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## DRIVING MEMBERSHIP ENGAGEMENT



# AGENDA

What is Engagement?

Understanding the Member  
Engagement Ladder

Characteristics of Great Member  
Engagement Strategy

Turning Theory into Practice

I'll Show You Mine, If You Show Me  
Yours

Where Are You?

Resources?





## WHAT IS MEMBERSHIP ENGAGEMENT?

*“...it's a meaningful & ongoing relationship between an individual & an organization.”*

Tom Lehman, Lehman Associates  
[www.LehmanReports.com](http://www.LehmanReports.com)

**“...ENGAGEMENT IS BEING  
INSIDE, PART OF THE  
FAMILY....NOT ON THE OUTSIDE  
LOOKING IN, WONDERING  
WHAT'S GOING ON.”**

*Todd Von Deak, TVD Associates*  
[www.tvdassociates.com](http://www.tvdassociates.com)





# UNDERSTANDING THE MEMBERSHIP LADDER

Building relationships.  
Building LOVE.



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# WHY DO MEMBERS LEAVE?

1. Relocating to a new community
2. Lack of value
3. Cost
4. Lack of engagement or connection with the organization
5. Forgetfulness
6. Member left the profession
7. Employer stopped paying



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# WHY INCREASE MEMBERSHIP ENGAGEMENT?

## What is Your Goal?

- Enhanced loyalty? Reduce attrition?
- Identify & nurture future leaders?
- Encourage more activity in programs?
- Increase revenue?
- **Or something else?**



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# CHARACTERISTICS OF A GREAT MEMBER ENGAGEMENT STRATEGY

1. Member-Centric
2. Year-Round
3. Hybrid
4. Automated wherever possible
5. Adaptability with strategy
6. Constant reevaluation





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# TURNING THEORY INTO PRACTICE










Most valuable member engagement tools (according to Higher Logic)

- Email digest/newsletters
- Publications
- Member discounts
- Events (virtual)
- Events (in person)
- Private online community
- Certifications or Other Professional Credentialling
- Job Board
- Industry News and Information
- Advocacy
- Mentor Opportunities
- Volunteer Opportunities



# VALUE PROPOSITION

- Tell people what they get
- Ask them what they want
- Get rid of things that don't work


VALUE OF PLA MEMBERSHIP		
SERVICES	PLA MEMBER	NON MEMBER
 Locker rental for one year	\$113 - \$226	\$1300
 RANGEFINDER VERTICAL RESEARCH	FREE	\$79.99 / month
 Borrow 5 books	FREE	To purchase: ~\$500+
 Attend 5 CPDs	\$283 - \$424	\$424 - \$565
 DIVORCEMATE SOFTWARE	FREE	\$28.25 / day (PLA) \$141.25 / wk (PLA) \$150 / mo (sub)
 Print / Copy 100 pages	\$28.25	\$56.50
 Research requests	FREE	\$5.65 - \$100+
 Judges' Night	\$150	\$200
 Court Tabs	\$28.25	\$33.90
Borrow Court Attire	FREE	\$20 / day
Post on the PLA Jobsite	FREE	\$56.50
Reserve Soundproof Booth	FREE	Not available
LSO CPD Group Registrations	Save up to 50%!	Not available
FIND-A-LAWYER Listing with the PLA	Priceless	Not available

**Corporate Discounts available to Members**

Discounts through FOLA - Purolator, Enterprise & National Car Rental, VIA Rail, Destination CPDs, Hilton Hotels, private investigators, ADR workshops, gifting, subscriptions, entertainment deals, and much more

