

<b>Page: Submitter's Information</b>
<b>Chapter Name</b> ACC Northeast
<b>Page: Achievement Award</b>
<b>Category</b> Best Membership Strategy Implemented
<b>Chapter Name</b> ACC Northeast
<b>Chapter Size</b> Large (more than 851 members)
<b>Entry Title</b> Build to Last: A Member Centric Community
<b>Entry Description</b> During the award period, ACC Northeast executed a holistic Membership Strategy, meeting members and their needs, where they are at in their careers. Since Fall of 2023, the Chapter had been discussing a more strategic approach to membership development and programming in order to continue the Chapter's growth and retention, and to satisfy Sponsors need for ROI and Members need for Community. The Chapter started with the current membership and developed a comprehensive member survey which went out to all members in early 2024. We received over 116 responses which we then reviewed internally with the Board and started to develop some action items to implement. We held over 11 small group lunches to hear more from the members and also implemented quarterly call for new members. The Membership Committee also started direct outreach to all new members within their first month, that program has been a great success and will continue. In Oct 2024 the Board held an offsite meeting in order to better define goals and metrics for success, which informed the execution of our inclusive membership strategy for the award year.
<b>When was the program initiated?</b> 4/1/2024
<b>What was the project objective? Describe the steps you took to achieve this objective, including key strategies, activities, or milestones.</b> The objective was membership growth, engagement and retention.  We started to offer more programming or opportunities for engagement on smaller scale as well as larger events, both online & in person. We had Programming/Networking for specific groups and demographics, Geographically dispersed Lunches, Women's online Book Club, GC/CLO Dinners, Family Friendly activities, Next Gen Social events, virtual Coffee Chats and Perennials Gatherings.  We believe the milestone to be our largest membership to date and improved retention.
<b>How was the objective achieved? How did you measure success, and to what extent do you believe the objective was met?</b> Through the new activities, noted above. We also co-sponsored with other regional Bar Associations, on relevant content.  -Affinity Bar Mixer -Joint DEI Program with SABA -BBA In-House Development Series -Boston IP Law Association
<b>Please describe the total budget allocated for your program or initiative. Include a brief breakdown of how the funds were distributed across key areas. In addition, explain how the budget was used effectively or creatively to maximize impact.</b> Combining all the initiatives stated, the total budget was \$30,000 including Administrative time, F & B costs, Marketing materials, technology platforms etc.

**What significant obstacles or challenges did you encounter during the planning or implementation of your program or initiative? How did you address or overcome them? If you did not face major challenges, please explain why that may have been the case and what factors contributed to the smooth execution of your work.**

I think the obstacle may have initially been promotion but we overcame that by utilizing more social media, LinkedIn and having our Board Members use their networks along with the traditional distribution channels. Our board and committees also worked collaboratively across silos to ensure that the strategy was implemented in every corner of the association. For example, we incorporated our strategic priorities into our programing strategy, to ensure that we did not cannibalize existing programs, but rather complemented them.

**What do you anticipate will be the long-term impact of your project or initiative? Describe how the outcomes will extend beyond the immediate results, including any lasting benefits to the local/global ACC community. If applicable, explain how the initiative might be sustained, scaled, or replicated in the future.**

I think it will result in a more sustainable model as our members are more engaged with each other, with the Chapter leadership, with the Chapter at large and subsequently the Sponsors. We have also noticed an increase in volunteers!

**Please share what you are most proud to report about execution of this program. Please explain what this accomplishment means to you and how it reflects the values or goals of your work.**

We are a member driven organization, and this strategic direction reflects a maniacal focus on ensuring that our chapter operates in a way that address core membership needs in a valuable way. I am very proud of the President & Vice President for spearheading this strategy and for the entire Board and volunteers for helping to execute on this Membership Strategy.

**Please share how your project or initiative is innovative. Describe any original approaches, strategies, or tools you used to address a problem or achieve your goals. What makes your work stand out from more traditional methods.**

The strategy and execution reflect the full lifecycle of taking membership feedback and putting it into practice, considering every material facet of membership needs, including demographic based networking (location, practice area, affinity groups, etc.), as well as opportunities to learn from peers. I believe it's innovative in that we looked at every facet of what the Chapter offers, and tailored things to the members wants & needs.

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**Please share any additional supplemental materials related to your submission.**

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**Please share the link to any video files related to your submission.**