WINTER 2016-2017

A Chat with Your Chair
Heather Folker, Colorado & Denver Bars

Greetings from your new section chair, I'm looking forward to serving you this year and next!

Facebook Ads:
The Reach of Five Minutes & $20
Farrah Fite, The Missouri Bar

All it takes is five minutes, $20 and good content to make a good ad.

Wellness: When, Where & Why
Russell Rawlings, North Carolina Bar

Wellness was not a familiar term when I did something about mine in 1978. That was the year I lost 140 lbs and changed my life forever.

In the Spotlight: Kristen Senz
New Hampshire Bar Association

An inside look at dancer turned Bar Executive Kristen Senz.

Also in this Issue:
Congrats to Our Wally & Anne Charles Award Winners!
Check it out Y'all Memories of #NABECOMM16
See You in St. Louis #NABECOMM17
ICYMI:
Breaking Down Donation Barriers with Mobile Giving
Tips for Success, Not Stress on President's Pages

Here's How It's Done: NABE Comm
Panel Shares Bar-focused Social Media Tips

Marilyn Cavicchia, ABA Bar Leader
The October 2016 NABE Communications Section Workshop gave attendees a chance to learn from some of the most effective social media users in the bar association arena.

How to Get More “Fun” Content in Your Publication

Nick Hansen, Hennepin County Bar
A sprinkling of interesting articles prevents your publication from becoming a glossy law review. It also makes for better coffee-break chatter.

Plan Your Communications Plan

Karen Korr, San Diego County Bar
Ummm...we're going to need a bigger communications department.

Awards Season: Avoiding Susan Lucci Syndrome

Best of Bars: What Our Peers Have Perfected

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.
Letter from the Chair

Heather Folker
Colorado and Denver Bar Associations

As you may have heard, Leanna Dickstein made the decision to resign as Communications Section chair due to funding issues at The State Bar of California. This was not an easy decision for her to make as I know how much she cherished time spent working for the section and being a part of this wonderful group. Hopefully you all can bear with me for a term and a half!

Below is a list of your current section leadership:

- Heather Folker, Chair, Colorado Bar Association
- Tim Eigo, Treasurer, State Bar of Arizona
- Dominick Alcid, Secretary, The District of Columbia Bar
- Russell Rawlings, Immediate Past Chair, North Carolina Bar Association

Council members:

- Danielle Boveland, Louisiana State Bar Association
- Lowell Brown, State Bar of Texas
- Sarah Coole, State Bar of Georgia
- Sayre Happich Ribera, Bar Association of San Francisco
- Karen Korr, San Diego County Bar Association
- Carissa Long, Indiana State Bar Association
- Patrick Tandy, Maryland State Bar Association

Liaisons
Committees

- Anne Charles Award – Dan Wise, New Hampshire State Bar
- E.A. “Wally” Ricther Award – Sharon Nolan, Chicago Bar Association
- Luminary Awards – Tracey DeMarea, Johnson County Bar Association
- Nominating – Russell Rawlings, North Carolina Bar Association
- Scholarship – Francine Andia Walker, Florida Bar
- Workshop Chair – Alexa Giacomini, Illinois State Bar Association
  -- Workshop Program Chairs – Farrah Fite, Missouri Bar, and Sharon Nolan, Chicago Bar
  -- Sponsor Chairs – Paula Portner, New Jersey State Bar, and Derrick Stanley, State Bar of Georgia

Special thank you to Russell Rawlings who has agreed to stay on an extra year as Immediate Past Chair and Chair of the Nominating Committee.

Thank you also goes to Patrick Tandy from the Maryland State Bar who has stepped up to fill the vacant seat on our council. I have asked Patrick to introduce himself, so please read below and take the opportunity to get to know him better.

I have spent the last five of my 16 years with the Maryland State Bar Association (MSBA) as MSBA Director of Communications. In this capacity I oversee the production and distribution of MSBA mainstay publications such as the Maryland Bar Journal; the monthly newspaper, the Bar Bulletin; MSBA’s weekly enewsletter, the MSBA Insider; and the Association’s annual directory, the Maryland Lawyers’ Manual, as well as media relations and MSBA’s presence on several social media platforms.

Outside the bar world, since 2000, I have edited and published the long-running, critically acclaimed Smile, Hon, You’re in Baltimore! series under my own imprint, Eight-Stone Press. Utne Reader twice
Facebook Ads: The Reach of Five Minutes and $20

Farrah Fite
The Missouri Bar

Facebook recently announced a new change to its algorithm which gives news feed preference to personal experiences over commercial experiences. That’s great news for your mom, but not for bar communicators.

Simply put, we have to work harder to create awesome content that can drive shares, comments and likes/emoticons. Plus – if you’re not already – it’s time to explore affordable Facebook ads to help connect you with your targeted audiences to achieve your communications goals.

