

Newsletter Examples:



Newsletter Sent to State Bar Graphics Department

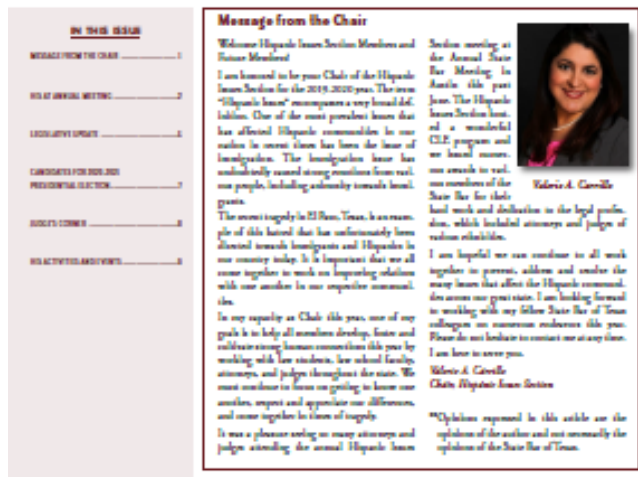
Courtesy of Hispanic Issues Section

This is an example of a newsletter that has 3-4 articles, a lot of pictures, and has been sent to our graphics department to compile and decorate. After, we create an e-blast using bullet points to highlight the content. Recipients download the full pdf from the e-blast.

Graphics costs \$45 an hour and usually take 4-5 hours to complete.

Don't edit in the graphics process – it will cost you money and time! Articles should be complete and proofed when you send them to us.

View the full newsletter [here](#).



Newsletter Created from a Word Template

Courtesy of the Poverty Law Section


This is a sample of a newsletter created using a simple Word Template. The newsletter editor gathered the articles and information and dropped them into the template. We distribute in an e-blast using bullets to highlight the information.

View the full newsletter [here](#).



Super Simple Eblast Newsletter

Courtesy of the Legislative and Campaign Law Section

**Legislative and Campaign Law**
The State Bar of Texas


To ensure receipt of our email, [please add](#) statebaroflaws@formz.net to your address book.

April 25, 2020

Message From The Chair

I hope this email finds you all well in these uncertain times of COVID-19. Please remember the State Bar of Texas has [resources available](#) to help with any anxiety and stress this may be causing you. Listed among them you will find the latest information on:

- How [Texas Employers](#) Can Manage Legal Issues
- Lawyer [Well Being](#)
- Court [Guidance and Closures](#)
- Six Free Hours of CLE
- Free Upgraded Case Research Service - by [rs:SearchTX](#)
- Complimentary [Telehealth Subscription](#) (with \$10 copay)



Elizabeth Hadley, Chair
Legislative & Campaign Law

Please take a moment to review this resource page. There is a great deal of helpful information being compiled there.

We hope to have another Legislative and Campaign Law CLE at some point (in some format) sometime this summer. Be on the lookout for more details as we continue to monitor the COVID-19 situation.

The Legislative and Campaign Law Section is wishing you health, safety and as much happiness as possible in this surreal, new world. Please let us know if you have concerns, suggestions or if there are ways we can help you improve your practice. I am very much looking forward to the day when I can see you all again!

[Elizabeth Hadley](#), Chair
[Legislative and Campaign Law Section](#)
[State Bar of Texas](#)

New Website and Member Directory - Update your Profile!

We are extremely pleased to announce that the [new Legislative and Campaign Law Section website](#) has launched! This new site will provide you with general information about our section, a listing of upcoming events, and a resource library which we are striving to make ever-more robust!

Most importantly, please take a moment to customize your profile in our new [Campaign & Legislative Law Section Member Directory](#)! This directory already provides your name, affiliation, website, contact information and general practice areas. You can make it even better by adding your personal photograph, resume and providing (250 characters or) information describing your specific niche in your practice area! (Please keep it professional and within the advertising rules boundaries as we will have to delete inappropriate entries.)

Below are directions to customize your personal profile:

- Go to our [Member Directory](#)
- At the top left corner, click 'log-in'
- Your username is your State Bar email address. Your password is your bar number
- Hover over your name and choose 'Edit Profile'
- Click on the 'Change Profile Photo' tab to upload your new profile photo. (Use a professional photograph at least 1080 pixels; size 720 X 225.)
- Choose 'resume' and upload a PDF of your resume.

