

Page: Applicant Details
Chapter Name ACC Northeast
Page: Proposal Process & Contents
Proposed Grant Program Title: ACC-Northeast Chapter DEI Marketing Initiative
Proposed Activity Date: see application attached
Activity Purpose: see attached
Implementation Plan: see attached
Justification for Funding: see attached
Grant Request Amount: 6000
Budget: see attached
Budget: Download File (https://chapter-grants.secure-platform.com/file/1476/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNDc2LCJhbGxvd05vdFNpZ25IZFVybCI6IkZhbHNIiwiiaWdub3JIT3Bib-3.%20%202023%20ACC%20NE%20Chapter%20Grant_DEI%20Marketing_%20PW%20Edits.docx)
Supporting Documentation: No File Uploaded

Page: Interim Progress Report
Activity Date: June
Summary The Communications Committee met and have identified what we want to do with online promotion of our DEI initiatives. We will interview Diverse Members and post a video compilation. We have identified the videographer and will be meeting with them next week to discuss pricing. see attached https://chapter-grants.secure-platform.com/file/1476/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNDc2LCJhbGxvd05vdFNpZ25IZFVybCI6IkZhbHNIiwiiaWdub3JIT3Bib-3.%20%202023%20ACC%20NE%20Chapter%20Grant_DEI%20Marketing_%20PW%20Edits.docx -3. 2023 ACC NE Chapter Grant_DEI Marketing_ PW Edits.docx
Budget Yes

Budget:

Will know once we meet with videographer

Budget:

No File Uploaded

Promotional Materials:

No File Uploaded

Media**Supporting Documentation:**

No File Uploaded

Program Projection:

Yes

Page: Post Event Reporting**Confirmed Program Title:**

ACC Northeast

Project Overview:

The Northeast Chapter of the Association of Corporate Counsel (ACCNE) formally applies for the ACC Chapter Grant Program to fund its DEI Marketing Initiative ("ACC Northeast Chapter DEI Marketing Initiative," or the "Initiative"). If funded, the Initiative would advance the mission of the ACC, while advancing the goals and objectives of the ACCNE, by executing on the Objectives Satisfying Eligibility outlined below. Funding is not feasible through established funding sources, because the structure of this program does not fit within the ACCNE sponsorship model. ACCNE has developed an award-winning social media program for which it received a 2021 Chapter Award. In 2022, however, ACCNE had to cut its marketing budget in 2022 as a result of increasing expenses and decreasing reserves (excess reserves were used to fund the social media program). The marketing budget remains unfunded for 2023. Alternative ways to fund the program through a specific sponsor were not successful. The ACCNE has redesigned the marketing program so that it's Executive Director and Communications Committee can manage the day-to-day aspects of the program. The redesigned program, however, will not include the continuation of marketing initiatives around DEI celebrating equity, diversity, and inclusion due to the creative aspects of that specific type of marketing. Therefore, the need for funding to market DEI marketing initiatives arises because the funding for these activities does not lend itself to the program sponsorship model and the marketing for DEI initiatives requires creative aspects that are not available through current resources. ACCNE would like a grant for \$6,000 to cover these specific creative initiatives in 2023.

Budget:


\$1500.00 Production/Post Production from Shoefly Videos

\$892.00 On Site Filming John Frere Productions

Goals Achieved:

We used the grant funds to produce a marketing video that features the diversity of our community. At our annual Summerfest celebration, we asked members from a wide variety of backgrounds to share some of the benefits they've seen of ACC membership and their personal experiences with ACC. Members shared how they got involved in ACC, some favorite memories, and how ACC has helped them in their career. We used this footage to create featured Our Community video that is featured on our website, LinkedIn page, and YouTube page. The video showcases the spectrum of members and hopefully helps viewers see themselves in the video. We believe this will translate to prospective members joining ACC and passive members becoming more engaged and involved. We will continue to use the footage that was shot to create a series of short form videos that will highlight different aspects of the ACC experience. These videos will be posted this fall and winter.

Promotional Materials:



ACC Northeast: Our Community

OUR COMMUNITY

Watch on YouTube

ACC Association of Corporate Counsel NORTHEAST

ACC Northeast is made up of a community of diverse and engaged members. Meet some of our members as they share their experiences with ACC Northeast.