Facebook ads can seem daunting like any new process, but it’s doable. In fact, all it takes is five minutes, $20 and good content to make a successful ad.

This spring, The Missouri Bar ran a short Facebook ad campaign promoting free forms and clinics for National Healthcare Decisions Day. We boosted posts as well as ran Facebook ads (Tip: I’ve found boosted posts have a lower return on investment when it comes to clicks compared to ads). In this particular campaign, we invested a $100 into an ad ($20 per day over four days) and reached 13,054 people in our targeted audience, garnered 54 shares, nine comments, 180 likes/emoticons for a total of 314 post engagements at a cost of 32 cents per engagement with our target audience of Missouri citizens 40 years of age and older.

You can achieve the same or better with your own ads, keeping these tips in mind:

- Target your audience - the more targeted your audience is typically means a better engagement rate. If you’re advertising a veterans’ clinic, create an audience which targets the zip codes for the area the clinic is serving, the ideal age range, self-identified veterans, even those who support our troops, for example.

- Include eye-catching graphics/image/video - although Facebook has supposedly relented on the no
more than 20 percent text rule on images, still follow it because it will help your ad perform better. Use this [free Facebook tool](#) to test your image rather than having it rejected by Facebook and having to reset the campaign. Always keep in mind that what matters most is how awesome the content you are sharing is to your audience. Be creative and get those thumbs to stop on your content.

- Ask a question – questions spur natural engagement with the ad. For example, we asked folks if they have their end-of-life-care wishes in writing. When someone posted "yes" and shared their story, we liked it, congratulated them and even called them trendsetters as most people haven't completed their advance care directive. Also be ready to answer questions with helpful resources on your call to action. We included links to free forms they complete on their own as well as a listing of free clinics to attend.

- Don't set it and forget it – be ready to engage with comments on the ads, especially outside of business hours. Look at your page's Facebook insights under "Posts." The first item on the page is titled "When Your Fans Are Online" and it’s a graphic that likely looks like a humpback whale. That's because your highest number of fans are online in the evenings and weekends. That means schedule your ads to begin in the evening and run over weekends. But this also means you need to have alerts set up so you or your team can be responsive and engage whenever your fans and new connections are online. Download Facebook Pages Manager ([Android](#), [iPhone](#), [Windows](#)) on your mobile device to make this easy to do on the go.

- Tag or share with partner organizations – if you have partnerships with other organizations and groups in real life, extend those relationships to your virtual platforms. We had some health care nonprofits and nursing facilities co-hosting our events, we worked to tag them and encouraged them to share our posts. Shares are the most powerful tool on Facebook ([Share > Comment > Like/Heart/et al](#)) as it lets you reach the audiences of your audience!

Find more great tips on how to run successful ads on Facebook and Instagram [here](#) and don’t be afraid to experiment to see what connects most with your audience.

Now go forth with your five minutes, $20 and creative ad design and make Facebook ads part of your communications go-to tools!
While four out of five people believe it is important to have end-of-life care wishes in writing, less than one-third of Americans have an advance care directive. Do you?

On 4/16, National Healthcare Decisions Day, fill out your own free advance directive or attend a free clinic to work with a volunteer lawyer.

#YourMOLaw #NHDD

One of the most important questions you should ask your loved ones

“What would you want me to do if you were not able to make your wishes known?”

MISSOURILAWYERHELP.ORG
Wellness was not a familiar term when I did something about mine in 1978. That was the year I lost 140 pounds and changed my life forever.

Whether that qualifies me to write on the subject of wellness remains to be seen. There’s certainly more to wellness than losing weight. On the other hand, wellness would be difficult to achieve without some semblance of weight control.

If there is any advantage to having been the fat kid in school all the way into my senior year of college, it would be my experience with weight. From gaining it to losing it to living with it to keeping it off, I know weight, and it knows me.

Let me begin with my guiding principle, the one thing that I write about and speak about with greatest confidence when matters of weight and wellness are being discussed. It is the single-most undisputed fact I have gleaned from decades of observation and introspection.

You only get one body.

No matter what your situation is, no matter what you believe in, no matter what you weigh, you only get one body. It’s up to you to decide what you do with that body, what you put into that body, and what you get out of that body. The vessel we’re walking around in is the ultimate accounting system, measuring intake against output in determining how we look and how we feel. I can rationalize every useless and unnecessary calorie that finds its way into my body, but at the end of the day all bills come due.

In my younger years, when looking better certainly played a pivotal role in my desire to lose weight, I focused most of my attention on the number on the scales and the size of my clothes. I vividly recall
the only belt that I owned being a size 56-inch waist. As the pounds came off, the guys in the press room at the newspaper where I worked took great joy in punching out new holes for me until the belt reached halfway around to my backside.

