SECTIONS DEPARTMENT

Marketing Tips for Success: E-blasts and Newsletters State Bar of Texas

E-BLASTS

- Easy way to communicate
- For section & State Bar business <u>only</u>
- Section members are opted in twice a year
- Communicate <u>at least</u> once every other month
- PROOF (we proof 3 times at SBOT)
- Approval (Section Chair and/or sender)



E-blasts: Where do you send?

Send all e-blast requests to Will Korn:

William.Korn@texasbar.com

Copy your point person:

- Lyndsay Smith: <u>Lsmith@texasbar.com</u>
- Natalie Myhra: <u>Nmyhra@texasbar.com</u>

E-blasts: Membership Drive & Non-Renewal

Curtesy of the Litigation Section

- Remind members to renew at end of the bar year.
- Remind non-renewals after dues are in – Now is a good time!
- Can you E-Blast the entire Bar?
- 1 membership drive blast per year to practice area and similar practice areas.

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 <u>My Bar Page</u> or download a <u>membership application</u> 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 indepth analysis of the most important issues facing Texas' litigators - authored by Texas's most distinguished practitioners. This publication is also <u>published digitally</u> 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, <u>quarterly newsletter</u> 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 <u>Our website</u> 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

- CLE
- Internships
- Grants
- Awards Nominations

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.



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 Polic

E-blasts: The Don'ts

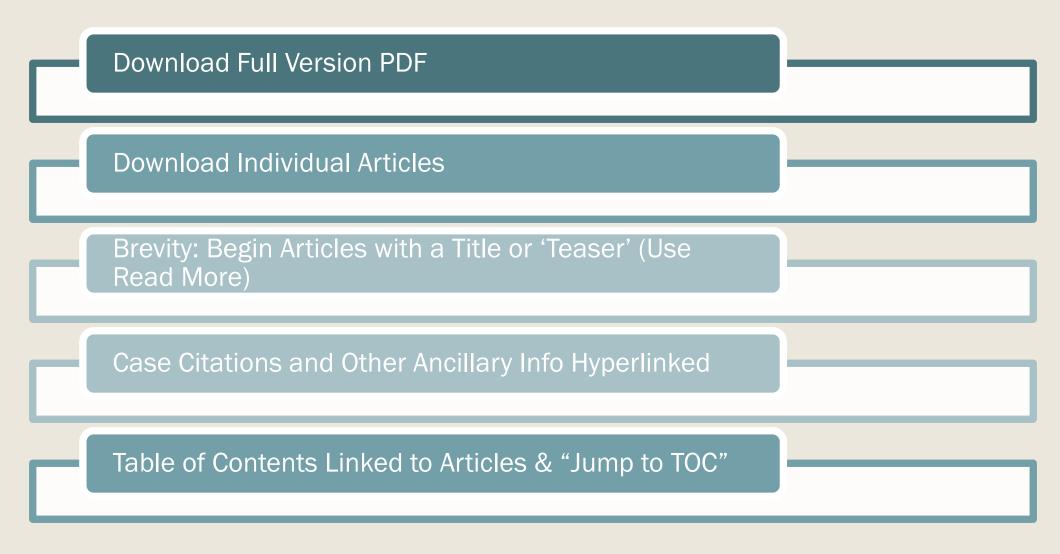
- "Can you put something together?"
- "Can you send this out today?"
- "Can you send this out to the entire bar?"

Remember: This is a process and we need YOUR help! Always plan ahead. Proof your eblasts when we send you a draft review.

NEWSLETTERS

- 2 Per Year Now Required by Board Policy
- Know your level of commitment design the newsletter that's right for you.
- Worship your editor!
- Graphics \$45 per hour
- Do not mail newsletters in May or June!