GoodLife Fitness - 25% off all membership deals

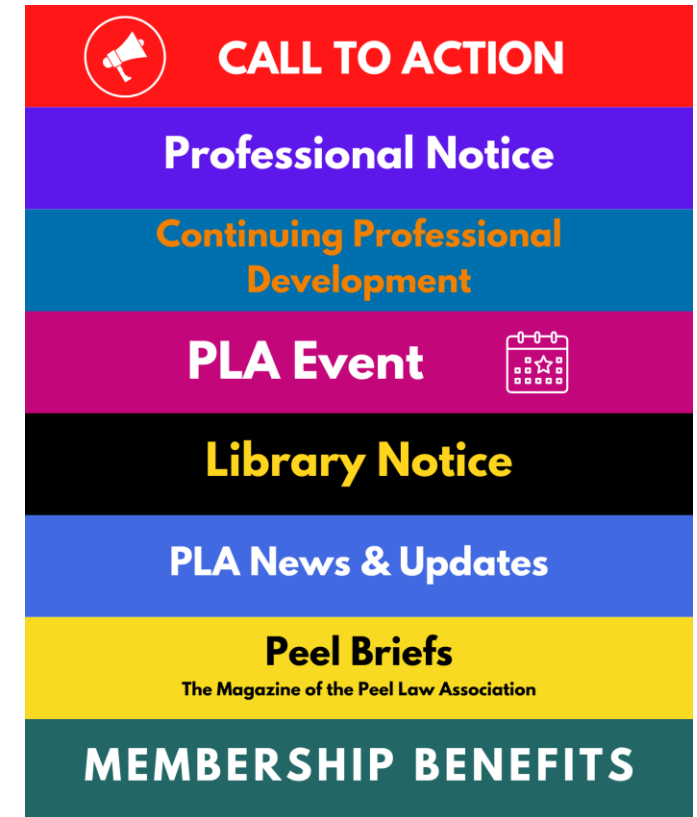
**Did you know that PLA membership dues can be claimed as a CRA tax deduction?**  
 Per Line 21200 Annual Union, Professional or like Dues:  
 "You can claim the total of the following amounts that you paid (or that were paid for you and reported as income) in the year related to your employment:  
 • annual dues for membership in a trade union or an association of public servants"

 Scan for more info



# YOU SHOW ME YOURS ...

- Membership Engagement at Peel - **Email digest/newsletters:**
  - *Peel Briefs*, quarterly magazine
  - Email Communications
  - Social media (LinkedIn and Twitter/X)



# AND I'LL SHOW YOU MINE

- Membership Engagement at Waterloo - **Email digest/newsletters:**
  - Monthly e-newsletter
  - Current awareness service
  - Social media (LinkedIn, Facebook, Instagram)

April 2024



Your monthly news & updates

## Upcoming CPD & WRLA Events

**Lexis Advance Quicklaw Training.** Tuesday, April 9, 2024 at 12:00 pm. (1.5 hours of Professionalism Content). [Register](#).

**The Eight-Minute Employment Lawyer.** Thursday, April 11, 2024 at 9:00 a.m. [LSO Group Registration] [Register](#)

**WRLA AGM & Annual Coulter Osborne Award Dinner.** Tuesday, April 16, 2024. Registration closed.

**21st Real Estate Law Summit.** April 16 & April 17 2024 at 9:00 a.m. [LSO Group Registration] [Register](#)

**Therapy Dogs in the WRLA.** Thursday, April 18, 2024, from 12:30-1:30 in the WRLA Lounge, 85 Frederick St, Kitchener. Drop-in

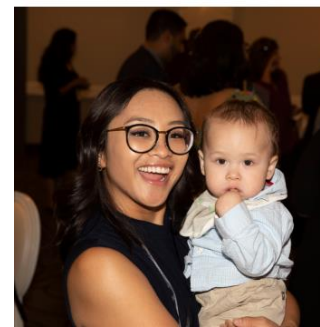
**The Six-Minute Estates Lawyer 2024.** Thursday, April 18, 2024 at 9:00 a.m. [LSO Group Registration] [Register](#)

**Tips From the Bench for Trial Prep.** Friday, April 19, 2024 at 9:00 a.m. [LSO Group Registration] [Register](#)



# YOU SHOW ME YOURS ...

- Membership Engagement at Peel - **Events:**
  - Black History Month
  - Annual Members' Dinner
  - Judges' Night
  - Diwali Event
  - Breakout with the Bench
  - High Tea
  - Take Our Kids to Work Day
  - Seasonal Socials
  - Drag Karaoke





# AND I'LL SHOW YOU MINE

- Membership Engagement at Waterloo - **Events:**
  - AGM and awards dinner
  - Monthly Thirsty Thursdays – free for members
  - Golf Tournament
  - Opening of the Court – free for members
  - Library and Courthouse orientation - free for members
  - Summer social – free for members
  - Holiday Open House – free for members
  - Mentorship Social (new for 2024) – free for members