Then, as I grew older, and now, after turning 60, I have developed much greater appreciation for feeling as good as I can possibly feel. My metabolism has decreased and with it went my margin for error, but that is no reason to give up or give in. On the contrary, that is precisely the time to fight harder and smarter for the quality of life that can only be achieved through healthy living.

No matter your age, the time to begin, renew or continue your commitment to personal health and wellness is now. Today. Take a long, hard look in the mirror and find your best friend – the one individual who has the greatest influence over your health and well-being. And take a look around you, at the many blessings you enjoy, taking none of it for granted. Family, friends and loved ones alike, they all have a stake in your successful quest to live life to its fullest potential.
In the Spotlight: Kristen Senz

Kristen Senz
New Hampshire Bar Association

How long have you been a member of NABE Comm:
I’ve been a member since I started working at the NH Bar Association about four years ago.

When you were a kid, did you dream of being a Bar Association Executive?
Actually, no. When I was a kid, I was at the dance studio almost every day after school, training and rehearsing in ballet and other styles of dance for competitions that were held all over the Northeast. Back then, I hoped to one day own my own dance studio.

If not, describe how you got to where you are today:
Unsure about how to run a dance studio (or much else for that matter), I enrolled in a business management degree program at Champlain College in Vermont after high school. An English teacher there suggested that my writing was not horrible and that I might want to focus my future goals in that direction. She informed me that, yes, people can make a living that way, so – having graduated from Champlain – I switched schools to major in journalism.

After J school, I worked at daily and weekly newspapers for 10 years in New Hampshire and Colorado, covering general assignment and cops/courts beats. While freelancing in New Hampshire, I got a call from NABE Comm all-star Dan Wise, who asked if I might like to write some articles for the New Hampshire Bar News. After a while, a good freelancer-editor relationship evolved into a job offer. (Thanks, Dan.)

I still take ballet classes, but professionally, I ended up trading the barre for the bar.

What is the most rewarding part of your job:
There are a lot of rewarding parts of this job, but the best is working with an attorney who has a terrific idea for an article, but who is new to writing for an audience of his or her peers. Offering guidance to authors during the editorial process – from the germination of an idea to the publication of the latest
issue – and then learning that the author received praise (or business) as a result of an article is very rewarding.

**What is the most challenging part of your job:**

In addition to managing production of the monthly *Bar News* and the NHBA’s weekly e-newsletter, I work on marketing projects for the association, and these are often among the most challenging aspects of my job. Although the creative process is a lot of fun, making sure the marketing messages reflect programming that may still be evolving, while helping to balance expectations with available resources, is a professional challenge that has taught me a lot over the past few years.

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

I’d like to be a locksmith one day. You learn how to pick locks and crack safes (legally!) and people are always happy to see you. I even have some tools and books so that I can learn more about it.

**What is your greatest accomplishment:**

I’ve accomplished a lot in life, but I like to think the best is yet to come.

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

Always be on the lookout for inspiration. It may come from an unexpected source.

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

I would say welcome to a field that never gets boring. It’s a complex and nuanced environment, but our work helps inform and engage an influential audience. Bar association executives play an important role in the justice system, and, thankfully, we always find support from talented colleagues, both in the office and through NABE.

**What makes you successful in your position?**

I think my past experience covering courts and working with attorneys has helped me gain a broad perspective of the legal system. I also like to think my innate curiosity enables me to approach new subjects and tasks with an open mind, ready to learn and collaboratively develop creative solutions.

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

Our bar staff goes above and beyond to make sure members can find the services and resources they need. I think our customer service focus and the wide variety of services we provide members are what
set us apart. That, and our spectacular monthly newspaper, of course.

**What’s your favorite website or app?:**
For work: Ever since NABE Comm 2016, I’ve become slightly obsessed with Polarr.

Personally: I’ve been using Hopper a lot lately to find the best deals on airfare.

**Favorite quote:**
"Those were good mornings, when the sun was hot and the air was quick and promising, when the Real Business seemed right on the verge of happening and I felt that if I went just a little faster I might overtake that bright and fleeting thing that was always just ahead of me." –HST

**Any interesting celebrity sightings or run ins:**
Thurston Moore, guitarist for Sonic Youth, gave me a hug on two different occasions.

**Favorite band/album/concert of all time:**
Favorite band and album are constantly changing (Lately I’ve been listening to a lot of Nathaniel Rateliff and the Night Sweats). As far as concerts, seeing Roger Waters perform The Wall live in 1999 was amazing.

**Favorite movie:**
Bullets Over Broadway

**Person you would most like to have dinner with (alive or dead):**
Stephen Fry (among other Brits. Tracey DeMeara is right up there).
Here’s how it’s done: NABE Comm panel shares bar-focused social media tips

Marilyn Cavicchia  
ABA Bar Leader

The October 2016 NABE Communications Section Workshop gave attendees a chance to learn from some of the most effective social media users in the bar association arena: Danny Aller, public information specialist/social media coordinator at The Florida Bar; Karen Korr, director of outreach strategy and COO at the San Diego County Bar Association; Brandon Vogel, social media and web content manager at the New York State Bar Association; and moderator Brad Carr, social media editor for the National Association of Bar Executives.

