



A LOOK AT YOUR SECTION STATS

Council of Chairs | February 2026

DUES CYCLE

- Bar Year is June 1 - May 31.
- June 1: Dues are officially late, BUT...
 - > Penalties aren't assessed til August 1.
- August 31: Bar members are suspended (or quickly pay).
 - > Your membership starts to level out in September.
- May = peak membership numbers.
- Membership numbers start over each year on June 1, BUT...
 - > Members who join March-May get the rest of that Bar year and all the next too!

EBLAST STATS

- **Board Policy Manual requires sections to send out at least 2 Newsletters per year.**
- **Last year sections sent out an average of 11 eblasts per year.**
- **Industry Standard Averages**
 - > **Average send rates = 72.0% (*anything over 80% is considered amazing!*)**
 - > **Average delivery rates = 90.0%**
 - > **Average hard bounce rate = 2.0%**
 - > **Average open rates = 34.2%**
 - > **Average click rates = 2.7%**

Number Crunching Lingo

- **Send Rate = Total section membership / Total section email list**
 - > This rate is affected by members not providing their email address and by the number of members who unsubscribe from eblasts.
 - > This isn't a significant problem, but we can help boost those numbers even more by sending out an annual Opt-Outs Informational eblast.
- **Delivery Rate = Number of messages received / Number of messages sent**
 - > This number is affected by bounces and recipients' firewall stringency.
- **Bounce Rate = Number of messages hard bounced / number of messages sent.**
 - > Hard bounces signify a permanent email delivery failure, meaning the email address is invalid or the recipient's server permanently rejected the message.
 - > If we see a rise over 5%, it is time for my IT guy to talk to your IT guy.

Number Crunching Lingo

- **Open Rate = Number of messages opened / Number of messages sent**
 - > **Across all sections, our open rates are pretty impressive!**
- **Click Rate (delivered) = Number of messages clicked / number of messages delivered**
- **Click Rate (opened) = Number of messages clicked / Number of messages opened**
 - > **Right now we don't have a quick way to pull the click rates for all eblasts at once. But if you have a specific eblast you're interested in tracking, let us know and we can get data on that one message.**

Tips from the pros...

- **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.**
- **Mondays have the lowest Open Rates, Wednesdays have the highest.**
- **When doing a non-renewal eblasts, avoid “We Miss You” and try “Are You Still in [area of practice] Law” instead**
- **Create urgency with time-based or limited access directives (e.g. 5 days left to register).**
- **Call to action examples: Discover Resources, Join the Conversation, Unlock Premium Content, Upgrade Your Skills**

DEMOGRAPHIC REPORT

- These stats are only generated annually on December 31.
- N = Total Number of Members -- but only represents your members who are active attorneys of the State Bar who have provided their demographic information (doesn't include law students, out of state lawyers, etc.).
- White column are your numbers. Gray column are the State Bar numbers. Use the Gray State Bar column as your baseline -- you want your numbers to be in line with or better than those stats.
- Interesting fact about TYLA vs Senior Members... you automatically and only fall within those two categories. TYLA = those 36 years of age or younger, or those who have been licensed 12 years or less.