# YOU SHOW ME YOURS ...

- Membership Engagement at Peel – **Member Discounts:**
  - FOLA Discounts
  - Goodlife Memberships
  - **Freebies**
    - Meeting Space rentals
    - Booth reservations
    - Research
    - Robe Rentals
    - Jobsite postings
    - Divorcemate and Rangefindr
  - Discounts on:
    - Services
    - Products & Merchandise
    - Locker Rentals
    - Events
    - CPD programs
    - Group LSO registrations





# AND I'LL SHOW YOU MINE

- Membership Engagement at Waterloo - **Member Discounts:**
  - LSO CPD – 50% off through group registration
  - FOLA Discounts
  - Services
- **Freebies:**
  - WRLA original content (in house) CPD
  - Robe rentals
  - Equipment rentals
  - Research
  - Locker rentals
  - Remote library resources (Rangefindr, Vlex and Irwin Law eBook Collection)
  - Wrongful Dismissal Notice Searcher
  - On demand CPD replays
  - Job Board
  - Kube Booth reservations
- Perkopolis



# YOU SHOW ME YOURS ...

- Membership Engagement at Peel – **Innovative spaces:**
  - Behind the Stacks Meeting Space
  - Soundproof Booths
  - Slow Zone



# AND I'LL SHOW YOU MINE

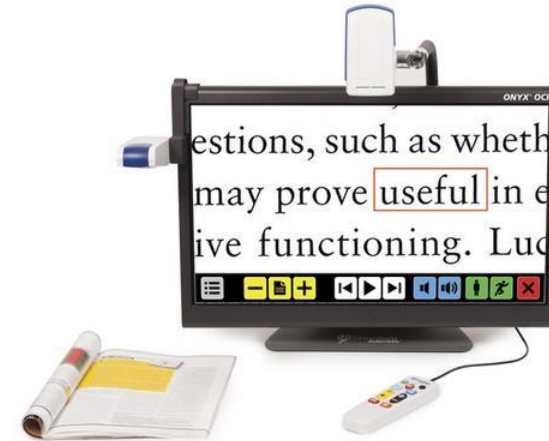
- Membership Engagement at Waterloo - **Innovative spaces:**
  - 2 Kube Booths
  - Vegetable and herb garden – members can take what they would like
  - Members pet photo display
  - Full kitchen in the lounge with free coffee, tea and granola bars
  - Free Little Library



# YOU SHOW ME YOURS ...

- Membership Engagement at Peel – **Innovative Tools:**

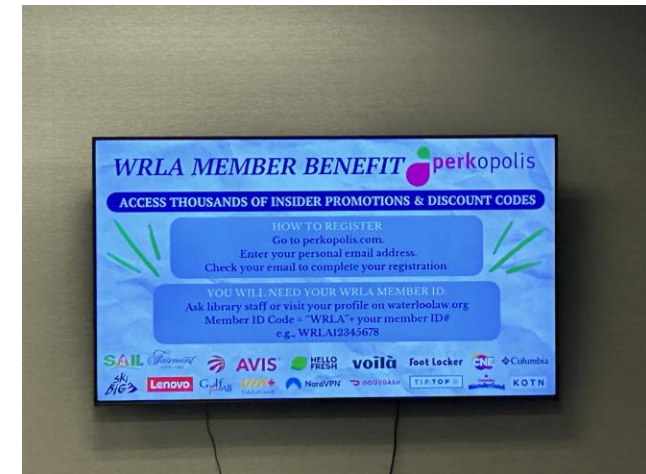
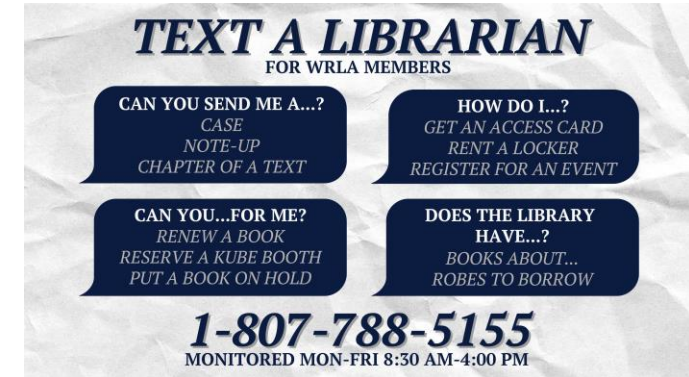
- Assistive Listening Devices
- Assistive Viewing Tools
- Adobe Pro station
- Charging devices for all phones and laptops
- Neat Bar videoconferencing
- Square
- Roku



