

communicators *talk*

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Cheers from the Section Chair

Russell Rawlings, North Carolina Bar Assn.

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In the Spotlight: Brandon Vogel

New York State Bar Association

Brandon is the NSYBA's Social Media & Web Content Manager. Click to read about **what makes him click.**

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Awards Season: Avoiding Susan Lucci Syndrome

Karen Korr, San Diego County Bar

I often joke that **I don't know whether our Bar does really good work, or if we are really just good at submitting award nominations.** I would like to believe that it is the work, but I've

Announcements:

Congratulations to Section Member Alexa Giacomini (Illinois State Bar) who will receive the NABE Peer Excellence award in August.

Luminary Award Submissions
Due June 24! Click here for info and entry form.

Also in this issue:

Memories of
#NABEMidYr16

Best of Bars: What Our
Peers Have Perfected

Print Re-do Review

What's In Store In Georgia
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Back Chat **#ICYMI:**

Tips for Success, Not
Stress on President's
Pages
Mark Matthewson

How to Maintain
Productivity When You
Are Short-Staffed
Eric Howard

learned a few tips to making your submission a contender.

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Why I'm Obsessed With Periscope

Karen Korr

Fascinated by one of the stories you see in Communicators Talk and want to share it with your network? Use the fancy social media icons next to each story to do just that! Or share this whole issue by using the icons below.



Published by the National Association of Bar Executives Communications Section

Editor:

Karen Korr

San Diego County Bar Association

Director of Outreach Strategy and CCO

kkorr@sdcbba.org

Cheers from the Chair

Russell Rawlings

North Carolina Bar Association

My first big boss was a woman. Her name was Elizabeth Swindell and she owned The Wilson Daily Times. That is where I began my professional career as a sportswriter in 1974 – before the rest of the women I'm writing about in this column were born.

Miss Swindell, as we knew her, would never weigh more than 100 pounds, yet she remains to this day the toughest woman I ever met. In addition to her duties at the newspaper, she was also a mother, grandmother and, by the time I starting working for her, a great-grandmother.

The experience proved beneficial for me in many ways. It has never felt the least bit foreign to me to work for or with women. The newsroom was split roughly 50:50 male and female and the composing room, where we put the paper together every morning, was predominantly female. We all worked together each day toward a common goal without the slightest notion that we were not equals.

Fast forward 42 years and I find myself sitting around a conference table with my esteemed colleagues who comprise the executive council of the NABE Communications Section. The women outnumber the men six to four and all of the females, unless someone tells me otherwise, are under the age of 40. Well under the age of 40!

When I leave town for NABE meetings, my biggest concern is Brownie, our beloved rescue dog who is half collie, half hound, and 100 percent love. On the rare occasion when my wife is not also traveling with her job, I have no worries at all. Otherwise I either pay the dog-sitter for a few extra visits or board Brownie at the vet.

For Leanna Dickstein, Heather Folker, Carissa Long, Sarah Coole and Sayre Happich, leaving on an NABE trip, or simply leaving to go to work every day, is an entirely different matter. The same is true for Sharon Nolan, who chaired this year's workshop and previously chaired the section. They all leave behind this whole other world of responsibilities about which I know so very little.

They leave behind children who as of yet are incapable of driving themselves to school, preparing their own meals, transporting themselves to soccer practice, scheduling doctor's appointments or, perhaps worst of all, knowing when it's time to go to the emergency room, much less having a clue how to get there.

My esteemed colleagues have a support system that helps fill the void, but the void exists nonetheless because no matter who stays behind to take care of the children, they ain't Mama.

So as I sit around the table responding to the latest "crisis" that arises at the N.C. Bar Center on my mobile device, these remarkable women never know what they're going to get in their next email, text, phone call or voicemail. Ninety percent of my problems fall under the heading of information technology; that's the least of their worries.