Together, the panelists gave a glimpse of what great bar association social media use looks like today, and how it has evolved from its much more buttoned-up beginnings several years ago.

NYSBA: Loosening the reins leads to more interaction

The New York State Bar Association was among the first bars to use Twitter, starting in 2009, Vogel said, but its tweets were “sporadic” and very tightly regulated, with the expectation that Twitter only be used to push out announcements. The posting duties were scattered among various staff members, none of whom were allowed to retweet or follow other accounts, and “anything deviating from the script had to be cleared by IT.”

The result of all that control? “Low engagement,” Vogel said. He took on the social media role in 2014 and, per a bar policy dating back to 2012, is “authorized to tweet anything.”

NYSBA’s motto regarding social media is “Always smart, never snarky,” Vogel added, and its aim is to “inform, educate, and engage—don’t inundate.” In general, he said, he posts about four tweets each morning and then posts a couple more times throughout the day, also responding and interacting as needed.
Events are one place where Twitter really shines, Vogel said; he often live tweets from CLE programs that are of general interest. The bar also has a Twitter account just for CLE; it often tweets book discounts or giveaways, and it provides a place to ask questions that were not addressed during the program.

One winter, Vogel said, a blizzard in New York City meant the events on the first day of the annual meeting had to be canceled. As a tongue-in-cheek reminder of the change in plans, Vogel tweeted a series of photos of desolate urban winter landscape with captions indicating that this was the setting for a particular event. These funny photos ended up being more popular than the album from the actual event, he recalled.

Instagram is gaining some traction, too, Vogel said, noting that even though NYSBA's audience there is only about 10 percent the size of its Twitter audience, some of the bar’s most liked posts are on Instagram.

The bar’s Facebook page also sees a lot of activity. “I’m not upset by an angry face on Facebook,” Vogel said. “I’m upset when there’s no reaction at all.”

One great way to boost engagement and interaction in your bar’s social media accounts is to tap into the network of other bar communicators who are trying to do the same thing, Vogel suggested. NYSBA, The Florida Bar, the Connecticut Bar Association, and the main ABA Twitter account formed an informal partnership and have since been joined by the North Carolina Bar Association and others; its purpose is to like and share each other’s content.

As for other bar social media accounts he particularly admires, Vogel said the Bar Association of San Francisco uses video very effectively, and the Indianapolis Bar Association does a great job of showing appreciation for its members.

**The Florida Bar: Social media is a full-time job**

If you’ve been thinking that using social media effectively means you have to use a tool like Hootsuite to schedule tweets, Danny Aller would like you to think again. In fact, he said, the idea of “set it and forget it” just doesn’t work.

“You have to be engaged,” he explained, which means you must see and respond to tweets, retweets,
and other interactions as they occur. In fact, Aller is often on work-related Twitter late at night, which is when he gets some of his best ideas, including the #LawyersAreTheCoolest hashtag that went viral.

Similar to NYSBA, when The Florida Bar started its Twitter account in 2013, its intention was to use it to push out “news releases and tech tips,” Aller said, but then the Board of Governors decided the bar should go “all in.” Aller was hired in 2014; he credits the BOG for the forward-thinking decision to create a social media staff position.

“If you want to do [social media] well, you need someone full time,” he stressed, predicting that in the next few years, up to 90 percent of organizations and businesses—many of them bar associations—will have such a position.

Engagement leads to being noticed: Within two years after he arrived, Aller said, the bar’s followers went from 600 to 6,000—and now that number is over 8,000.

Aller does see one use for scheduled tweets, which is to avoid letting your account go totally inactive over the weekend, when a lot of lawyers are using Twitter. Vogel agreed with Aller’s assessment of scheduled tweets, noting that they did come in handy when his son was born at a time when he would ordinarily be tweeting.

If a particular tweet makes an especially strong statement about the bar or attracts a lot of interest, Aller recommended, make it the “pinned post” that will be the first thing users see when they click on your feed—and then don’t forget to change it to something else down the road.

One simple yet effective tweet?: A screen shot of bar exam results, which those who are listed will be eager to share and comment on.

The Florida Bar’s Twitter account is well known for its sense of humor and use of GIFs (short, often funny moving images). It’s important to use “good news judgment” on Twitter, Aller noted, but it’s also important “to actually be social” and human.

“We’re at our best when we’re happy,” he said, adding, “You can’t spell Twitter without W-I-T.”

Aller has heard some occasional gripes about whether the bar posts too much fun stuff, or too much
stuff in general. But he has another prediction regarding social media use in the coming years: “Everyone saying we ‘overpost’ will be eating their words.”