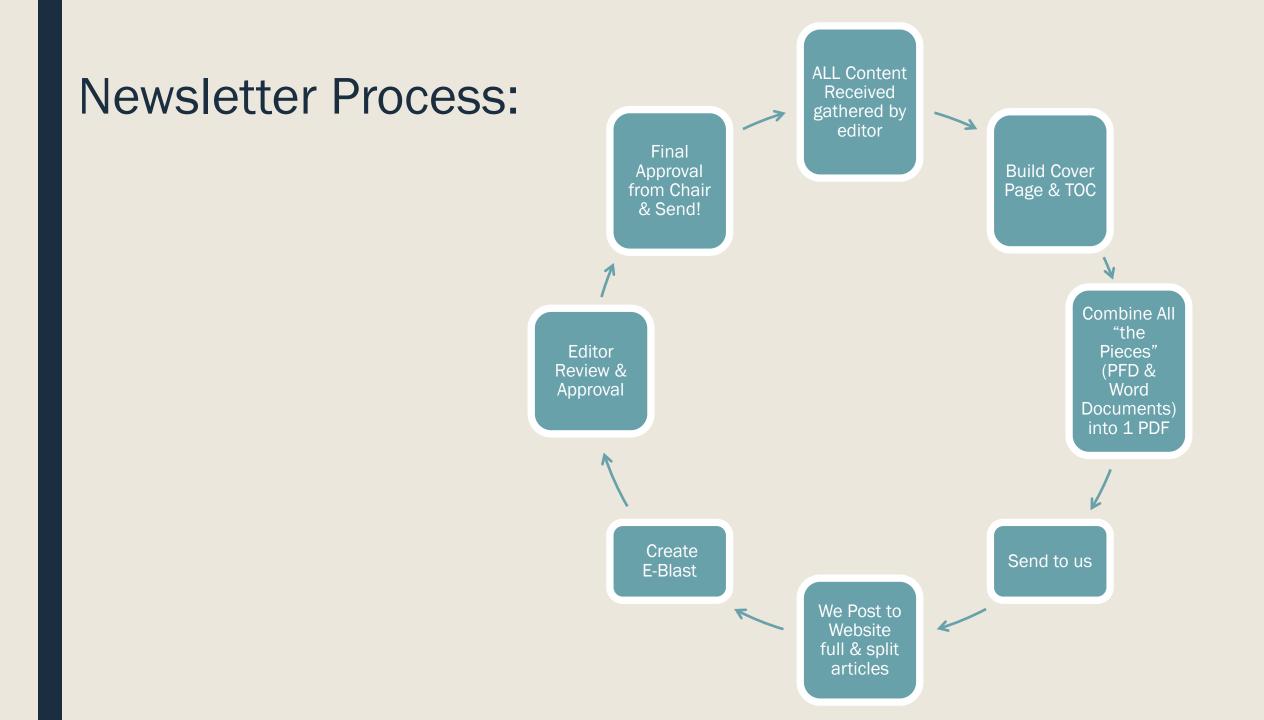
Electronic Newsletters – Best Practices



Basic Section Newsletter



"The Pieces" above are provided by the Newsletter Editor &/or Section Chair. We do not edit or proof, but we can help you with best practices.



Newsletter Example: Template

Courtesy of the Poverty Law Section

- Simple Microsoft Template (i.e. word or publisher)
- Editor submits articles and information
- Sections Department drops into template
- Distribute via e-blast with bulleted highlights.

State Bar of Texas Poverty Law Section Reporter

Letter from the Chair:

Dear Poverty Law Section:

I'm writing this on Appel 30, 2020 from Dallas, TX. Today is officially the last day of Governor Greg Abbott's executive order shuttering all non-essential businesses in TX and limiting restaurant services, among other protocols. Slowly, the state of Texas is beginning to re-open maybe in some hopeful attempt to help us all find a return to "normal." But the clients and communities Poverty Law Section members seek to serve are the ones who have felt the greatest impact from this disaster, and they are the ones who will continue to feel the greatest impact for text the waters in re-opening. We all know too well there will be no real return to the "normal." Before Covid-19, and many of your immediately adapted in how you deliver services and educate the public on their rights and benefits. So many of our section members, both in the private sector and public interest sector, have answered the call on the first ring and filled in the "these uncertain times" head-on, to innovate and find ways to advocate even more for Texans living in proverty, and to continue to call attention to the injustices that have been made all the more clear during this pandemic.

