



# Federal Bar Association Centennial Toolkit



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## You’ve been a part of the Federal Bar Association’s first 100 years, so you should be a part of our 100th birthday celebration!

We know not everyone can attend the FBA’s two-day Centennial celebration March 20-21, but that doesn’t mean you can’t celebrate. This toolkit provides party hosting tips and tools, talking points, social media posts, and more, so that you can recognize this important milestone with your local FBA colleagues.

Do you need more information or additional resources? [Contact us.](#)



## Hosting a Centennial Party in Your “Backyard”

The Centennial provides a great opportunity to get your local chapter together, network, **recruit new members**, and spread the message of FBA. We recommend a champagne toast or special drink menu for the celebratory evening as well as including some Centennial activities. Below are tips and tools for you to use as you plan your event.

### Recommended Program (e.g. 6 – 8p event)

\* Choose an engaging moderator to emcee the evening – most likely your chapter leader or someone well-known in the community.

6:15p: Welcome & overview of the evening/Introduction of activities

6:25p: Mingling, networking, participation in activities:

- “Share Your Story” station with laptop [linked to this form](#)
- Photo booth/photo opportunity
- Giving Station with envelopes for onsite donations, and laptop/tablet [linked to this form](#)

7:15p: Champagne Toast

7:25p: Thank you and membership recruitment and fundraising solicitation

8:00p: Evening closes

### Picking a Venue

Pick a local venue that is conducive for networking, includes 2 tables to set up for activities, WiFi, and space for announcements/speakers. A law firm with an impressive view or conference space is a great option. Work with the venue to choose a date between January 5 and the FBA’s national celebration March 20 – 21.

### Budget

The local event must be supported by Chapter funds or local sponsorship. Start soliciting sponsors as soon as possible.

- Have your pitch ready; i.e. why should someone support the FBA, especially locally?
- Have a list of sponsor benefits – i.e. mention the sponsor in your program or signage, branded giveaways at event, ad on chapter webpage, etc.
- Create event components that they can sponsor (i.e. champagne sponsor, catering sponsor, branded giveaways sponsor, dessert sponsor, etc.)
- Option to charge attendees for entrance to the event

### Promotions

Once date and venue are decided, it’s time to start promoting!

1. Create a Facebook event page and/or event page on your chapter webpage.
  - a. [Use this Facebook event page header](#)
  - b. Creating the event on your webpage and need an RSVP tracker? Consider one of these free online tools: [Google Forms](#), [Add Event](#), [SurveyMonkey](#).
2. Send initial digital “Save the Date” through email as soon as the date and venue are decided, and include the link to the event and [a link to add to their calendar](#).
  - a. [Use this design to get you started](#); just plug in the information, save as a jpg, and send through email!



3. Send official invitation\* with RSVP link 1 – 1.5 months out with several follow-up reminders (i.e. email, social, etc.). \*could be postcard/card mailing if budget allows.
  - a. **Use this design to get you started**; simply plug in the information, save as a jpg (for email) or PDF (for printing), and send!
4. **Update these social media graphics** to share your event on social media.
  - a. **Contact FBA** to have donation envelopes shipped to you for your event.

## On-Site

Recommended Décor

- Historic photos/news clippings, etc. on display
  - **Request high-res versions of our online photos**
- FBA facts/profile tentcards on tables/bar
  - **Borrow verbiage from the Centennial website**
- Feature the **FedBar100.org** timeline on a laptop or large monitor for attendees to scroll through
- Silver and/or gold metallic accents around the room (celebratory)

## Recommended Activities

- “Share Your Story” station with laptop **linked to this form**
- Photo booth/photo opportunity
- Giving Station with envelopes for onsite donations, and **laptop/tablet linked to this form**

## Solicit Volunteers

For the most successful event, solicit volunteers for the following roles (this is also an opportunity to engage law student members, younger associates, and even new members):

- Decorating team (2 – 3 people, dependent on size and décor of venue)
- Greeters/check-in (1 – 3 people, dependent on number of attendees expected)
- Emcee/Moderator
- Giving station attendants (1 – 2 people)
- “Share Your Story” station attendants (1 person)
- Photo booth attendant

These volunteers will also be helpful in promoting the event!

