

MRWBA Membership Committee
2010-11 End of Year Report
Jennifer McLemore, Chair

Our membership drive started in the summer of 2010. We sent membership packets via email and mail to former members. We utilized certain administrative contacts that we have at the larger law firms in town in an attempt to generate greater interest from large firm attorneys who have not been renewing or have fallen off of our radar through normal contacts. We also attempted to utilize our large firm lawyer member contacts to accomplish the same goals. Certain Board members assisted with contacting former members who had not renewed by the beginning of the year by direct and personal phone and email contacts. We also reached out to attorneys that were new to the practice of law and attorneys who were new to the Richmond. The President and I sent personalized correspondence to judges around the region to solicit their membership and interest in our endeavors.

During the middle of the bar year, we offered prospective members and members from prior years that had not yet renewed by February a pro-rated membership fee for a limited time as an extra incentive to join the MRWBA. Our total membership numbers reached 173. We welcomed 35 new members to the organization. Please see the chart below for a more extensive breakdown of the data.

To introduce new members to the Board and each other, we held our fourth annual New Member Breakfast at Baker's Crust in Carytown. This was very well received by the new members and Board members in attendance, and I recommend opening this sort of opportunity up to all of our members a few times per year. It gave our members and our Board members a unique opportunity to network and get to know one another outside of our routines.

To further this effort of having social opportunities for our members, a happy hour has been planned for May 5th and an inaugural baseball event is to be held on June 25th. These events were planned by and through the committee for Membership. I owe them my thanks.

This is the fourth year that we offered the choice of paperless registration through our award-winning on-line application process (with electronic payment option). During the 2010-2011 bar year, 80% of the members joined or renewed their membership through our on-line system. This year we also continued to provide an updated member-to-member referral directory on-line as a membership-only benefit. The member-to-member referral directory lists members under 30 possible practice areas for easy use and maneuvering in the directory. We also offered a general membership directory on-line as a member-only benefit. Both of these automated directories gather information directly from our membership database. Therefore, when a member reports professional updates, the information automatically uploads into these directories.

A special thanks to Alison Roussy, our fabulous administrative assistant, for her tireless efforts with all aspects of Membership.

Membership Breakdown:

Full Members	137
Honorary Members	16
Associate Members	3
New/Recent Members*	17
TOTAL MEMBERSHIP	173
New Members	35
Returning Members	138

* this number reflects members who are new bar admittees or recent law school graduates

Payment Methods:

Check	96
PayPal	43
TOTAL PAID	139
#Waived	33
#Unpaid	1

Registration Methods:

Online	123
Paper	50