hope the resources in this proposal will make it easier for alumni chapters to recruit. The added membership in alumni chapters will make the chapters stronger and less likely to lapse into inactivity.

We are close to being the only law fraternity in existence. However, that hasn't resulted in our bringing more law students into our fold. Presently, we capture approximately 4% of all law students into Phi Alpha Delta each year. Law students don't join P.A.D. for a variety of reasons – some of which go away after they leave law school. And yet, we don't gain any appreciable number of these individuals into P.A.D. after they leave law school.

This project will be an investment into the alumni program that we believe will pay off as P.A.D. gains greater recognition among legal professionals and businesses.

While the project itself is open-ended as we evaluate the effectiveness of certain methods, we have projected benchmarks and goals we aspire to; namely, to double 2018-2019 alumni recruitment by May 2020. We plan to at least double alumni recruitment each year, with the goal being to have that increase as the project continues to meet our goal of 500 within a few years.

Project 500 Methods and Resources:

- Encourage chapter officers (law and alumni) to recruit former law students/barred attorneys who did not join while in law school using personal connections
- Create an alumni recruitment marketing kit to add to existing recruitment materials. The kit will include a letter/email template inviting a prospective member to join that any current P.A.D. member can use and send.
- Incentivize law and alumni chapters for recruitment efforts
- Encourage current alumni members to list P.A.D. among their professional affiliations on their firm website, LinkedIn, and other forums.
- Start a nationwide “Bring a Friend to P.A.D.” Day – this will serve as a way to involve members individually (March 2020)
- Shape chapter program around recruiting alumni members.
- Be a “cheerleader” for Project 500 by encouraging other members to participate and help them get started.

Ready to be involved? Contact us to find out how you can help!

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