



# Federal Bar Association

## MEMBERSHIP PLAN of the Northern District of California Chapter

**Adopted December 1, 2025**

Recognizing that the Federal Bar Association's strength lies in the vitality of its Chapters, the Northern District of California Chapter hereby adopts the following Membership Plan. This Plan is guided by FBA's Membership best practices: (1) ATTRACT new members, (2) RETAIN existing members, (2) and (3) LEAD by having a designated Chapter leader who is responsible for executing the Chapter's Membership Plan.

### **I. LEADERSHIP**

**A. Membership Chair:** The Chapter will have a specified leader ["leaders" if Chapter is larger] who is responsible for Membership. This leader will be ["the Chapter Vice President" (Option A: include this position in leadership ladder, such as during a Vice Presidency) or ["a Membership Chair, who is appointed by the President at the commencement of the President's term (Option B: allow President to appoint)]. For the purposes of this Plan, the designated leader will be called the "Membership Chair."

**B. Committee:** The Membership Chair shall have a Membership Committee, which the Chair shall appoint within the first month of taking office. The Committee will be responsible for assisting the Membership Chair with implementation of this Plan.

**C. Whole-Chapter Effort:** Although the Chapter will have certain members designated to lead in the area of membership, the Chapter recognizes that all Chapter members should be engaged in membership. To this end, the Chapter Board will include Membership in its regular agendas, at which a member of the Membership Committee will provide an update as to the monthly membership numbers supplied by FBA National and as to upcoming membership efforts.

### **II. RETAINING AND ATTRACTING MEMBERS**

The Chapter shall retain existing members and attract new members in two ways: engaging in personal outreach and providing top-notch programming.

#### **A. Personal outreach**

##### **(1) Retaining existing members**



# Federal Bar Association

- a. The Membership Chair, or a member of the Membership Committee, will -- when prompted by FBA National -- personally contact existing Chapter members that the existing members are coming due on renewal. The contact may be by telephone, e-mail, or letter, and it will highlight benefits of FBA membership and the Chapter. The communication will provide contact information for the Membership Chair and will encourage the existing member to renew.
- b. The Membership Chair, or a member of the Membership Committee, will personally contact each renewing Chapter member to thank them for renewing and recognizing their support for FBA. The contact will also invite the member to upcoming events. This thank you communication should be made no later than the end of January.
- c. The Membership Chair, or a member of the Membership Committee, will personally contact each non-renewing Chapter member once to encourage them to renew. The contact will remind the non-renewing member of the benefits of FBA. Since the renewal grace period runs from September 30<sup>th</sup> – December 31<sup>st</sup>, this non-renewal communication also should be made no later than the end of January.
- d. The Membership Committee shall consider, and where feasible, implement, means to recognize and reward Chapter members who undertake exceptional efforts to increase FBA membership. For example, the Chapter can recognize star membership performers on the Chapter website or social media channels, or might offer credit for Chapter events to those Chapter members who are responsible for a threshold number of new members during the Chapter year.

## (2) Attracting new members

- a. The Membership Chair, or a member of the Membership Committee, will endeavor to ensure that the Chapter has a presence in every newly-admitted attorney's materials in the District Court of this Chapter (provided the District Court will permit it). The Chapter will also inquire as to whether the Court might share with the Chapter a new admittees mailing contact list, for purposes of inviting them to membership in the Chapter
- b. The Membership Chair, along with all Board members, will strive to invite at least one new person to an event each year.



# Federal Bar Association

- c. The Membership Chair or Membership Committee will reach out to include law students and judicial law clerks in events, and will encourage law students to join as Law Student Associate members of the FBA.
- d. The Membership Chair will work with the Chapter's Newer/Younger Lawyers Committee to coordinate efforts to attract new members.
- e. The Membership Committee shall annually discuss and establish incentives available to the Chapter to acknowledge star performers on the membership front, such as members who have excelled at recruiting new members, or law firms that have made a special effort to increase membership within their firms. [Incentives could include some public form of personal thanks, discounts to Chapter events, recognizing and tagging star performers through the Chapter's social media presence, or if Chapter finances allow, subsidizing the member's participation in national FBA events like the Annual Meeting & Convention in September or Mid-Year Leadership Summit in March].
- f. The Membership Committee shall consider whether it would be helpful to send out a membership renewal reminder to Chapter members in addition to those sent by FBA National. The Chapter's message would be sent in advance of the end of the FBA year on September 30<sup>th</sup> of each year, and can include a link or QR code to the FBA's renewal web page.

## **B. Programming**

- (1) Remain Mindful of Membership: When the Chapter plans any Chapter event, the Chapter will consider how the event will further the Chapter's goals of retaining existing members and attracting new members. The Chapter will strive to implement the strongest programming possible in order to demonstrate the value of membership. The Chapter will also invite the judiciary to attend its events.

The Chapter also will assist local Younger Lawyers Division members in the Chapter, as well as local Law Student FBA members, with their programming efforts. Doing so is crucial to their membership efforts, and is an important way for the professional Chapter to invest in its future.

- (2) Let's Talk About It: At each Chapter event, the Chapter will include in the introductory or concluding remarks word about upcoming events, and encouragement to non-members to join the FBA.



# Federal Bar Association

- (3) Website & Social Media Presence: The Chapter will ensure that the Chapter's web and social media presence prominently provides a means for website visitors to become members, including a link and/or QR code to the FBA's membership application web page and other information aimed to inspire non-members to become members. The Membership Chair will ensure that membership is addressed and encouraged in any newsletters that the Chapter publishes during the year.
- (4) Membership Applications: At each Chapter event, membership applications or a QR code will be available at the check-in area, along with CLE certificates (if applicable). Also, the Chapter will endeavor to include a QR code and/or a link to the FBA membership application in its Chapter communications, including in announcements of Chapter events.
- (5) Member/Non-Member Pricing Differential: When possible, the Chapter will provide a cost benefit that encourages membership, such as reduced entry fees for existing FBA members or for those who join at an event.
- (6) Follow-Up: After each Chapter event, the Membership Chair, or a member of the Membership Committee, will contact any non-FBA members who attended and encourage them to join FBA and attend future events.
- (7) Well-Rounded Programming: The Chapter will strive to hold events that provide not only law-related programming, but also networking and social opportunities. In addition, the Chapter will strive to hold events that are of interest of to a diverse array of judges, attorneys, and law students, and broad scope of legal subject matter areas that are attractive to existing and to prospective Chapter members.
- (8) Consider Co-Hosting: The Chapter will co-sponsor or advertise Chapter events with other organizations who share similar interests or goals (*e.g.*, for an intellectual property CLE, the Chapter will coordinate with the state bar's intellectual property section).
- (9) Continuity: The Chapter shall have a designated Deputy Membership Chair to both assist the Membership Chair, and to prepare for serving as Membership Chair in the future. The Membership Chair will keep a running memo of key Chapter dates, thoughts on what has succeeded and what has not on the membership front, and other information helpful to the next Membership Chair. By recording and passing on information like this, the Chapter can preserve its



# Federal Bar Association

institutional knowledge and make the jobs of future Membership Chairs easier and more productive.