



# 2023 DRI Free Membership Program for SLDOs/NDOs

## SLDOs/NDOs have asked for it and we're listening!

As DRI continues to explore opportunities to collaborate with our SLDOs/NDOs to further engage our collective members, we are pleased to announce that we are bringing back the SLDO/NDO Free Membership offer. Our goal is to continue to drive interest and offer added value to your membership proposition at the state level, while increasing collaboration with DRI. SLDO/NDO members can join DRI for the first time at no cost for the first year. In addition, we will also be expanding the eligibility to former DRI members who haven't had a DRI membership in at least 5 years.

This free membership pilot will run from June 15, 2023 – September 30, 2023 for SLDOs that choose to participate.

### *SLDO/NDO Participation & Opt-In*

The program is open to all SLDOs/NDOs that choose to participate.

- List Comparison: DRI will offer to conduct a list comparison of the current SLDO/NDO membership list and DRI's. DRI will return a list that shows the list cross-over, and the DRI non-members for SLDOs/NDOs to market their membership offering to these individuals.
- Participating SLDOs/NDOs will be provided with a link to the DRI SLDO/NDO Free Membership join page for this program which can be used in conjunction with your membership efforts or linked via your SLDO/NDO online membership application. DRI can also provide a QR code that can be used on-site at your events.
- Participating SLDOs/NDOs will be recognized on the DRI website.
- SLDOs/NDOs may choose to opt-in and participate at a future date. Depending on other projects, 2-3 weeks may be required to complete cross-referencing the lists and to launch the program.

### *Program Restrictions*

- To help reduce the manual work involved, members will be required to complete the membership application online (there will not be an option to complete a PDF application)
- Limited list usage: To be respectful of the data privacy of our collective members and the heavy volume of communication they already receive, DRI Member List / State Non-Member are limited use for this campaign and should not be used for any other purpose.
- Eligible Member Categories
  - DRI Individual Members, including Young Lawyers

### *How will the program be marketed?*

In addition to a dedicated web presence, DRI will be collaborating directly with SLDOs/NDOs, DRI State Representatives, State Membership Chairs and Regional Directors to promote the program. DRI will also periodically promote the campaign to non-member prospects.

## Benefit to SLDOs and Your Members

- **SLDOs/NDOs have asked for it:** During our ongoing conversations with SLDO leaders we continue to explore ways to increase collaboration and bring value to SLDOs and to DRI. Bringing back the SLDO Free Membership Offer was a topic that has come up in multiple conversations.
- **Membership growth opportunity:** As a part of this program, DRI will cross-reference membership lists for participating SLDOs/NDOs. Subsequently, SLDOs/NDOs can market membership or an upcoming program to non-members in your state that are current DRI members.
- **Increased value to SLDO/NDO Members:** A free year of membership represents a \$320 value that can be promoted to your members.
- **Broader Membership Exposure:** Opportunity for your SLDO/NDO members to increase business development opportunities and network with members across North America.

## Additional Program Details

*How does this differ from the old program?*

- Members can only join online
- Defined timeframe for the campaign
- Increased marketing efforts
- Reduction in manual efforts

*Why June – September?*

Time specific offers tend to drive urgency. In addition, this is a period when DRI does not have other membership campaigns planned that would compete with each other. For some, this offer may be valuable to promote in conjunction with your annual meeting, which may fall outside the timing of this pilot. Depending on participation and interest from SLDOs/NDOs, and overall member feedback, we may consider extending the program.



## Next Steps

1. DRI to announce the program to SLDOs/NDOs in April
2. Initial SLDO/NDO Opt-In Date: Monday, May 15
  - a. Email Tina Nerad ([tnerad@dri.org](mailto:tnerad@dri.org)) to confirm participation
3. List Submission Due (SLDO/NDO to provide member list for comparison by DRI): May 24
  - b. Lists can be emailed to Tina Nerad ([tnerad@dri.org](mailto:tnerad@dri.org))
4. The program will officially launch on June 15 and run through September 30, 2023