**The San Diego County Bar Association: Local, and live**

Speaking of news judgment, at the San Diego County Bar Association, that means focusing on ways the bar can “add value” to a discussion rather than repeating what a lot of other outlets have already posted, Korr said. Often, she noted, this value is in taking a national story and finding a local point of connection, or starting with a local story and seeing how it’s relevant to the legal community.

For example, she said, the bar wouldn’t tweet about a fire downtown—unless, say, it had displaced four local law firms.

Korr likes to deliver content that is not only local, but also live, via tools such as Periscope and Facebook Live. The “pros” to either of those, she said, are that they’re unfiltered, free, quick and easy to use, and can help you gain a wider audience—and the “cons” are exactly the same. The free part, she explained, is problematic because “you get what you pay for,” which does not include any ability to edit.

Still, she said, footage shared this way can have surprising reach and longevity, even after the “live” aspect has faded. For example, a live feed from a team-building lunch-and-learn session has had 52 follows and more than 200 views—meaning that some people have circled back to watch it more than once.

A recent solo day drew 70 attendees, and another 50 watched live feeds from two of the events. There were six sessions in total, Korr said, so sharing two of them didn’t amount to giving away the whole event for free.

Even with the freewheeling nature of live footage, Korr said, social media isn’t “the Wild West”—particularly with some parameters in place. Her bar offers 15 examples of how to tweet effectively, and adheres to the following guidelines: “Be human. Be concise. Be visual.”

**Additional advice**

Here are a few more tips the panelists shared on a variety of social media topics:
Though #LawyersAreTheCoolest and a few other hashtags have been very successful, Aller cautioned that less is more; hashtags should be used only when they add something, and there shouldn’t be a lot of them within one tweet.

Strive to be like Justin Timberlake (smooth and genteel), not Justin Bieber (juvenile and often inappropriate) on social media, Vogel advised.

A tweet that a new issue of the bar journal is available? That’s “a resounding thud,” Vogel said—but tweeting specific articles from the new issue can generate a lot of interaction.

Both The Florida Bar and the New York State Bar Association have pursued and attained the blue “verified” checkmark on Twitter, which helps convey authority and authenticity.

Sections and other entities that wish to maintain their own social media accounts should be encouraged to think about whether they can really commit to monitoring it daily and keeping it active, Vogel said.

Setting up lists on Facebook and Twitter is a great way to manage and keep up with all the accounts you follow for different reasons, Aller said.

On Facebook, more posts are not necessarily better; Vogel posts just once daily because more than that can skew its algorithms.

Have you ever seen a long series of tweets from a single person, one right after another? That’s called a “tweetstorm.” How you do that, Vogel said, is to start with one tweet, hit “reply,” delete @yourname, and then write your next tweet.

Korr doesn’t use Hootsuite either, and says 90 percent of her social media use is on her phone, where it’s easy to switch among all her accounts and post what she wants, where and when.

This article original appeared in ABA Bar Leader and is reposted with permission.
How to Get More "Fun" Content in Your Publication

Nick Hansen
Hennepin County Bar

I am guessing you’ve heard this before from your members, “We want more fun content in the magazine.” A sprinkling of interesting articles prevents your publication from becoming a glossy law review. It also makes for better coffee-break chatter.

Fun content does not just fall out of the air. While many of your members write very well, it’s hard for many lawyers to step out of law review mode. For our magazine, we have incorporated “featurettes” in order to throw some light-hearted content into the mix. Here is what I’ve learned in trying to get volunteer authors to write content that’s different from the normal lawyer-speak stuff.

Think like a lawyer, not a writer: I love the creative process. It usually involves me grabbing a cup (or three) of coffee, spitballing ideas with my coworkers, and writing and rewriting sentences. Lawyers usually don’t have the luxury of time. Give them a specific task or process that can fit into their day easily. We started a food article that involved writers answering three different questions related to restaurants. For example: What’s your favorite place to take a client for lunch? What’s your favorite place to go after winning a case? What’s your favorite place for a quick morning bite to eat? This has been successful because it provides some structure, but also allows for some creativity. (Also, food is big.)

Don’t give them a homework assignment: We had one featurette that involved one lawyer interviewing another about their day. While I thought it would be interesting, we had a hard time getting people to volunteer to do it. It involved scheduling, interviewing, transcribing, and writing up the whole thing. That sounds a lot more like work than anything else.
It’s all about me: While my Midwestern sensibilities prevent me from talking about myself too much, that’s not always the case with lawyers. I saw a lawyer’s post on Facebook that he called “10 things I love about my job.” I asked the lawyer if we could repackage that for our magazine. He agreed. It was quick, fun, and easy content. Let lawyers advertise themselves a little bit.