[Learn more about ACC Northeast here](#)

[Please fill out this form to volunteer with ACC Northeast](#)

Thank you to [Jermaine Kidd](#), [Emily Sy](#), [Patrick Wu](#), [Rashima Shukla](#), [Lalitha R. Gunturi](#), [Alex Aferiat](#), [Stephanie Molina](#), [Len Ho](#), and [Ruchi Sisodia Shah](#) for their participation!

ACCNE 2023 SummerFest BoD Attendees-CROPPED

The Northeast Chapter of the Association of Corporate Counsel (ACC Northeast) celebrated summertime in Boston and being back together in-person with a Networking event (*SummerFest*) at the Moakley Courthouse Lawn in Boston. Our honored guest was Massachusetts Attorney General, [Andrea Joy Campbell](#), who spoke for a few minutes and shared her inspirational message with the membership. Thank you again to the Attorney General and all our members and sponsors for a terrific evening!

(From left to right: [Len Ho](#), [Sharon S. Kamowitz](#), [James Coughlin](#), [Julie Duffy](#), [Ian Hecker](#), [Mitchel Appelbaum](#), [Andrea Joy Campbell](#), [Stephanie Lambert](#), [Sean Fitzmichael Devlin](#), [Kelly Whetstone](#), [Alex Aferiat](#), [Ruchi Sisodia Shah](#), [Lalitha R. Gunturi](#), [Jermaine Kidd](#), and [Patrick Wu](#))

ACC Northeast could not serve its membership without the tireless efforts of its dedicated volunteers! If you would like to take advantage of one or more of the many volunteer opportunities available, let us know where your interests lie by submitting this **VOLUNTEER FORM. We look forward to working with you soon!**

Download File (https://chapter-grants.secure-platform.com/file/2379/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyMzc5LCJhbGxvd05vdFNpZ25lZFVybCI6IkZhbHNIiwiawWdub3JIT3BibGIMG_0137.jpeg)

Online Engagement

<https://www.linkedin.com/company/15087571/admin/feed/posts/> (<https://www.linkedin.com/company/15087571/admin/feed/posts/>)

Final Report

Download File (<https://chapter-grants.secure-platform.com/file/2380/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyMzg5LCJhbGxvd05vdFNpZ25lZFVybCI6IkZhbHNIiwiawWdub3JIT3BibG2023%20Chapter%20Grants%20Final%20Report%20%20-%20ACC%20Northeast%20DEI%20Marketing%20copy.docx>)



2023 Chapter Grant Program Proposal ACC Northeast Chapter DEI Marketing Initiative

The Northeast Chapter of the Association of Corporate Counsel (ACCNE) formally applies for the *ACC Chapter Grant Program* to fund its DEI Marketing Initiative (“ACC Northeast Chapter DEI Marketing Initiative,” or the “Initiative”). If funded, the Initiative would advance the mission of the ACC, while advancing the goals and objectives of the ACCNE, by executing on the Objectives Satisfying Eligibility outlined below. Funding is not feasible through established funding sources, because the structure of this program does not fit within the ACCNE sponsorship model.

ACCNE has developed an award-winning social media program for which it received a 2021 Chapter Award. In 2022, however, ACCNE had to cut its marketing budget in 2022 as a result of increasing expenses and decreasing reserves (excess reserves were used to fund the social media program). The marketing budget remains unfunded for 2023. Alternative ways to fund the program through a specific sponsor were not successful. The ACCNE has redesigned the marketing program so that it’s Executive Director and Communications Committee can manage the day-to-day aspects of the program. The redesigned program, however, will not include the continuation of marketing initiatives around DEI celebrating equity, diversity, and inclusion due to the creative aspects of that specific type of marketing. Therefore, the need for funding to market DEI marketing initiatives arises because the funding for these activities does not lend itself to the program sponsorship model and the marketing for DEI initiatives requires creative aspects that are not available through current resources. ACCNE would like a grant for \$6,000 to cover these specific creative initiatives in 2023.