# AND I'LL SHOW YOU MINE

- Membership Engagement at Waterloo - **Innovative Tools:**

- Assistive listening devices
- Assistive visual devices
- Cell phone and laptop charging station and devices
- Laptops, external CD ROM drives, projector, screen, various cords available for members to borrow
- Digital display
- Text a librarian
- AffiniPay – online payments





# YOU SHOW ME YOURS ...

- Membership Engagement at Peel – **Mentoring/Volunteering:**
  - We connect members with seasoned professionals in their practice area
    - Family/Criminal/Civil/Real Estate/Estates/Women's/Solicitor Law Section Meetings
  - Opportunities to participate in internal & external volunteer opportunities
    - Event setup and teardown assistance
    - Committee and task force participation
    - Moderating CPD sessions
    - Writing for *Peel Briefs*
    - Afghan Sister Judges
    - Coldest Night of the Year



# AND I'LL SHOW YOU MINE

- Membership Engagement at Waterloo - **Mentoring/Volunteering:**
  - Formal mentorship program starting 2024
  - We offer members opportunities to participate in internal and external volunteer opportunities
    - 20-member board of trustees
    - 13 committees that any member is welcome to join
      - Event assistance
      - Moderating CPD sessions
      - Afghan Sister Judges
      - Lawyers Feed the Hungry
      - POWR Groups





# YOU SHOW ME YOURS ...

- Membership Engagement at Peel – **Professional Development:**
  - We try to create Peel-centric programming featuring Peel talent
    - Engagement with local judges, crown, prosecutors, courthouse stakeholders and justice community

**Human Trafficking Primer**  
What every lawyer needs to know

**Residential Real Estate:  
Back to Basics**

**AFCC  
Parenting Plan  
Guidelines**

**Let's Talk About Death  
...of a Business Owner**

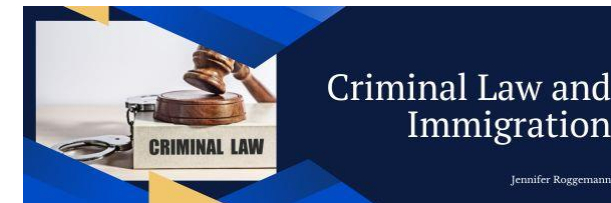
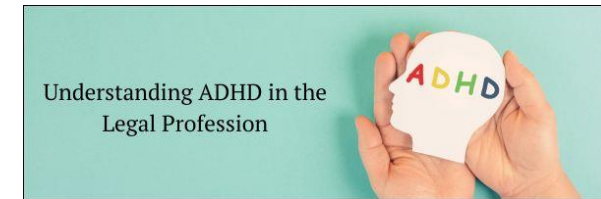
**Putting on the Red Sash**

**Now What?  
Life after  
Ahluwalia**



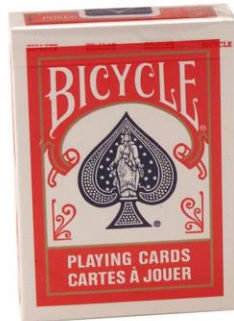
# AND I'LL SHOW YOU MINE

- Membership Engagement at Waterloo - **Professional Development:**
  - We try to create Waterloo-centric programming featuring our local bar
  - Engagement with local judges, crown, courthouse stakeholders, justice community and community organizations



# YOU SHOW ME YOURS ...

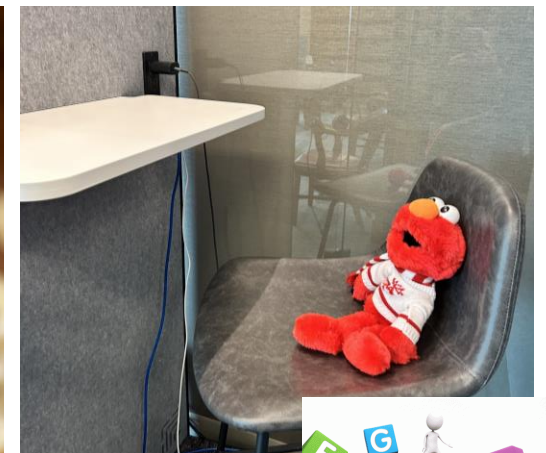
- Membership Engagement at Peel - The Small Things:
  - Candy!
  - Secret treats
  - Waiting for Jury? Special Perks
  - Pampering in robing rooms
  - Freebies in lounge