Have a clear purpose: The “24-Hour Lawyer” idea came from an article in Fast Company where successful business people shared what they do during the day. It’s interesting on the page, but if you don’t have an author who has the right ear to pick out the correct nuggets, it can fall flat.

Standardize the process as much as possible: One of our featurettes, “Ask-A-Lawyer,” involves a very simple premise: ask six different lawyers one question related to their job. One member has taken responsibility for this content. She emails six different random members the question. People are usually more than happy to participate, and it will be easy to transfer this task to another author.
The Communications Plan Plan

Karen Korr
San Diego County Bar Association

In 2014, Richard Dreyfuss spoke at our Law Week luncheon. Yes, that Richard Dreyfuss. Quoting Matt Hooper, the Dreyfuss character in the movie Jaws, our President ended his introduction of the actor by saying "we're gonna need a bigger boat."

That same year, as the SDCBA started to dive into our 5 year strategic framework, I knew that a killer whale of a project, our Association's comprehensive Communications Plan, was heading my way (see what I did there). All I could think at the time was "we're gonna need a bigger communications department."

While it seems like a daunting task, creating a communications plan actually is not as harried as you might imagine. In my previous life as a public relations consultant, I created large and small scale, broadbased and targeted plans integrated multi-dimensional plans for clients all the time. So, looking at the SDCBA as if it was my client, I created our plan as a roadmap - knowing that while we might change directions along the way - our plan was only intended to guide our efforts and provide us with a mechanism for showing others (i.e. our board and related committees) where we intended to go and how far away we were from each goal.

The basic principles of any Bar project apply to creating a Communications Plan - your key stakeholders need to be heard. Whether it is at a board retreat, a chair orientation, a formal survey, informal conversations, or the combination of all of the above, it's important to talk to the audience or audiences your plan will serve, and get their input from the onset.

Once you've done your research, your plan can follow a pretty traditional trajectory. While methodologies vary, this is the system that I've used time and time again:

**Prepare a Situation Analysis**

This piece of the plan serves as an introduction, and gives the "lay of the land." It should demonstrate
where your communications strengths are, and also identify weaknesses and a broad overview of what you hope the plan will accomplish.

**State Your Objectives**

What is it that your plan is going to accomplish? Are you looking to heighten your Association's visibility, or promote a particular program? Whatever you intend to do should be clearly defined and articulated, so that your internal team and volunteer leadership are on the same page.

**Define Your Target Audiences**

While the audience for a Bar Association communications plan may seem obvious - our members - there may be other people or groups you are trying to reach through your messaging. Perhaps your audience also includes the media (or the media as a conduit to the public), influential bloggers on a specific area of law, elected officials and community leaders in your community, potential new members, other law related organizations in your area or simply anyone who lives in your geographic area.

**Create Key Messages for Each Audience**

Your key messages will ensure that everyone involved in the plan's execution is "singing from the same sheet" - regardless of the tactic or method of communicating. Each audience is different, and therefore your messages should be tailored to each group you are trying to reach.

**List Your Strategies**

List all strategies you intend to employ to meet your objectives. For me, this was a combination of tactics and strategies we already employed in our day-to-day communications, and a few new initiatives designed to deliver our key messages in new ways to our target audiences. In the strategy section of your plan, you may want to share any creative that you intend to use - new logos, ads, slogans, etc.- in order to give an even clearer direction for your leaders and decision-makers.

**Create a Detailed Estimated Budget**

This is where you get to ask for a bigger staff (ok, maybe not.) Your budget obviously assignes a price estimate to each of your strategies. I recommend developing two budgets - one that is the "dream budget" where you could have any dollar amount necessary to make your visions a reality, and one that is more practical and in-line with what your Association is likely to spend to execute the plan. As the
plan is reviewed by stakeholder groups and refined, some of the "dream" items may be incorporated in lieu of some of the smaller and perhaps less effective strategies.

**Develop a Timeline**

When are you going to do what? Write it down. Remember this is just a framework for your plan and can change as needed.

As most of us NABE Comm members know, there's no better resource than our friendly section colleagues. Before developing our plan, I reviewed many others - both from NABE peers and also from other business associations. When you present your final plan to your leadership, they may be interested in knowing what other associations are doing, particularly with respect to timeline and budget. While our plan is very specific to San Diego, as with anything Bar-related, there are concepts and messages that are clearly transferrable, and I would bet that most Bars would be able to say the same of their plans. With high impact bar projects, I've found that sometimes its most important to just the get the draft done, then review, get input and other suggestions, re-evaluate, and rewrite as needed rather than working to create a perfect product from the onset. One of the keys is not to get too caught up in the details - you likely have bigger fish to fry. :)

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Congratulations to our Wally and Anne Charles Award Winners!

E.A. "Wally" Richter Leadership Award

This award is given to an individual who is a member of the NABE Communications Section "For outstanding achievement in the field of communications, for extraordinary service to colleagues in the National Association of Bar Executives, and for distinguished leadership of the Communications Section."