Objectives Satisfying Eligibility: The Initiative would be designed to support the following ACC objectives, in the following manner:

- **Programs and projects that support ACC's [Strategic Plan 3.0](#)**
 - The Initiative would be structured to fulfill the key strategic drivers set out in ACC Strategic Plan 3.0, by increasing member engagement, specifically Objective under Pillar 4.
- **Increasing ACC membership through membership and retention campaigns**
 - The Initiative increases awareness of ACC and its support for DEI making it an attractive organization to diverse members and their allies.
- **Increasing member awareness of your chapter and ACC services**
 - Creative marketing programs raise awareness of ACCNE and its support of DEI making it an attractive organization to diverse members and their allies.
- **DEI Initiatives**
 - The Initiative enables ACCNE to continue with its plans to celebrate and support the inclusion of diverse cultures.
 - The Initiative allows the ACCNE to continue to develop content designed to mentor diverse inhouse attorneys through storytelling by diverse inhouse leaders.

Proposal Process & Contents:

- **A justification for funding the proposed project**
 - The Initiative as described above enables ACCNE to continue its efforts to develop meaningful content for its DEI efforts. While “word of mouth” and personal relationships are often how ACCNE members have spread news about benefits of ACC membership, these are inherently

restrictive. Social media allows for far greater reach to diverse audiences and thereby raising awareness of ACC to individuals that may not have otherwise been exposed to ACC. Recent data from the Pew Research Center shows that younger audiences, people of color, and people with accessibility needs are more likely to connect with others via smartphone and that smartphone time is overwhelmingly spent on social media and content apps, like LinkedIn and YouTube.

- **A clearly articulated plan for implementation**

If awarded this grant, the Program would be implemented in the following manner:

- Development of creative for acknowledgment of heritage months and events including Black History, Women's History, Asian American and Pacific Islander Heritage Month, Pride Month, Hispanic Heritage, LGBTQ+ by September 30
- Continuation of the creation of 2 videos interviewing diverse attorneys about their experiences, advice and career development, and recommendation for ACC membership by September 30 (previous videos interviewed Damon Hart, EVP and CLO at Liberty Mutual describing how he transitioned to the GC role and how valuable the ACC is to inhouse attorneys)
- **Anticipated program results**
 - Legal departments are typically drivers of DEI activities in their corporations, so it is vital for the ACC as the organization "for inhouse attorneys by inhouse attorneys" to visibly support heritage months and events
 - The initiative celebrates and supports the inclusion of diverse cultures and traditions in the ACC
 - The Initiative demonstrates to members and prospective members that the organization values and supports them
 - Increase in engagement of diverse attorneys with the ACCNE
- **Date of the activity – The activity must take place before September 30, 2023.**
 - See implementation plan above
- **Purpose of the activity – What do you hope to achieve?**
 - See anticipated program results
- **How will it benefit members?**
 - See anticipated program results
- **How will it promote the goals of the organization?**
 - See Objectives Satisfying Eligibility
- **Method(s) planned for promotion/marketing of program**
 - The Initiative would enable the DEI creative to be promoted through all available digital channels (email, LinkedIn posts, Twitter).
- **The name(s) of the individuals responsible for the activity**
 - Kelly Whetstone and Patrick Wu with the support of the Board and leadership as deemed necessary.
- **Budget – provide estimates of all costs/revenues related to the activity**
 - \$6,000 will be used for 2 videos (\$3,000) and 6 Heritage Months creative (\$500 each)

Funding: Funding for this activity is not available in the current ACCNE budget.

2023 Chapter Grants

Post Event Reporting

1. Confirmed Program Title: ACC Northeast Chapter DEI Marketing Initiative

2. Budget

\$1500.00 Production/Post Production from Shoefly Videos

\$892.00 On Site Filming John Frere Productions

3. Goals Achieved: We used the grant funds to produce a marketing video that features the diversity of our community. At our annual Summerfest celebration, we asked members from a wide variety of backgrounds to share some of the benefits they've seen of ACC membership and their personal experiences with ACC. Members shared how they got involved in ACC, some favorite memories, and how ACC has helped them in their career. We used this footage to create featured Our Community video that is featured on our website, LinkedIn page, and YouTube page. The video showcases the spectrum of members and hopefully helps viewers see themselves in the video. We believe this will translate to prospective members joining ACC and passive members becoming more engaged and involved. We will continue to use the footage that was shot to create a series of short form videos that will highlight different aspects of the ACC experience. These videos will be posted this fall and winter.

4. Promotional Materials (See Website.)

5. Online Engagement (Linked In Post

<https://www.linkedin.com/company/15087571/admin/feed/posts/>): 996 views

6. Final Report: The video can be found here: https://youtu.be/KSc_BvsKUa0

Additional “shorts” on themes will run over next month.