Given your great work, many of you are already aware of the resources and information available to you and your clients, but this newsletter will provide some links to helpful websites for legal issues and court administration, including from legal aid service providers and the State Bar of Texas. We've also included a link to information on a local effort of Dallas private attorneys helping tenants in the area with their landlord-tenant questions. The proud to be a volunteer attorney with this group and, as a section, we are always trying to find ways to collaborate with the private har to expand access to legal services in Texas. This model is one that could possibly be adapted and encouraged in other regions, helping expand basic legal advice and counsel to more people. If you know of other similar projects, please let us know so that we can find ways to collaborate in their efforts.

This newsletter also includes some response from a few members on how they've been getting through stay -at-bome orders and social distancing practices. For me, I've been returning to the things that have always provided some comfort, like playing records (I'm spinning some Sharon Jones and the Dap Kings as I write this), getting outside and running or doing yoga, attempting to grow things in the dirt, and, of course, bingewatching Netflix, Hulu, and Prime Video.

Spring 2020

Finally, if you have not done so already, please do not forget to vote in the election for the State Bar of Texas president. The candidates are Sylvia Borunda Firth, from El Paso, and Pablo Almaguer, from Edinbung, Almaguer is an original Poverty Law Section member and career legal aid attorney at Texas Riogrande Legal Aid. He took the time to answer how he has adjusted during the pandemic in this newsletter. You should have received an email or letter on how to vote, along with your voter LD. You can vote and obtain an LD. at the SBOT website. Voting closes at 5 p.m. on May 29, 2020.

Be well, stay safe, and remember to get some sunshine and do things you enjoy!

Sincerely, Melissa Thrailkill, President Melissa Thraikill, Chair Poverty Law Section



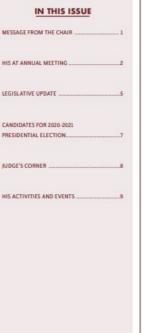
Newsletter Example: **SBOT Graphics Dept.**

Courtesy of the Hispanic Issues Section

- SBOT Graphics Dept. costs \$45 an hour
- Typical newsletter takes 4-5 hours to complete
- Do not edit in graphics process
- Articles must be complete and proofed when provided to Sections Dept.



Top row, from left to right: Adelfa Callejo - First female Hispanic practitioner in Dallas; Alberto Gonzales - First Hispanic US Attorney General (2005-2007); Gustavo C. Garcia - Together with Carlos Cadena, first Hispanic Attorney to argue before U.S. Supreme Court in the landmark case Hernández u. Texas (1954); Richard Peña - First Hispanic to serve as State Bar President of Texas (1998-1999): Justice Eva Guzman - First Hispanic Woman on Texas Supreme Court (2009-present): Bottom row, from left to right: Justice Raul A. Gonzalez, Jr. - First Hispanic appointed or elected to statewide office in Texas; first Hispanic on Texas Supreme Court (1984-1998); SBOT President J. Chrys Doughtery with founding members/leaders of the Concerns of the Spanish Speaking Community Section: James W. Ray, Jr., J. Manuel Banales, Hon. Reynaldo G. Garza and Frank Herrera (1980); Linda Reyna Yañez - Appointed by Gov. Ann Richards in 1993, the first Hispanic woman to serve on an appeals court in the history of the State of Texas and the first woman to serve on the 13th Court of Appeals; Carles Cadena - Together with Gustavo C. Garcia, the first Hispanic attorney to argue before U.S. Supreme Court in the landmark case Hernández v. Texas (1954).



Message from the Chair

Future Members!