### Check-in:

- Printed Guest List
- Nametags
- Highlighters
- Pens
- Sharpies

### Décor:

- Printed Table Tent Cards with FBA Facts
- FBA Banner and/or Photos
- Additional decorations

### Activities:

- (2 – 3) Laptops/Tablets
  - (1) linked here for “Share Your Story” station
  - (1) laptop or large monitor linked here to feature the timeline
  - (1) **linked here for Giving Station**
- Sign for Giving Station
- Giving Envelopes
- Donation drop box
- **Sign for “Share Your Story” station**
- Photo Backdrop and Photo Booth Accessories



## Promoting the FBA Centennial at Your Local Chapter Events

No matter what FBA event you attend or host between now and the Centennial celebration in March, there are opportunities to spread the word about Centennial initiatives and encourage event attendees to get involved – either through financial support, social sharing, encouraging attendance at the DC event, submitting your FBA story, or a variety of other ways.

We recommend that all chapter events until the end of March have a presence of the FBA Centennial, so the celebration is truly felt association-wide. Here are some ways to integrate the Centennial into your event:

- Provide information about the FBA Centennial celebration in DC in March. [[link to notecards from annual event](#)]
  - Sponsor a member to attend the gala in DC:
  - Hold a drawing of all event attendees or only those who give a donation
- Host a competition (e.g. the local chapter member who recruits the most new members or with the most likes on an FBA post will have their Centennial ticket covered by the chapter, etc.)
- Host a “Giving Station” with a laptop [linked to this page](#) (tips for a successful giving station are included below)
- Include giving envelopes and a donation drop box
  - [Contact FBA](#) to have donation envelopes shipped to you for your event.
- [Provide takeaways](#) with the giving website in case attendees can’t (or won’t) give that evening
- Provide the moderator/emcee with the following talking points to promote the event and all Centennial initiatives

### Centennial Talking Points for Moderators/Emcees

Before your event, send these talking points to your emcee or moderator and ask them to take 2 – 5 minutes to promote FBA’s 100-year birthday.

*We want to take a couple minute to focus our attention to the momentous occasion that our national organization is recognizing this year; on January 5th, 2020 the Federal Bar Association turned 100 years old! As the organization celebrates the past 100 years, we are proud of our history and appreciate the paths that were created for us. There are numerous ways to get involved with the celebration and help build a solid foundation for the next 100 years and the members who are following behind us:*

- Support the organization through spreading the word – refer to social media pages
- Attend the Centennial Gala in DC in March 2020 – refer to notecards/takeaways
- Announce the raffle or competition your chapter is hosting to send someone locally to the event in DC
- Attend our local event (if applicable) – give directions for RSVP’ing
- Share your story – refer to “Share Your Story” station
- Invest your time – look into ways to volunteer for the association – refer to FBA/chapter webpage
- Support the organization financially – refer to Giving Station



## Promoting the FBA Centennial via Social Media

This is an important time to leverage your influence on social media – both as a chapter, as well as individually. We encourage all social media accounts to share, and/or retweet all Centennial news being shared on FBA's primary social media channels. Additionally, see below for content you can repurpose to create buzz via social.