This is a very simple newsletter using 3-5 of the following core pieces - usually the same pieces are used each publication. Pictures and graphics increase the appeal. Here are a few suggested features:

- Chair's Message
- Case Law Update (or Spotlight 1 or 2 important cases)
- Substantive Article(s) (Keep 'em short at 1-2 pages)
- Member Spotlight
- Human Interest Stories
- Save the Date – Events
- Council Listing (Or Editorial Board)


View the full newsletter [here](#).

Complex Eblast Newsletter

Courtesy of the Litigation Section's "News for the Bar"

Web Version

Web Download



News for the Bar

The Litigation Section of the State Bar of Texas

We hope you enjoy this edition of News for the Bar.
You can download the full version here:

News for the Bar - June 2020


or choose the individual articles you would like to read below.

Outgoing Chair's Report

By Jennifer Doan

What an incredible year for the Litigation Section! Texas trial lawyers are known for rising to the challenge in times of crisis and adversity, and the Litigation Section has been on the forefront of these challenges this past year! I could not have been more proud of our Section and Texas trial lawyers as we creatively worked together to help solve problems, help our clients, help each other, and help fellow Texans struggling with new and challenging legal problems. Each of these challenges has made us stronger, more creative, more thoughtful and, hopefully, more kind, cooperative, and collaborative.

[Read more >>>](#)



Jennifer Doan



Oh, Snap! Fifth Circuit Approves of Snap Removal in Texas Brine Co.
By Stephen W. Bosky

The forum-defendant rule is frequently used as a tool to preclude removal. A defendant who is the citizen of the same state where an action is brought typically cannot remove the lawsuit to federal court, even though complete diversity exists. However, a concept known as "snap removal" has gained acceptance over the last few years, bringing legitimacy to a procedural tool once derided by some as "intentional gamesmanship and forum manipulation." [Read more >>>](#)

Stephen W. Bosky

This is a more complex version of the 'simple newsletter' (above). The section creates a full, formatted newsletter and recipients have the option to download the full version or click on individual articles of interest. We use 'teasers' and 'read more' to help readers choose. (This is the best approach! Approximately half of the readers click on the full version and half of the readers pick and choose what interests them).

This is a professionally designed, responsive template that matches the section's website.* The editors send the full version to us (with pictures embedded). We insert the full version at the top and the bust the newsletter into pieces for the individual articles.

The editors use 'teasers' and 'read more' to encourage readership. They also use graphics throughout the newsletter to increase appeal. The eblast is responsive across devices and the full newsletter is compiled with a larger-than usual font to make reading on a smaller device easier.

In addition to core features, this section does a great job of marketing other section projects that are housed on their website such as:

- Pro Bono Projects
- Online CLE or Videos

- ‘Legal Legend’ Interviews

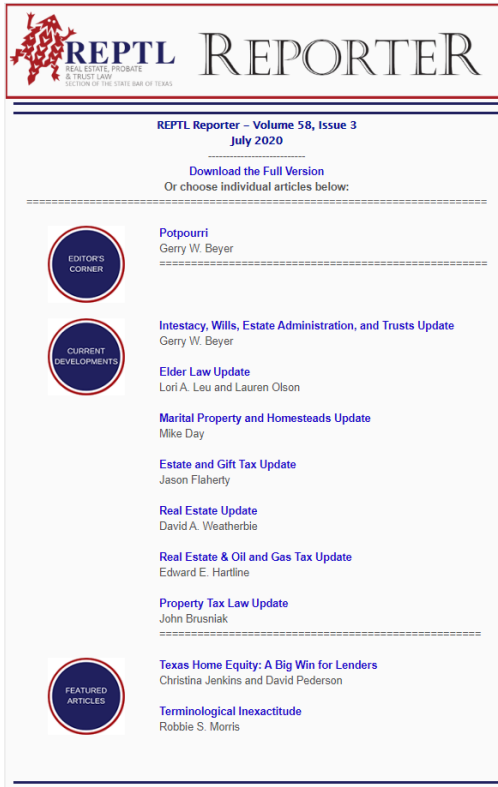
View the eblast newsletter [here](#).

View the full newsletter [here](#).