Congratulations to the 2016 "Wally" Sharon Nolan of the Chicago Bar Association! Read more about Sharon in the next issue of Communicators Talk.

Anne Charles Award

The Anne Charles Award for Distinguished Service is presented to a member of the NABE Communications Section who has made a significant contribution to advancing the goals of the Section through committee service or other Section volunteer efforts.

Congratulations to our Anne Charles Award winner for 2016, Dan Wise of the New Hampshire Bar Association! Read more about Dan in the next issue of Communicators Talk!
Memories of #NABECOMM16
## Congratulations 2016 Luminary Winners!

**Excellence in Regular Publications**
- Small Bar: DuPage County Bar Association Editorial Board
- Medium Bar: American College of Trial Lawyers *Journal* Editorial Board & Staff
- Large Bar: North Carolina Bar Association Communications Department

**Excellence in Special Projects**
- Small Bar: Montgomery Bar Association
- Medium Bar: Denver Bar Association *The Docket*
- Large Bar: The Florida Bar

**Excellence in Electronic Media**
- Small Bar: Austin Bar Association Communications Department
- Medium Bar: State Bar of New Mexico eNews
- Large Bar: State Bar of Texas Communications Department

**Excellence in Marketing**
- Small Bar: Kansas City Metropolitan Bar Association
- Medium Bar: San Diego County Bar Association
- Large Bar: Ohio State Bar Association Communications Department

**Excellence in Websites**
- Small Bar: Toledo Bar Association
- Medium Bar: San Diego County Bar Association
- Large Bar: The New York State Bar Association LawHUB Team
SAVE THE DATE:
OCTOBER 3-6, 2017

#NABECOMM2017 St. Louis, Missouri Mission: Awesome!
Turn Your Thinking Upside-Down

OCTOBER 3-6 • THE MAGNOLIA HOTEL ST. LOUIS

Invent a new handshake that has at least 3 steps.
Teach it to someone you’ve recently met and hand them this card upon completion. [The next person should keep the same handshake going.]

Photo: Ted Drewes, Home of the Concrete Custard
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Tweet your missions to...
#NABECOMM2017

Meet Us in St. Louis

OCTOBER 3-6 • THE MAGNOLIA HOTEL ST. LOUIS

We’ve got some great things in store for next year’s Fall Workshop, like...

• More choices with three breakouts per session
• Wellness themed activities
• Walking tour of The Lou’s landmarks

We’re also looking for some creative people to help with planning. Contact...
Heather Clark, Section Chair- Elect tjc@cofas.org
Alexa Giacomini, Workshop Chair agiacomin@ssba.org
Sharon Nolan, Programs Co-Chair snolan@chicagopolice.org
Farnah Fite, Programs Co-Chair ffit@mobex.org

Have fun with the enclosed game cards by ‘playing them forward’.

Photo: BB’s Jazz Blues & Soups
Copyright © St. Louis Convention & Visitors Commission

Tweet your missions to...
#NABECOMM2017

See the Exhibits

OCTOBER 3-6 • THE MAGNOLIA HOTEL ST. LOUIS

Create a collaborative doodle.
Add an element in the space below and then pass it along.

Photo: Saint Louis Art Museum
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#NABECOMM2017

Drink Up the Atmosphere

OCTOBER 3-6 • THE MAGNOLIA HOTEL ST. LOUIS

Buy someone coffee or a drink.
Then give them this card.

Photo: Anheuser-Busch
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Tweet your missions to...
#NABECOMM2017
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.


7 Tips for Success, Not Stress, with President’s Pages

Strategies for making the most of your bully pulpit.

Mark Mathewson
Illinois State Bar Association

The Prospect of writing a president's page strikes fear in many a bar leader's heart. Well, fear not. The following strategies, packaged in oh-so-handy president’s-page format, are designed to put you at ease and help you succeed.

1. Make it an opportunity, not an obligation
If your bar culture allows it, liberate yourself to write only when you have something to say. When you do, your president’s page is your bully pulpit. When you don’t? Use your time and talent more productively. Important: make that decision well in advance so your bar publications staff can comfortably adjust.

We’re awash in messages. Drowning, even. If you’re a good scribal communicator – and many bar leaders are – make your president’s page a centerpiece of your communications strategy. If longer-form writing isn’t your strong suit, use your page sparingly and communicate in other ways. We’ve had great presidents at our bar who wrote just three or four pages. Trust me, no one remembers them as the presidents who didn’t write a page every month.

2. Plan, plan, plan
That way you won’t be anxious, anxious, anxious. You’ll be confronted with some surprises during your presidency, but your page is not one. You know when it’s coming. Don’t make it an unforced emergency.