### Chapter Accounts

#### LinkedIn

- If your participation as a member with the @Federal Bar Association has influenced or improved your career in any way, we want to hear about it! To celebrate their Centennial, the FBA is gathering stories, memories, and profiles of members over the past 100 years. Submit your story today. <https://www.fedbar100.org/100-stories> #FBA100
- How are you celebrating the @Federal Bar Association's 100-year birthday? We encourage our members to get involved with this momentous occasion through helping the FBA reach their goal of \$100,000 for 100 years – give today and be a part of the organization's next 100 years. <https://www.fedbar100.org/support> #FBA100
- Our national organization, the @Federal Bar Association, is throwing the event of the century to celebrate their 100-year birthday, and you're invited. The two-day grand celebration will be held March 20 – 21 in Washington, D.C. in conjunction with the Leadership Summit. Purchase your tickets today, and/or be entered into our raffle/competition to have your ticket purchase covered! <https://www.fedbar100.org/attend> #FBA100
- The @Federal Bar Association is celebrating 100 years this January, and they've created an online museum of our rich history; check it out and add your FBA story today: <https://www.fedbar100.org/100-stories> #FBA100

#### Facebook

- If your participation as a member with the @Federal Bar Association has influenced or improved your career in any way, we want to hear about it! To celebrate their Centennial, the FBA is gathering stories, memories, and profiles of members over the past 100 years. Submit your story today. <https://www.fedbar100.org/100-stories> #FBA100
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#### Twitter

- The @federalbar turns 100 in January; have you joined the celebration yet? There are numerous ways to participate, including investing in their next 100 years. We encourage you to get involved through giving. [www.fedbar100.org/support](http://www.fedbar100.org/support). #FBA100
- How has membership with the @federalbar shaped your career? Share your story via the online form to help capture memories that will inspire the next generation. <https://www.fedbar100.org/100-stories> #FBA100
- We hope you can make it to the @federalbar's grand Centennial Celebration March 20 – 21 in Washington, D.C. Purchase your tickets today! [www.fedbar100.org/attend](http://www.fedbar100.org/attend). #FBA100
- Learn more about the @federalbar's rich 100-year history: [www.fedbar100.org/100-stories](http://www.fedbar100.org/100-stories) #FBA100

#### Instagram

Contact us to request photos of FBA's rich history that can be shared. Share historical photos of your chapter with the hashtag #FBA100



## Personal Accounts

### LinkedIn

- I'm honored to be part of such a prestigious and long-standing organization as the @Federal Bar Association – which has made a lasting impact on so many important aspects of our industry. As they celebrate their Centennial this January, I'm proud to invest in the future of the organization, and I invite you to join me: <https://www.fedbar100.org/support> #FBA100
- (after submitting your FBA story – please leave 72 business hours for it to be added to the website) I'm honored to be a member of the @Federal Bar Association, the premier bar association serving the federal practitioner and the federal judiciary. In January this prestigious organization is celebrating 100 years of serving our industry, and to celebrate, I shared my story of what the FBA has meant to me. Check it out on their Centennial website. [link] #FBA100
- Are you attending the @Federal Bar Association's Centennial Celebration March 20 – 21 in Washington, D.C.? It's going to be the "Event of the Century"! <https://www.fedbar100.org/attend> #FBA100

### Facebook

- I'm honored to be part of such a prestigious and long-standing organization as the @Federal Bar Association – which has made a lasting impact on so many important aspects of our industry. As they celebrate their Centennial this January, I'm proud to invest in the future of the organization, and I invite you to join me: <https://www.fedbar100.org/support> #FBA100
- (after submitting your FBA story – please leave 72 business hours for it to be added to the website) I'm honored to be a member of the @Federal Bar Association, the premier bar association serving the federal practitioner and the federal judiciary. In January this prestigious organization is celebrating 100 years of serving our industry, and to celebrate, I shared my story of what the FBA has meant to me. Check it out on their Centennial website. [link] #FBA100
- Are you attending the @Federal Bar Association's Centennial Celebration March 20 – 21 in Washington, D.C.? It's going to be the "Event of the Century"! <https://www.fedbar100.org/attend> #FBA100

### Twitter

- Take a look at some of the @federalbar's notable moments in history; it's incredible what this prestigious organization has done for our industry over the past 100 years! [www.fedbar100.org/100-stories](http://www.fedbar100.org/100-stories). #FBA100
- To my @federalbar colleagues: I challenge you to join me in investing in the FBA Centennial Fund to celebrate 100 years of service to the bar and the bench. What a great opportunity to be a part of their next 100 years! #FBA100 [www.fedbar100.org/support](http://www.fedbar100.org/support)
- (after submitting your FBA story – please leave 72 business hours for it to be added to the website) As part of the @federalbar Centennial celebration, I submitted my story of how the organization has influenced my career; check it out: [link] #FBA100

