

**MRWBA Communications Committee
2010-2011
Carole Timberlake, Chair**

The MRWBA embarked on an ambitious change to its event registration and membership communications procedures in 2010-2011. To reflect these changes, the Newsletter/PR committee was renamed the Communications committee

The Board approved a transition for all event management and email marketing to Constant Contact in August. Invitations and reminders, registration and online payment processing are run through Constant Contact. This alleviates the burden on volunteers and the administrative assistant to solicit and record individual RSVPs. It is hoped that more attendees will choose to pay in advance through PayPal to speed up the check-in line at luncheons and lower the number of no-shows the Bar must collect from later.

The Bar's monthly newsletter and interim communications are also designed and distributed through Constant Contact. A standard template was designed with a masthead including a Richmond skyline painting by Jeff Pittman (who approved its use), links back to the MRWBA website for membership renewal, program schedule, etc.

The Bar also established a Facebook group page (where the photo portfolio is now housed) and a LinkedIn group.

Sponsors were secured for all of the Bar luncheons, plus the fall CLE program. A sponsor registration form was developed outlining the benefits and costs for sponsorship. Deadlines were put into place for payment and ad submission. This year, sponsors' logos were included in the invitation, and sponsor logo and a 50-word description were posted on the bar website.

Sponsors for 2010-11 were as follows:

September – Sands Anderson

October – Cowan Gates

November – Hall & Hall

December – Minnesota Lawyers Mutual Insurance Co.

January – Seltek, Inc.

February – Paragon Commercial Bank

March – SunTrust

April – Locke, Partin, DeBoer & Quinn

May – Community Idea Stations presented by CYT Consulting