

Eblasts & Newsletters

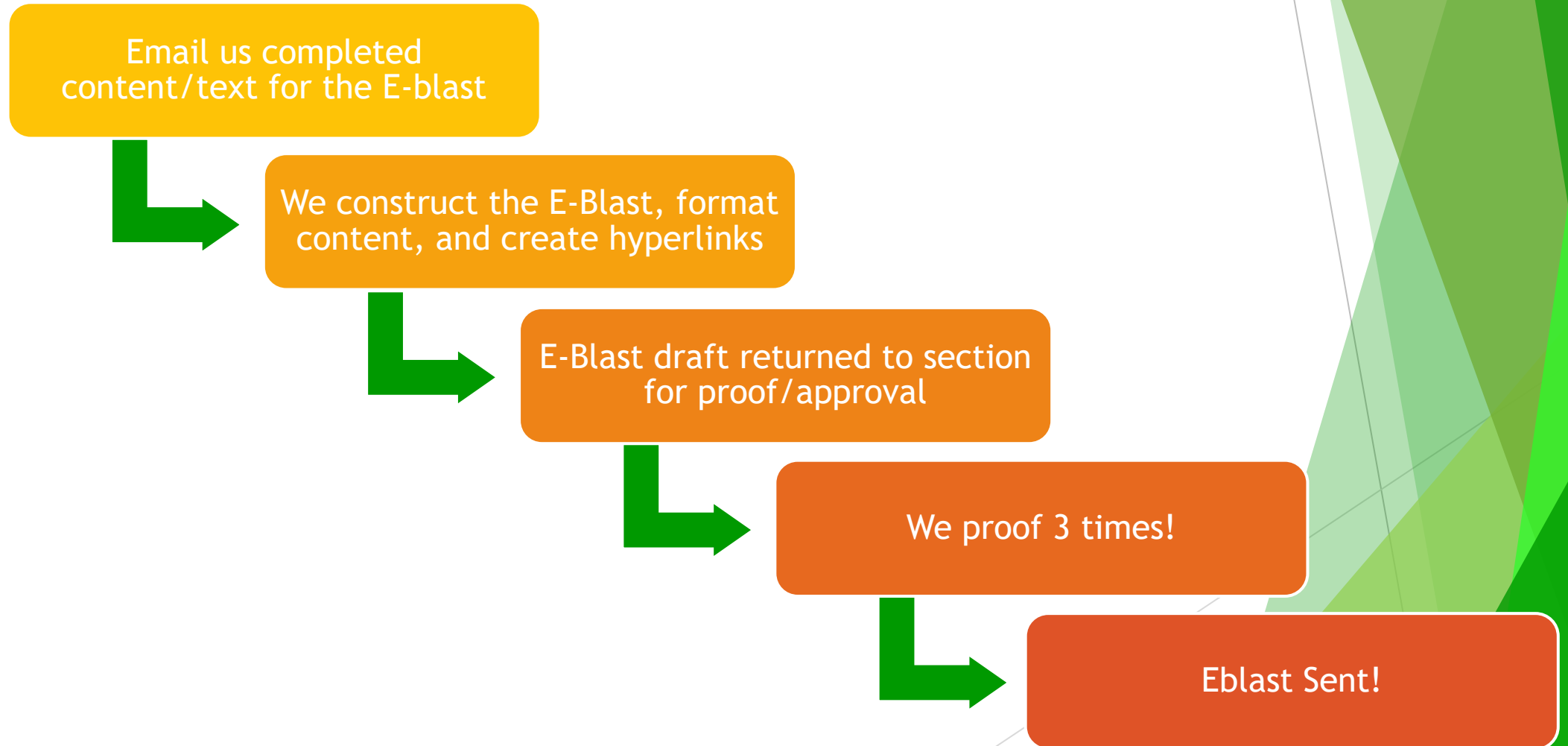
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Meeting & Program Planner

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.



Advertising Engagement Tips

- ▶ Emails between 400-2,000 words have the highest Click Rates.
- ▶ **Subject lines under 9 characters perform the best...**but definitely stay under 50 characters max.
- ▶ When creating **non-renewal eblasts**, **avoid** “We Miss You” and try “Are You Still in [area of practice] Law” instead.
- ▶ When writing preheader text, **continuation preheaders increase open rates**: Your subject line makes a statement and your preheader text starts with “and”, “but”, or “plus” (e.g. (Subject) Check Our Latest Webinar (Preheader) But hurry, there are only 200 spots! OR (Subject) Member Perk Alert (Preheader) Exclusive Early Bird Discount)
- ▶ **Create urgency** with time-based or limited access directives (e.g., 5 days left to register).
- ▶ Call to action examples...
 - ▶ Discover Resources
 - ▶ Find Your Next Role
 - ▶ Join the Conversation
 - ▶ Unlock Premium Content
 - ▶ Upgrade Your Skills

Where to send your request?