# AND I'LL SHOW YOU MINE

- Membership Engagement at Waterloo - **The Small Things:**
  - Candy in the library
  - 24/7 access to the library and lounge
  - Friday movie day in the Lounge
  - Monthly therapy dog visits
  - Find Elmo
  - Professional headshots twice a year
  - Legal robing fitting in Lounge every year
  - Freebies in the Lounge
  - Games, puzzles and cards



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# WHO CAN ASSIST WITH MEMBERSHIP ENGAGEMENT?

Superusers, Brand Ambassadors and Amplifiers

- Members, Directors, Association staff, Library staff
- Judges, courthouse stakeholders, FOLA

Ground level engagement

- Directors, Association staff, Library staff



# AWARENESS

- **Situational awareness** - Observe how events, meetings and programs transpire - what do you notice? How do people behave? Who is magnetic? Who is a catalyst?
- **Spatial awareness** - How do members use your space? Are they avoiding certain zones? Are they using zones in innovative ways? Are they asking about spaces you don't have?
- **Cohort awareness** - Librarians can engage information seeking behaviour analysis skills to assess seasoned lawyers vs newer calls, ITLs vs NA trained, differing practice areas, etc.
- **Interpersonal awareness (aka Emotional Intelligence)** - Treat each member like they are beloved; Don't hold grudges - every interaction is brand new; Find out what matters to them; Find special points of connection; Learn to adapt to different personalities - all are valid; Connect them to peers, mentors



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# CAN YOU GET THEM BACK?

## YES!

1. Conduct a win-back or re-engagement campaign or a single-touch email
  - i. Use personalized content to re-engage lapsed members
2. Show them the value
  - i. Build compelling messages
3. Offer a discount





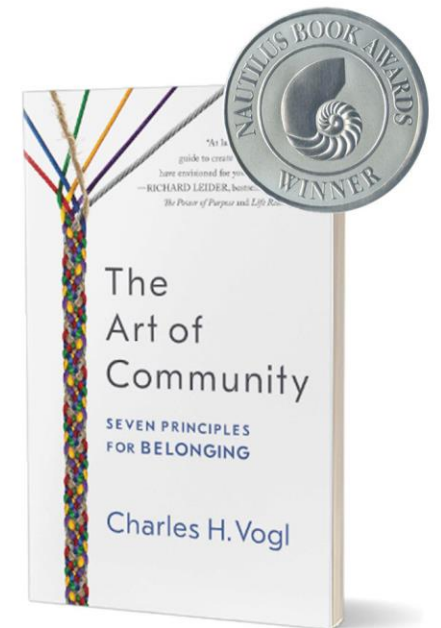
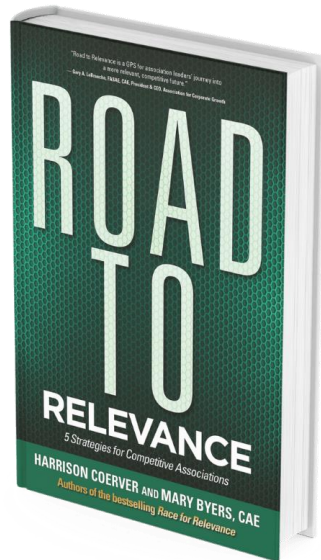
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# TIPS FOR MEMBERSHIP ENGAGEMENT

- Try lots things to see what works
- Get rid of what no longer works
- R&D - Rob and Duplicate
- See what works in completely different places (hospitals, schools, etc.)
- Observe, Ask and Act
- Have fun - lawyers don't have enough!
- Communications - preferred channels
- Multiple options for multiple preferences
- Lead with Love



# RECOMMENDED RESOURCES



# WHERE ARE YOU?

**I = "Toes Only"**



**10 = "All In"**



# THANK YOU

**Jo-Ann McQuillan, MSt**

Executive Officer/Law Library Director

Peel Law Association

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