Welcome Hispanic Issues Section Members and Section meeting at the Annual State Bar Meeting in

I am honored to be your Chair of the Hispanic Issues Section for the 2019-2020 year. The term "Hispanic Issues" encompasses a very broad definition. One of the most prevalent issues that has affected Hispanic communities in our nation in recent times has been the issue of immigration. The immigration issue has undoubtedly caused strong emotions from various people, including animosity towards immigrants.

The recent tragedy in El Paso, Texas, is an example of this hatred that has unfortunately been directed towards immigrants and Hispanics in our country today. It is important that we all come together to work on improving relations with one another in our respective communities.

In my capacity as Chair this year, one of my goals is to help all members develop, foster and cultivate strong human connections this year by working with law students, law school faculty, attorneys, and judges throughout the state. We must continue to focus on getting to know one another, respect and appreciate our differences, and come together in times of tragedy.

It was a pleasure seeing so many attorneys and judges attending the annual Hispanic Issues



ous members of the Valerie A. Carrillo State Bar for their

hard work and dedication to the legal profession, which included attorneys and judges of various ethnicities.

I am hopeful we can continue to all work together to prevent, address and resolve the many issues that affect the Hispanic communities across our great state. I am looking forward to working with my fellow State Bar of Texas colleagues on numerous endeavors this year. Please do not hesitate to contact me at any time. I am here to serve you.

Valerie A. Carrillo Chair, Hispanic Issues Section

**Opinions expressed in this article are the opinions of the author and not necessarily the opinions of the State Bar of Texas.

Newsletter Example: Simple E-blast

Courtesy of the Legislative and Campaign Law Section

- Simple format using 3-5 core pieces
- Typically the same pieces in each publication
- Suggest using pictures and graphics to increase visual appeal



To ensure receipt of our email, please add 'statebaroftexas@informz.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 <u>resources available</u> to help with any anxiety and stress this may be causing you. Listed among them you will find the latest information on:

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



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 <u>new Legislative and Campaign Law Section website</u> 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 <u>Campaign & Legislative</u> <u>Law Section Member Directory</u>! 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 of) 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.).

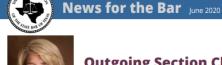
Below are directions to customize your personal profile:

- Go to our <u>Member Directory</u>
- · 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.

Newsletter Example: Complex E-blast

Courtesy of the Litigation

- Full, formatted newsletter with option to download full version or individual articles
- Professionally designed, responsive template
- Editors send full final version to Sections Dept. (with embedded pictures)





Outgoing Section Chair's R The Litigation Section of the State B Texas - Where Great Trial Lawyers a

🚺 by Jennifer Doan

What an incredible year for the Litigation Section trial lawyers are known for rising to the challeng of crisis and adversity, and the Ligation Section has the forefront of these challenges this past year! I could been more proud of our Section and Texas trial lawy creatively worked together to help solve problems, clients, help each other, and help fellow Texans strugg new and challenging legal problems. Each of these c has made us stronger, more creative, more though hopefully, more kind, cooperative, and collaborative.

Despite COVID-19, we hosted our largest ever Section Meeting via Zoom and also provided Litigation Lessons and Annual Meeting programming for 6.5 hours of CLE to all of our members – more than any other section. If you missed Litigation Lessons with Harper Estes, Rusty Hardin and a panel of Litigation Legends including Hon. Ruby Sondock, Hon. Royal Furgeson, Chief Justice Carolyn Wright, and Harriet Miers or the Annual Meeting with Litigation CLE programming by Tom Melsheimer,

News

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

News for the Bar



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 Ligation 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