**At least this design used to match the section’s website. The website was recently rebuilt and we need to update this template.*

Newsletter by a (Paid) Editor - with an Editorial Board

Courtesy of REPTL’s “Reporter” Series



This is an example of the REPTL *Reporter*. The section pays their editor - in this case, Professor Gerry Beyer - and he is worth his weight in gold.* A number of sections use this approach and the resulting product is overwhelmingly one of the best benefits a section can provide for its members.

In most (but not all) circumstances, the editor is a law professor. This model seems to work very well. Their schedule, familiarity with publishing and access to technologies (and law students) is a perfect fit for both the professor and the section.

The section also provides a stipend for an assistant editor – in this case, a law student, who also helps with formatting and hyperlinking. This is also money well-spent since it is in the section’s interest to have the editor happy and working on the newsletter instead of formatting and hyperlinking!

The elements here are:

- Potpourri (Humorous stuff written by the editor in lieu of a standard message)

- Case Law Updates (from variety of specialties)
- 3-4 Articles (Usually 2-3 pages using hyperlinks to access more detailed information)
- Section News (when available)

The editor sends the full Reporter to us and we break it into pieces. A ‘full’ version is available for recipients to download (and likely print) and each individual article is linked, using just the title – so readers can pick and choose what they want to read.

The resulting eblast is a specially designed template that is responsive across devices and matches the section’s website.

View the full here [here](#).

View the full newsletter [here](#).



**If you have a great editor, you should not only consider paying them for their time, you should worship the ground they walk upon. They are few and far between and very hard to find!*

Newsletter that Re-Cycle CLE Articles

Courtesy of the Child Protection Law Section

No matter how successful your CLE might be, no matter how small or big, **the majority of your section members did not go to your CLE!** And there is no shame in getting the most out of your collateral materials. This is a quick and easy way to get a very solid newsletter (or two) out to your section – even if your section’s primary focus for the year is providing a CLE.

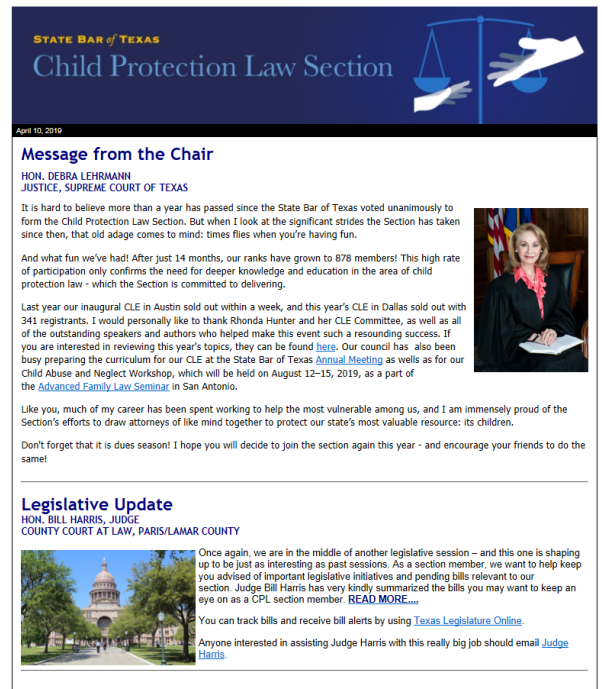
For this newsletter, we went through a 2 day course and picked topics using some of the following guidelines:

- Core Updates (legislative or case law)
 - Popular Topics
 - Tech Topics
 - Resource Guides
- Topics that Received Rave Reviews

We wrote longer summaries for each and added a ‘read more’ to access the full article. Add a chair’s message at the beginning and a calendar of events at the end, and we are finished. (Note we did NOT compile a full version download since that would have added a time-consuming piece that just wasn’t worth it since the articles were already formatted).

It’s always nice to include the sections council, congratulate the newsletter editor, or give special thanks to contributors at the end of a newsletter.

View the full eblast newsletter [here](#).



Eblast Examples:

E-blasts: Non-Renewal - Short

Courtesy of the Child Protection Law Section

After the dues cycle at the beginning of each FY we can do an e-blast to all section members from the previous year that have not renewed their membership to the section. A simple email thanks the attorney for their previous support and reminds /requests they join the section again for the current year.

Hello Former Member of the Child Protection Law Section:

Thank you very much for your past support of the section. Your initial membership played an important role in enabling us to launch the new section with a solid foundation, and we're off to a very strong start!