Send all e-blasts requests to your Sections Dept.
point of contact:

- ▶ JStoffle@TexasBar.com
- ▶ AHarrington@TexasBar.com
- ▶ ATorres@TexasBar.com

E-blast Membership Drive & Non-Renewal Reminders

- ▶ 2 membership drive blasts 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.

Eblast Schedule

- ▶ Message from the Chair (Quarterly)
- ▶ Non-Renewals Reminder (Sept.)
- ▶ Membership Drive (Sept. & Mar.)
- ▶ NEW: Opt-outs Informational (Sept.)
- ▶ Newsletters (2 per yr. minimum)
- ▶ Solicit Nominations
- ▶ AM/Election Notice

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 June thru August.

Basics of a Newsletter

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



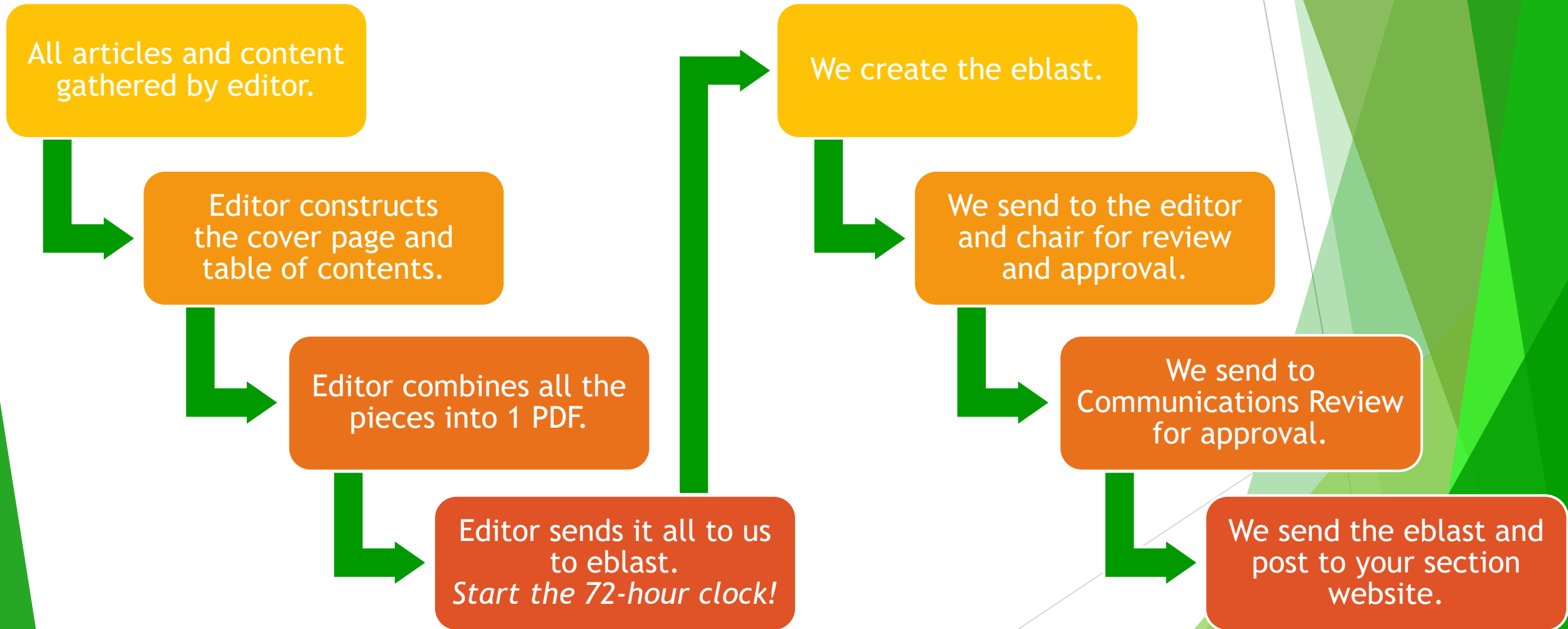
Best Practices

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!