With that in mind, and remembering that Mother's Day was observed last month, I offer a tip of the cap and a raising of the glass to Leanna, Heather, Carissa, Sarah, Sayre and Sharon, and to all of the moms out there whose workday has only begun when mine ends.

I do admire you so.

You'll never be as tough as Elizabeth Swindell, but God bless you, you're just as strong.

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Breaking Down Donation Barriers with Mobile Giving

Kerstin Firmin

Bar Association of San Francisco
Creative Manager

Mobile giving has been growing in popularity for the past decade. It first emerged as a powerful fundraising tool in natural disaster relief actions, like the Red Cross' "Text2HELP" campaigns. In 2005, the first such campaign raised close to \$115,000, exceeding expectations by almost 200%[\[1\]](#). At the time, experts predicted that "text-messaging could become the next fundraising revolution" [\[2\]](#).

Ten years later, in 2015, Americans donated \$3.6 billion through mobile devices (14% of all donations made in 2015[\[3\]](#)). Not quite a full-scale revolution, but there's a lot of room for growth: In an environment where 84% of nonprofit donation pages are not mobile-friendly, organizations continue to miss out on an estimated \$6.5 billion in mobile donations[\[4\]](#).

That was the situation the Justice & Diversity Center (JDC) of The Bar Association of San Francisco faced last year. Its biggest fundraising event of the year – the annual JDC Gala - was quickly approaching, but without mobile-friendly donate pages, it was unnecessarily difficult for donors to sign up for sponsorships or to make live donations during the event.

After researching different mobile giving options, JDC signed up with MobileCause[\[5\]](#), primarily for its text-to-donate capabilities, which were put to good use during the annual gala. That evening, guests contributed more than \$10,000 by texting pledges from their smart phones.

MobileCause helped remove technological barriers during the event and made donating as easy as sending a text message. However, preparation and people power proved to be key to using MobileCause effectively. To that end, JDC displayed mobile giving instructions and stationed giving ambassadors with iPads throughout the room, ready to help any guest with making a gift. Most importantly, however, was the Master of Ceremony. He made the text-to-give portions of the evening fun and engaging. (see event photos).

Since the gala, JDC has discovered more uses for MobileCause. In addition to its text-to-donate feature, MobileCause offers online giving tools, such as customizable donate forms that are easily embedded into existing web pages. To make up for the lack of mobile-friendly donate pages on its website, for instance, JDC created one of these MobileCause donate widgets for its year-end individual giving campaign and embedded it into a WordPress page set up especially for the campaign. This gave donors a mobile-friendly way to donate and resulted in significant contributions (7% of all campaign donations – approximately \$16,500).

Mobile giving is a tool, not a cure for lackluster donations. As with any tool, it is only as effective as the person wielding it – to get the most out of it, with the least amount of error, takes preparation and practice. It takes time and effort to educate donors, especially those who have never made a mobile donation before. However, once donors are introduced to mobile giving, especially in a fun, interactive setting like a live event, organizations can start collecting their slice of the multi-billion dollar mobile giving pie.



All photos by Jim Block

Image 1: 2015 JDC Gala Master of Ceremonies Paul Henderson, deputy chief of staff for San Francisco mayor Ed Lee, demonstrates how easy it is to participate in the text-to-donate campaign

Image 2: A fundraising thermometer in the background shows real-time progress on the text-to-give campaign, displaying donor names and comments as the evening progresses.

Image 3: Text-to-donate instructions were incorporated throughout the venue, including the bar, here shown during set-up.

[1] <http://www.thenonproffitimes.com/news-articles/text-messaging-connects-with-donors/>

[2] <http://www.thenonproffitimes.com/news-articles/text-messaging-connects-with-donors/>

[3] <http://www.pocketcause.org/mobilegiving2016report>

[4] <http://www.pocketcause.org/mobilegiving2016report>

[5] <https://www.mobilecause.com/>

A rectangular button with a dark background and the word "BACK" in white, bold, uppercase letters, preceded by a white left-pointing arrow.

