

# Membership Development

*For Committee Leadership*

# AIPLA

Serving the

**Creative** and **Legal** Communities

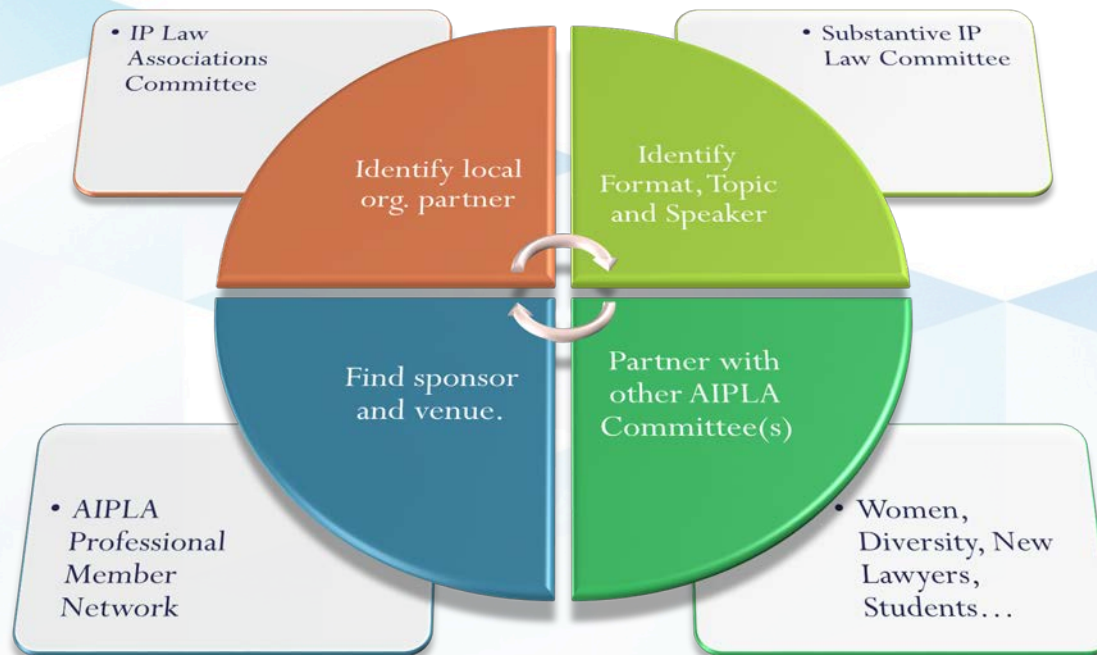
## *How can Committees support AIPLA Membership?*

*Set a Committee goal around Membership and be accountable.*

- Outreach
  - Phone calls
  - Speak with members at stated meetings and others you do not know; Break out of “cliqués”
  - Increase Committee participation
  - [Recruit new members](#)
- Content Development & Support
  - Blogs
  - White Papers
  - Tools
  - Podcasts

- Education Development & Support
  - Content and delivery method
    - *Solo-Transitioning*
    - *Corporate Counsel*
    - *Business Development*
- Feedback
  - Let us know what members of your Committee need or want
  - Keep an open dialogue with your staff and Board Liaison

- Local Event Development & Support
  - Work with other Committees
  - Lend your knowledge and expertise from your Committee



Thank you!