We noticed, however, that you did not continue your membership in the 2019-2020 Bar year, which began last June. The Bar will soon be sending out dues statements for the 2020-2021 year and we hope you consider renewing your membership so that you can participate in our efforts to improve the lives of abused and neglected children. Member benefits include receiving the section's newsletter, having opportunities to network with section members around the state, and receiving discounts and opportunities for scholarships for registration for our CLE programs.

To re-join, simply go to MyBarPage at www.TexasBar.com and add the Child Protection Law Section to your sections.

We want you to be a part of our upcoming year!

Best Wishes,
Hon. Debra Lehrmann, Chair
Child Protection Law Section

E-blasts: Non-Renewal – Long Version (Non-renewal emails are easily turned in to Membership Drives with just a few easy edits!)

Courtesy of the Litigation Section

Dear Former Litigation Section Member:

With your busy schedule, we understand how you may have missed renewing your membership to the Litigation Section of the State Bar of Texas. We simply don't want you to miss out on the great member benefits provided for only \$30 per year! Over 7,500 lawyers in Texas take advantage of the discounts, research libraries, legal education, and networking opportunities you won't find anywhere else! Don't be left out.


Renewing your membership is easy. Simply re-join online via your [My Bar Page](#) or download a [membership application](#) and mail in your dues.

As a former member of our section, you may be aware of the numerous member benefits you receive, which include:

- **The Advocate** – An award-winning quarterly journal published in symposia format that provides in-depth analysis of the most important issues facing Texas' litigators - authored by Texas's most distinguished practitioners. This publication is also [published digitally](#) and always available in a searchable format in our online library.
- **Online CLE Classroom** - Up to 15.5 hours of *free* CLE and 4.25 hours of *free* ethics from some of the state's top litigators.
- **News for the Bar** – This electronic, [quarterly newsletter](#) informs our members of the most pressing legislative and caselaw updates as well as the hot topics and issues that directly affect the trial bar.
- **The Legislative "LS" Snap** - An e-blast sent approximately once a week during the Legislative Session to provide information that section members can use to track bills that may affect their practices.
- **Website** - [Our website](#) includes a six-criteria searchable Member Directory, an archive of past editions of *The Advocate*, a keyword-searchable article library, and an online classroom with free CLE for our members.
- **Pro Bono** – The Litigation Section supports summer legal internships for law students at legal aid providers and also provides grants for projects that improve the legal system and legal services for underserved Texans.
- **Multiple CLE Events** - Members receive discounts at multiple CLE events throughout the year, including the Litigation Update and programming for the State Bar of Texas Annual Meeting
- **The Luke Soules Award and the Texas Legend Project** - Both memorialize and honor the contributions of many of our state's finest litigators.

All of this for \$30! I encourage you to visit the Litigation Section [website](#) to learn more about the benefits the section offers and the work that we do. Again, thank you for your past membership and we look forward to serving you again this year!

E-blasts: Marketing



NATIVE AMERICAN LAW SECTION

January 29, 2020

2020 Native American Law Conference
Friday, February 7 | 8:30 a.m. - 5 p.m.

Texas Law Center
1414 Colorado St., Austin

4.75 CLE Hours
[Register Online](#) | [Download Agenda](#)

Don't miss the opportunity to hear about fascinating legal topics of current interest in Native American Law, including:

- Federal Case Law Update
- Brackeen Case Update & Impact on ICWA
- Tribal Legal Justice Systems: Then, Now, and Tomorrow
- Roundtable Discussion with Texas Tribes

This conference also includes breakfast and lunch. Please feel free to share this information with others who may wish to attend the conference.

We hope you will be able to join us on this special occasion!

Sincerely,

[Lisa Tatum, Co-Chair](#)
[Ray Torgerson, Chair](#)
[Native American Law Section](#)

State Bar of Texas | 1414 Colorado St., Suite 500 | Austin, TX 78701 | [Privacy Policy](#)



Government Law Section
of the State Bar of Texas

June 9, 2020

Call for Section Awards Nominations

Fellow Section Members:

It's that time of year again. As we prepare for the Advanced Government Law Conference, we once again reach out to you to help us identify outstanding government lawyers for our section awards.

The Outstanding Government Lawyer Award and the Rising Star Advocate Award both recognize lawyers who have provided exemplary service to the profession and to the public. The awards honor practicing lawyers employed by the government or employed in a government law-related business who have made an outstanding contribution to government service.