### Instagram

Share personal photos of your time at FBA's events and/or notable accomplishments/recognition you've received as an FBA member with the hashtag #FBA100





## Tips for hosting a Giving Station at Your Event

Asking for money can be hard. No one likes to feel pressured to give up their resources; however, when it's a cause they believe in, most times members will want to be involved – especially when the message is effectively conveyed. Here are some tips for engaging members at events and encouraging them to get involved, financially or otherwise, with the FBA's Centennial celebration.

### Get people to stop by the Giving Station

- Have a visual that draws a person's eyes, and/or an activity with which they can engage apart from giving:
  - Number of individual members since its inception
  - Number of programs available to assist with furthering education
  - Number of young professionals mentored/participating in FBA programs to jumpstart and/or boost their careers
- Have notecards, pens, and a drop box for people to submit their memories of FBA
- Have a photo "booth" that people can participate in when they complete an action at the table (must be very Instagram-worthy)
- Don't be afraid to verbally engage people as they walk by; this can be the most intimidating part, but really – people don't mind engaging in conversation at these events!
  - Don't feel ready to ask them to complete an action? Simply ask how their day is going and what they're liking most about the event to start the conversation.
  - Use these phrases:
    - "Do you know about the Centennial celebration and how you can be involved?"
    - If "no" is the response – follow up with, "Let me tell you about all the great things we have going on!"
    - If "yes" is the response – follow up with, "So have you participated yet? We'd love to have you involved!"
    - "Has the FBA made a difference in your career? If so, would you be willing to take a moment to share how? This will inspire future members."
    - "Can we give you a candy bar?"
    - "Would you like a photo to remember your experience at our event? To use our backdrop, you only have to participate in one of our activities."

### Make the Ask

Once you've engaged the person, use these phrases/questions to transition into the topic of donating:

- "Would you be willing to give the Federal Bar Association a small financial gift to help celebrate their 100th birthday?"
- "Would you help us raise \$100,000 for the FBA's 100-year birthday?"
- "Would you like to be a part of investing in the future of FBA?"

### Follow up with a "Hook"

Donating to a cause people believe in scientifically creates endorphins in a person's brain; sometimes you just have to know what will inspire them- i.e. how do they emotionally connect to the ask? Here are some phrases to help guide the conversation so they connect to the cause:

- "Your donation, no matter the size, makes a difference in the lives of Federal Bar members today and those to come in the future."
- "It takes a moment, and leaves a legacy; your contribution helps set a solid foundation for the future of the FBA."
- "Some of the programs your donation will support include:"
  - "Our new online community, helping FBA members to stay connected year-round and share best practices and resources to keep our members at the top of the industry."
  - "Resources for Diversity & Inclusion initiatives"
  - "Strategically planning for the future/forward-thinking – ensuring the association stays relevant for future leaders"





Feel like there's still hesitation on their part? Time to pivot to an opportunity to give anytime:

- "There's no pressure to give now; you can also give online. **Here's a card with the giving website.**"

### **Know the Facts**

Be sure you're well-versed in the Centennial celebration and ways to get involved. Here are some facts:

- Our 100-year birthday is January 5th, 2020, but we'll be celebrating in D.C. March 20 - 21 at three events that will be held in conjunction with the Leadership Summit.
- Donors who give \$1,000 or more will be featured in our "Friends of FBA" list on our Centennial website and recognized at our gala in March.
- Your donation is 100% tax-deductible.

### **Other Tidbits**

- When donating to a cause, it's important donors understand the future impact of their contribution, especially around investing in the careers of young members. Make it clear how their donation truly makes a difference, especially in the lives of those coming after them.