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

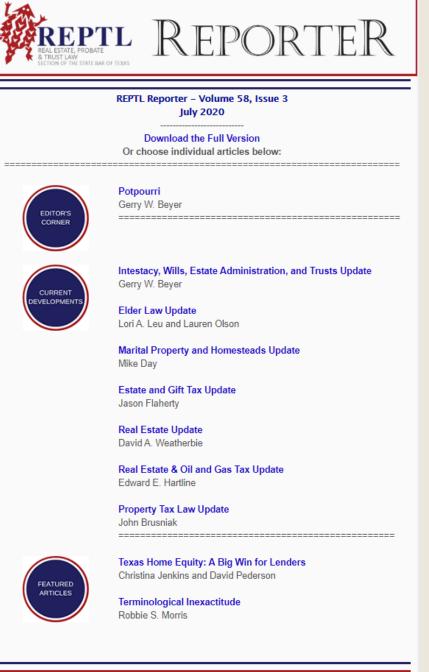
gamesmanship and forum manipulation." Read more >>>

Stephen W. Bosky

Newsletter Example: Paid Editor & Editorial Board

Courtesy of REPTL's "Reporter" Series

- Section pays editor overwhelmingly one of the best benefits a section can provide its members.
- Most often a law professor
- Editor send full final PDF to Sections Dept. and we break into pieces for e-blast
- Each article is linked in blast



Newsletter Example: Paid Editor & Editorial Board

Courtesy of REPTL's "Reporter" Series

- Section pays editor overwhelmingly one of the best benefits a section can provide its members.
- Most often a law professor
- Editor send full final PDF to Sections Dept. and we break into pieces for e-blast
- Each article is linked in blast



Newsletter Example: Re-Cycle CLE Articles

Courtesy of the Child Protection Law Section

- Great option if your sections main focus is providing CLEs
- Use collateral course materials available to members who did not attend CLE event
- Use guidelines to select popular topics and updates

STATE BAR of TEXAS Child Protection Law Section



April 10, 2019

Message from the Chair

HON. DEBRA LEHRMANN JUSTICE, SUPREME COURT OF TEXAS

It is hard to believe more than a year has passed since the State Bar of Texas voted unanimously to form the Child Protection Law Section. But when I look at the significant strides the Section has taken since then, that old adage comes to mind: times flies when you're having fun.

And what fun we've had! After just 14 months, our ranks have grown to 878 members! This high rate of participation only confirms the need for deeper knowledge and education in the area of child protection law - which the Section is committed to delivering.

Last year our inaugural CLE in Austin sold out within a week, and this year's CLE in Dallas sold out with 341 registrants. I would personally like to thank Rhonda Hunter and her CLE Committee, as well as all of the outstanding speakers and authors who helped make this event such a resounding success. If you are interested in reviewing this year's topics, they can be found <u>here</u>. Our council has also been busy preparing the curriculum for our CLE at the State Bar of Texas <u>Annual Meeting</u> as wells as for our Child Abuse and Neglect Workshop, which will be held on August 12–15, 2019, as a part of the <u>Advanced Family Law Seminar</u> in San Antonio.



Like you, much of my career has been spent working to help the most vulnerable among us, and I am immensely proud of the Section's efforts to draw attorneys of like mind together to protect our state's most valuable resource: its children.

Don't forget that it is dues season! I hope you will decide to join the section again this year - and encourage your friends to do the same!

Legislative Update HON. BILL HARRIS, JUDGE COUNTY COURT AT LAW. PARIS/LAMAR COUNTY



Once again, we are in the middle of another legislative session – and this one is shaping up to be just as interesting as past sessions. As a section member, we want to help keep you advised of important legislative initiatives and pending bills relevant to our section. Judge Bill Harris has very kindly summarized the bills you may want to keep an eye on as a CPL section member. <u>READ MORE...</u>

You can track bills and receive bill alerts by using Texas Legislature Online.

Anyone interested in assisting Judge Harris with this really big job should email <u>Judge</u> <u>Harris</u>.

THANK YOU!

 Natalie Myhra Meeting and Program Planner Email: <u>Natalie.Myhra@TexasBar.com</u> Phone: 512-354-9592 (cell) Will Korn
 Program Planner and
 Technology Specialist
 Email:
 <u>William.korn@texasbar.com</u>
 Phone: 512-965-4684 (cell)