

## **MRWBA Communications Committee 2019 Year-End Report**

### **Social Media (Laura Manchester, Co-Chair)**

Communications drafted a comprehensive social media policy to revamp, guide, and regulate how member and public online activity would be governed.

Communications also posted about every event the MRWBA put on, from luncheons and fundraising events, as well as highlighted CLE opportunities, judicial alerts, and award recognition for our members, across our social media platforms. We helped review and edit the draft newsletters that were dispersed.

Communications revamped our LinkedIn presence by including a group for the MRWBA, as well as a business page for the MRWBA for increased visibility, allowing general members and board members to “follow” the page, and post their positions there. We additionally created a Twitter presence for the organization.

### **Sponsors (Deanna Hathaway, Co-Chair)**

Sponsors were secured for all programs: 4 Platinum Sponsors at \$1500.00 each; 5 Gold sponsors at \$500.00 each; and 4 Silver sponsors at \$150.00. In addition, a Platinum Sponsor was secured for the Mentorship Socials, two Gold Sponsors were secured for the Member Socials, and two Sponsors were secured for the presentation of *Balancing the Scales* in October. Total Sponsorship revenue for 2018-2019 was \$13,400.00.

September	Marks & Harrison, Platinum
Balancing the Scales	Moran Reeves Conn, Platinum Hill-Tucker Bar, \$300
November	Greater Richmond Bar Foundation, Platinum
December	Minnesota Lawyer’s Mutual, Platinum PrimeLegal, Silver Seltek, Silver
January	Union Bank, Gold
February	Airington, Stone & Rokecharlie, Gold Lawrence Queen, Silver
March	Juridical Solutions, Gold
April	Locke & Quinn, Platinum
May	The McCammon Group, Gold
Fall Member Social	Planet Depos, Gold
Spring Member Social	PrimeLegal, Gold
Mentorship Socials	Williams Mullen, Platinum

## **General Communications (Mary Kidd, CMP, CAE, Administrator)**

MRWBA started the year using Constant Contact for all e-mail communications and events, as well as for membership renewals and applications. Invitations to all events were distributed to a contact list of approximately 820 individuals. The website was set up on Word Press and was not user friendly.

Beginning in December and through early February, the website and contact management functions were transitioned to an account with Wild Apricot, which allows for more flexibility and integrates all elements of the website, member and nonmember management, and communications into one system. The new system was rolled out to the membership and public at large on February 19<sup>th</sup> after undergoing several weeks of testing with the Board of Directors and Past Presidents.

Between 32% and 34% of recipients (ranging from 277 to 306 individuals) are opening each newsletter, with between 3% and 6% (26 to 58 individuals) following a link within the newsletter to the website.

MRWBA ended the fiscal year with 920 contacts in the database.