

September 8, 2023

NEW YORK STATE BAR ASSOCIATION REQUEST FOR PROPOSALS

Background

The New York State Bar Association (NYSBA) is the largest and oldest voluntary state bar association in the country. With more than 55,000 members throughout the Empire State, across the country and around the world, NYSBA provides a wide range of value to our members. This value includes, but is not limited to: networking, continuing legal education, professional development, leadership opportunities, and significant discounts and savings, among many more.

NYSBA has been successfully representing and advocating for the legal profession in New York State for more than 145 years. In this time the organization has thrived through constant changes in the legal industry and global business challenges, while remaining a beacon to New York State attorney's and countless legal organizations. NYSBA consists of 28 specialized sections of the law, offers hundreds of continuing legal education credits each year, and advocates for our members and profession in Albany and Washington, D.C. NYSBA is guided by leaders within our membership, and is paving the way for the future leadership of the legal industry.

Today NYSBA is responding to the needs and expectations of its membership by providing a payment model, which allows for convenience and cost savings.

Key Facts & Figures

Here is a brief breakdown of our membership to provide additional information for your consideration:

Membership Breakdown

Solo Practitioner Members – 25%

Small Firm/Practice Members – 37%

Large Firm Members – 27%

All others – 10%

Upstate & Downstate Membership

Upstate – 15%

Downstate – 38%

United States/International/other – 47%

Attorney Experience

7+ years – 68%

3-6 years – 8%

0-2 years - 9%

Newly Admitted and Law Students – 22%

Others – 3%

Project Overview

NYSBA currently has a one-year membership model, which enrolls members from January 1 – December 31 which varies on years of experience.

- First-year attorneys are given one-year of NYSBA membership for free.
(this is not a full membership)
- Attorneys with 0-2 years of experience pay \$95 for membership per year.
(first-year members can upgrade to the full NYSBA membership for \$95)
- Attorneys with 3-6 years of experience pay \$175 for membership per year.
- Attorneys with 7+ years of experience pay \$275 for membership per year.

Due to the global pandemic, NYSBA expanded into a more digital presence to meet the needs of our members. This has modified the way in which NYSBA does business, with more virtual and hybrid events and content.

The organization has made great strides in creating a new, more modern business model and in this vein our leadership is looking to update our membership model to a year-long subscription. These include the ability for our members to choose to add to their one-year membership with Section membership (costs per section vary from \$20-\$50), Continuing Legal Education (CLE) programs and publication products.

Our goal is to provide our members with more opportunities and value with NYSBA while also making the payment and membership model more convenient and accessible.

Under the proposed subscription model, members will provide a credit card or bank account information and will have the choice to be billed monthly or make one payment, as opposed to the current option of a one-time payment. It is important to note that a likely challenge of this campaign is that significant portion of NYSBA members currently pay via check.

With the new subscription model, NYSBA will offer members with several add-ons that they would otherwise pay for through separate transactions including:

- Unlimited virtual CLE registration
- 24/7 access to on-demand programming, at no additional charge
- Complimentary access to our entire digital library of resources including eBooks and select online forms
- Member-only content that would traditionally be provided to only section members or paid NYSBA members
- Two complimentary section memberships

NYSBA has not increased membership dues in more than a decade. It is important to note that with this new subscription model and many new offerings some of our members will pay less for their membership, while others will see a slight increase.

Goals

- 1) To create, develop and execute a clear, concise and compelling membership marketing campaign to perspective and current members highlighting the value of the new membership model.
- 2) To maintain the current membership in NYSBA and grow membership of NY attorneys in 2025 by 8-12%.
 - a. Increase membership among newly admitted attorneys (1-2 years) by 15-25%
 - b. Increase membership among international/outside of NYS attorneys by 10-15%
- 3) To create, develop, and execute a clear, concise and compelling membership marketing campaign to current non-members highlighting the value of NYSBA and the new membership model.

Scope of Work

This is a product launch campaign. For more than 145 years NYSBA has been collecting membership dues in a common and consistent manner, that is about to change. While the change is significant for the association, the goal is to make this transition easily understood by our members and potential members and ensure a seamless conversion.

Goal:

- 1) Create, develop and execute campaign to announce the membership model change to perspective members existing members
- 2) Explain and answer any questions from the membership
- 3) Reinforce the reasons for the change in membership
- 4) Convert members to the new subscription model
- 5) Convert current non-members to NYSBA membership

While we do not want to limit the creativity of the responses to this RFP, it is our requirement that all proposals account for the following marketing/communications tasks for both the member and non-member campaigns:

Tactics:

- Email marketing plan and schedule
- Print marketing plan and schedule (i.e. letters, postcards, brochures, etc)
(note that NYSBA has in-house printing capabilities)
- Digital Advertising plans and suggested budgets/timelines/audiences
- Traditional Advertising plan and suggested budget/timelines/audiences
- Social media organic/paid content and budgets
- Video components of this plan
(note that NYSBA has in-house video capabilities)

Timeline

NYSBA releases the RFP	– September 8, 2023
Open RFP Process	– September 8, 2023 - October 25, 2023
NYSBA Reviews of RFP	– October 26 - November 3
Interviews	– November 8 – November 17
o Interviewing firms should present messaging, timelines, proposed marketing, communications, and social media tactics, budget estimates, and team members expected to support this project.	
Awarding of RFP	– Week of December 4
Kickoff Meeting	– Week of December 18

Campaign timelines and deadlines to be agreed, general campaign calendar is:

Phase One - January/February 2024 – September 30, 2024

- This is the educating and awareness component of the campaign

Phase Two – October 1, 2024 – January 1, 2025

- Membership sales start on October 1

Phase Three - January 1, 2025 – March 31, 2025

- Final 90 days of campaign

Budget

Provide a budget for the following resources and as much detail as possible:

- Account Management (hours/budget per week/month for a 15-month period)
- Suggested traditional advertising budget for Phase 1, 2, & 3
- Suggested digital advertising budget for Phase 1, 2, & 3

Contact

Thank you for reviewing NYSBA's RFP for our subscription model campaign. If you have any questions, please don't hesitate to contact: Eric Wohlleber, Director of Marketing - ewohlleber@nysba.org or 518-487-5532.