



## 2020 Membership Committee

The Membership Committee surveys new and existing members on a regular basis to help ensure that folks are getting the most value from their LMA membership while identifying ways to create additional value at the local level. The Membership Committee is also responsible for attracting new members by conducting community outreach and market research. Additionally, the Membership Committee aims to facilitate engagement between LMA and the New York community at large by organizing several volunteer service projects throughout the year.

### Who Can Join?

All are welcome! We are seeking enthusiastic members to get involved in long-term member engagement initiatives. We also accept “micro-volunteers” to help with one-off projects as needed — e.g. volunteering at the registration table is a great way to get to know your fellow LMA members and build a personal path to leadership.

### 2019 Successes:

In 2019, the Membership Committee organized two successful donation drives: 1) a toiletry drive benefiting Last Night’s Soup Run in the spring/summer, and 2) a digital toy drive benefiting the Coalition for the Homeless in the winter. Membership Committee members also distributed meals, clothing and toiletries to homeless New Yorkers with Last Night’s Soup Run throughout the year. Finally, Membership Committee members staffed the registration table at all LMA events in NYC in 2019. We look forward to building upon this momentum in the new decade!

### 2020 Goals:

1. Provide ongoing support to all local committees and SIGs; have at least one Membership Committee member staff the registration table at each lunch event to engage with current and prospective members.
2. Perform a detailed membership analysis to identify key growth areas in New York and surrounding markets.
3. Organize 2-3 events to welcome new members and encourage them to get involved in leadership.
4. Support the New York community by organizing 2-3 community service and/or charitable giving projects.
5. Develop and implement a formal mentorship program to educate local high school and college students about the wide range of career opportunities available to them in the legal marketing profession.

### Meeting Dates

We like to organize quarterly brainstorming sessions after work to discuss project ideas and implementation. We also chat regularly throughout the week by email or phone to coordinate responsibilities.

### Contact:

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