In the Spotlight: Brandon Vogel

Brandon Vogel

New York State Bar Association

Social Media & Web Content Manager

How long have you been a member of NABE Comm:

I have been a member of NABE Comm for two years and attended the last two section workshops. I have been with NYSBA for 8.5 years.

When you were a kid, did you dream of being a Bar Association Executive?

Of course. It was either that or editor-in-chief of Spin Magazine. One of them happened.

If not, describe how you got to where you are today:

I started my career as a copy editor with a software company. After three years, I was ready for a change and wanted to create content. I started at NYSBA in November 2007 as a writer in our Media Services Department. Over time, that position evolved to encompass social media, web content development, production management and email marketing. I was promoted to Social Media and Web Content Manager in our Information Technology Department in September 2014. My past positions have been invaluable in my current role.

What is the most rewarding part of your job:

The most rewarding part for me is when a social media post goes viral and we initiate conversation. When members talk about what they've seen on our Twitter feed or Facebook pages, I know I've done my job. I also enjoy it when a member tells me what a great benefit our online communities are.

What is the most challenging part of your job:

The most challenging part is balancing social media, the web site and our online communities. Any one of those duties could be a full-time job. Some days, social media takes up the bulk of my day, whereas other days I spent most of my time working on communications launch plans for communities and/or assisting members with the website and other technology. I seem to strike an appropriate balance between the three, even if it doesn't always feel that way.

If you weren't a bar executive, what would you want to be?:

A professor of U.S. history or pop culture studies.

What is your greatest accomplishment:

Personally, my two boys. Professionally, having my social media work for "Love Your Lawyer Day" mentioned in the Wall Street Journal was a particular high for me, as was achieving record numbers that week. As a writer, it was telling the story of a lawyer who saved the lives of thousands of women in Kenya.

What is the best piece of advice that you ever received through NABE?:

Emphasize the quality of your content over the quantity.

What would you tell someone new to the crazy world of Bar-Executive-dom?:

You are going to meet some of the best people in your field who are all willing to help you. I only wish NABE Comm I had joined sooner.

What makes you successful in your position?

I have never shied away from any assignment, no matter how small it seems. Because of that, I can recall more details and work more efficiently. I also genuinely enjoy my work, which I think carries through.

What does your bar do better than most? Where do you shine?

I think our bar association has been at the forefront of technology and connecting members. Facilitating and communicating that value is one of my strongest skills.

What's your favorite website or app?:

For work: Twitter

Personally: Instagram and Facebook, as well as USA Today and Cars.com.

Do you have a motto?

Take the high road; there's never a crowd.

Any interesting celebrity sightings or run ins:

I have had three celebrity sightings. I saw Denzel Washington filming John Q in Montreal my freshman

year of college during a long weekend. A few years later, I saw Will Smith and Jada Pinkett Smith walking around (relatively anonymously) in Greenwich Village (he's giant in person). This was around the time he was filming Hitch. My most interesting sighting (as a child of the 80s/90s) would be seeing Coolio at the Marriott in Indianapolis in 2012. He looked annoyed to be recognized by fans (I wasn't one of them), but he had a custom Coolio vanity plate on his Rolls Royce and he still has the same hairstyle (a dead giveaway ,if you ask me).

Favorite band/album/concert of all time:

Bands: U2 and Pearl Jam

Album: U2's Achtung Baby

Concert: Rolling Stones

Favorite Book:

Nick Hornby's About A Boy. Jancee Dunn's But Enough About Me is a more recent favorite. I couldn't put it down. She was a Rolling Stone reporter in the 90s/early 00s and she tells the stories of her best (Stevie Nicks) and worst (anyone who uses the word 'blessed') interviews.

Favorite movie:

It depends on the day you ask me so I'll give you my top 5: Airplane!, Coming to America, The Goonies, Clue & All The President's Men.

Person you would most like to have dinner with (alive or dead):

Dead: Mark Twain

Alive: Tina Fey, although my dine-around at NABECOMM15 with Tracey DeMarea and Co. was pretty entertaining.