Calendar your deadlines. Don’t know what they are? Find out. Note the lag time between deadline and publication – if your April page is due in late February, think spring flowers when you write, not dirty snow.
Brainstorm topics early. You could even come up with potential topics on the flight home from BLI. I say “potential” because you’ll also want to respond to events and speak in the moment. But consider assigning a topic early for every page you intend to write. You can swap in a new idea later, but at least you’ll have something in your quiver.

3. **Need ideas? Start your topic-generating engine**
A little help from your friends. You can use your column to promote bar projects or initiatives. Ask the stakeholders – section and committee chairs, for example – to help you help them. (Don’t promise them you’ll use what they send, of course.) If you’re lucky, they might even send you an outline or draft to get you started.

Careful, though. In my experience, the best pages resonate with rank-and-file members, not just leaders. Be sure to reach out to colleagues, opposing counsel, and other lawyers of your acquaintance. What’s keeping them up at night? Writing mostly for and about fellow bar leaders is a great way to guarantee a small readership. Try to picture someone you know – someone who isn’t a bar leader and doesn’t aspire to be – and speak to him or her as you write.

Stealing is the sincerest form of flattery. Google around and find other bar publications and their president’s pages. The Division for Bar Services has a big archive of other presidents’ work at: [http://www.americanbar.org/groups/bar_services/resources/resourcepages/presidentpages.html](http://www.americanbar.org/groups/bar_services/resources/resourcepages/presidentpages.html)

4. **Communicate your passion**
Write about something that matters to you and your enthusiasm will be infectious. When John Locallo was president of the Illinois State Bar Association a few years ago, he wrote about his social-media journey of discovery – learning to tweet, setting up a LinkedIn account, mastering Hootsuite. His columns were fun to read and full of helpful pointers, and they furthered one of his presidential goals – to help small-firm lawyers understand the transformative power of technology.

5. **Be conversational**
You’re writing a column, not a law review article. Don’t be stuffy. That doesn’t mean you have to be folksy if that isn’t your style. But make sure we can hear a human voice. Try reading your page aloud to see if it sounds natural. If it’s hard to read – if the sentences are too long or dense, for example – revise it until it rolls off your tongue.

6. **Write a one-pager**
Try to keep your president’s page to an actual page in your journal (find out your word limit from bar staff). That way readers won’t have to jump pages to read the whole thing. Because most of them won’t jump, and some of them will quit reading as soon as they see a jump coming.

**7. Bond with bar staff**
Meet deadlines. Remember that you’re probably holding up production on an entire publication, not just your page.

Be open to at least light editing. And maybe heavy editing. Every publication has a style that governs, e.g., when and whether to capitalize. At a minimum, don’t insist that your column appear one way when the rest of the publication appears otherwise. Beyond that, your bar publications pro offers a fresh set of eyes if nothing else. If I were you, I would welcome his or her suggestions.

*This article was originally published in Illinois Bar Journal, February 2015 and shared at the Bar Leaders Institute (BLI).*
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 who 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 users" 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 for the most part 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!)
Get Inspired: Best of the Bars

*Check out the "best" work of bars across the country for ideas you can modify (and steal!!)*

**State Bar of Arizona: Educating Spanish Speaking Community re: President's Deferred Action Plan**
The State Bar of Arizona received an Award of Excellence from the Arizona Society of Association Executives for our education efforts in the Spanish speaking community about the President's deferred action plan. When it was first announced there was a lot of confusion. In the past, this type of confusion has been an opportunity for unlicensed "notarios" to take advantage of Spanish speaking legal consumers. Working with the local Univision affiliate, the Bar held three town halls that helped more than 1500 people. The State Bar of Arizona doesn't take a position on immigration issues. But these events reinforced our contention that every person looking for legal advice deserves clear, concise and correct information. You can read more about the program on the AZSAE website [here](https://www.azsae.org/sponsorship annunci/State Bar of Arizona: Educating Spanish Speaking Community re: President's Deferred Action Plan).

**Toledo Bar Association: Website**
The Toledo Bar Association's use of design, online communities, and integrated sign on procedure is on the spot - earning the organization an ASI Great Things award in recognition of innovative and exciting ways of using RISE to make great websites. ASI is the parent company of iMIS, the TBA database and web platform provider. Check out the Toledo Bar's website at [www.toledobar.org](http://www.toledobar.org).

**New Hampshire Bar Association: Front Page Feature Story**
The June 2015 New Hampshire Bar News had an extraordinary front page story titled "Law of the Lands." The feature was a collection of dispatches from New Hampshire lawyers practicing in various roles outside the United States. In addition to the print story, which spanned six pages, the creative team at the New Hampshire Bar created an enhanced online version with additional content. See the story [here](https://nhbar.atavist.com/law-of-the-lands).

**Illinois State Bar Association: Thought-Provoking Print**
The September 2015 Illinois Bar Journal article on limited license legal technicians was one of the Bar's best in terms of print content, with a digital life to boot. Read about here: