

Eblasts & Newsletters

Abbey Harrington
Communication & Program Coordinator

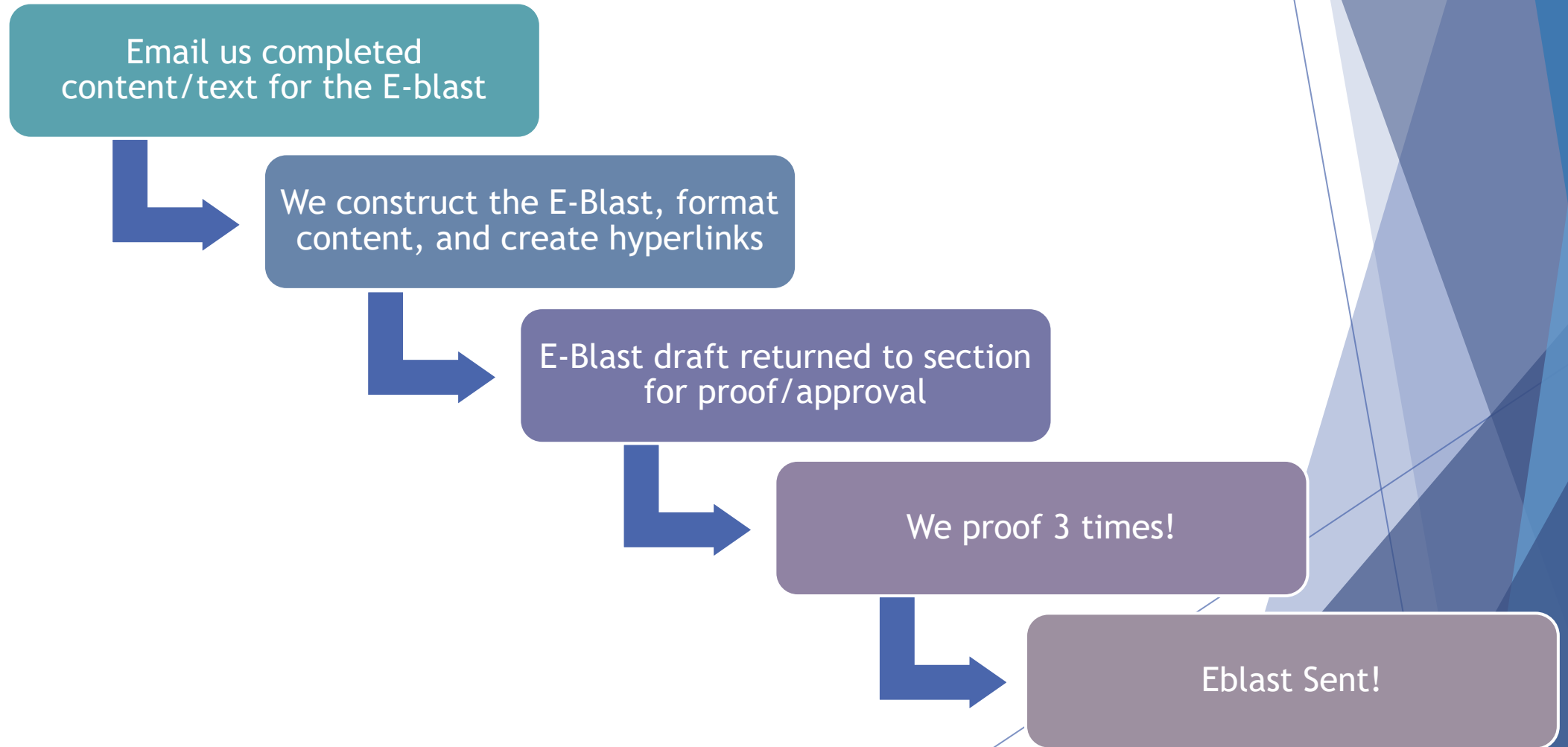
Jake Stoffle
Meeting & Program Planner

E-BLASTS

- ▶ Easy way to communicate with your members
CLEs, Internships, Grants, Award Nominations, etc.
- ▶ For section & State Bar business only
- ▶ Communicate at least once, every other month
- ▶ E-blasts are a process and take time to create
48 hours for a basic eblast, 72 hours for a newsletter
- ▶ **PROOF, PROOF, PROOF**
Including approval from the chair and/or sender

E-blast Drafting Process

Allow at least 48 hours.



Where to send your request?

Send all e-blasts requests to Abbey Harrington.

- ▶ AHarrington@TexasBar.com

Also copy your point person.

- ▶ Lyndsay Jackson: LJackson@TexasBar.com
- ▶ Jake Stoffle: JStoffle@TexasBar.com

E-blast Membership Drive & Non-Renewal Reminders

- ▶ 1 membership drive blast per year to practice area and similar practice areas.
- ▶ Remind non-renewals to rejoin after dues are in.
Now is a good time!
- ▶ Highlight your member benefits: Newsletters, Online Library, CLEs, etc.

E-blast FAQs

- ▶ “Can you send this out today?”

*It takes 48-72 hours to properly send out an eblast.
Rushing leads to mistakes!*

- ▶ “Can you put something together for us?”

*We can send you samples you’ve sent in the past,
but please send complete eblast content all at once.*

- ▶ “Can you send this out to the entire bar?”

Spam laws say no!

*We can eblast your section, and only occasionally
include an additional similar area of practice.*

This is a process, and we need YOUR help!

NEWSLETTERS

- ▶ 2 Per Year as required by Board Policy
- ▶ Know your level of commitment
Use the newsletter design style that's right for you.
- ▶ Worship your editor!
- ▶ Graphics - \$45 per hour
Typical newsletters takes 4-5 hours to complete.
- ▶ Articles must be complete and proofed when provided to Sections. Don't edit in process!
- ▶ Do not plan to send your newsletters between late May thru early July.

Basics of a Newsletter

We do not edit or proof. You provide the pieces; we help with layout.

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- Cover Page
 - Table of Contents (TOC)
 - Chair and/or Editor Message
 - Articles & Cases
 - Upcoming Events
 - Council List

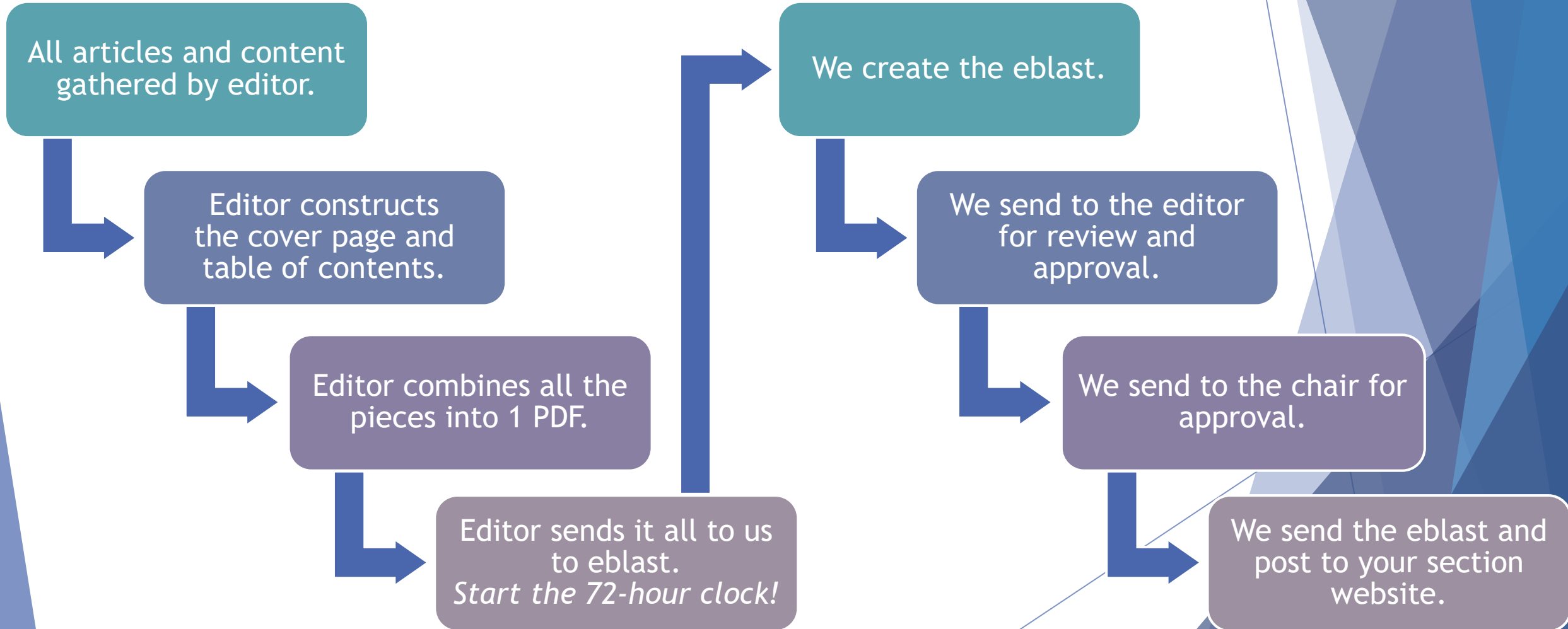
Best Practices

for Larger Newsletters

- Ability to download full version PDF.
- Ability to download individual articles.
- Use teasers and “Read More” links.
- Link to case citations & ancillary info.
- Link TOC to jump to individual articles.
- Provide bulleted highlights for us to eblast.

Newsletter Drafting Process

Allow at least 72 hours.



Newsletter Pro Tips

- ▶ Recycle your CLE articles!
Use collateral course materials available to members who were not able to attend CLE events.
- ▶ Use pictures and graphics to up the visual appeal.
- ▶ Don't get swamped all alone, delegate!
Consider forming a newsletter committee.
- ▶ Send in complete and proofed articles.
When you edit in process, you restart the 72 hours!