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Awards Season:

Avoiding Susan Lucci Syndrome

Karen Korr

San Diego County Bar Association

I often joke that **I don't know whether our Bar does really good work, or if we are really just good at submitting award nominations.** I would like to believe that it is all the work, but I've learned a few tips along the way that may help to make your submission a contender.

Judge Who's Judging

First and foremost - with everything we do as professional communicators - the key is to know your audience. While award-worthy work stands on its own, the tone, type of information you include, and level of detail vary depending on who will be judging your entry. For example, if I am submitting something that will be judged by my peers - specifically other communicators at bar associations throughout the country - I am less likely to talk about the process and nuances of the project, since many of us work on the same types of things likely face many of the same challenges. Instead, I aim to point out what makes the project a success story - whether it was appeasing a committee that couldn't reach a consensus, producing a Ritz Carlton project on a Best Western budget, or simply taking a creative risk that was lauded by our leadership.

However, if I'm submitting an award to a public relations association, the local press club, or a national organization, I'm more likely to give more background about how Bar Associations work - so that others outside of our profession get a better understanding of what it really takes to do what we do and why our "in-house" work rivals what others do on the outside.

Introduce the Judges to Your Fan Club

While I could certainly tell you how hard we work on something and why I think it is amazing, our work serves an audience that I am not a part of, so the "end user's" perspective is arguably more valuable. If you created a new way to highlight your President's objectives for the year, get a quote from your

President. If you wrote a press release that turned into a big feature story in your local paper, turn the tables on the reporter and ask for a quote. If one thing you did in your work changed the member experience for the better for just one member - find that member and ask them why your work had an impact. Testimonials and third-party-endorsements allow you to show the real value of your work and gives judges an appreciation for how it was received by your intended audience.

Measure Your Success

When I worked in public relations, clients often asked us to measure the impact of our campaigns in various ways that generally usually translated to dollars. When working with a hotel, measurement was "heads on beds," when it was a sailing excursion company, it was how our efforts impacted the number of "butts on boats." While the world has changed since then and there are different ways to look at impact, exposure, and conversion, the lesson I garnered was that people believe in your effectiveness when you can back your success with numbers. So in our world, numbers include click throughs, readership, visitors, attendees, mentions, tweets, followers, retweets, "likes" and sometimes actual dollars. Those numbers (especially if you can compare them to previous time periods and show your direct involvement in helping them climb) carry a lot of weight. Use charts, graphs, infographics - anything where the measurement makes it easy to visualize how your work made a difference.

And most importantly, have someone proofread your submission, and get it in by the deadline! **Good luck to all my fellow Luminary contenders (deadline June 24!)**



There's Big News at NABE

Submitted by Brad Carr and Tim Eigo

We're enhancing our web and social media presence in new and exciting ways. NABenet.org is the anchor of our online presence. Every weekday, we post fresh, informative content on the NABenet.org homepage, focusing on such topics as member engagement, board leadership, administration and finance, technology, and substantive developments at bar associations. We're also posting to each of NABE's social media platforms: Twitter, Facebook and LinkedIn. These news stories, whether published on NABenet.org or pushed out through Twitter, Facebook or LinkedIn are written or curated just for you, the NABE member. This isn't a willy-nilly collection of material that merely contains the key words, "bar association."

The goal is to develop an all-in-one solution that gives NABE members exactly what they are asking for when they need it...whether they are regular visitors to NABenet.org or get their news from social media. Spearheading the effort are Nora Warens, NABE's Membership Coordinator (and webmaster) and NABE's newly hired digital media editor, Brad Carr, who has more than four decades of bar association experience.

We want your feedback and story ideas. Submit information to bgcarr@gmail.com. And in the meantime, follow us on Twitter, join the NABE LinkedIn group, Like us on Facebook and bookmark NABenet.org to make sure you don't miss any of the big news going on at NABE!

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