

CLA Section Recruitment Competition: Let the Challenge Begin!

Competition Period:

February 1, 2025 – June 30, 2025

Get ready to expand your section's community, connect with new members, and claim ultimate bragging rights! The California Lawyers Association (CLA) is excited to announce the 2025 Section Membership Growth Competition—***Recruit a friend or colleague!***

This collegial and engaging challenge will determine which section can recruit the most new members.

The Goal: To build a stronger CLA community section by section, maximize section success, and cultivate tomorrow's leaders for executive committees.

What's in It for You?

- **Bragging Rights:** Be publicly recognized as CLA's highest-growth section!
- **Special Recognition:** Your section's name will:
 - Be engraved on a plaque to be presented at the Annual Meeting and displayed at CLA headquarters.
 - Receive featured recognition on CLA's social media channels, your section's social media channels, and your section's landing page.

Two Ways to Win:

1. **Highest Growth by Percentage:** The section with the largest percentage increase in membership.
2. **Highest Growth by Headcount:** The section that recruits the most new members overall.

How It Works:

Start Date: February 1, 2025

End Date: June 30, 2025

- **Recruit a Friend:** Spread the word and invite colleagues to join your section.
- **Multi-Section Memberships Count:** If a new member joins more than one section, all sections they join will get credit.
- **Types of Members Counted:** Only paid memberships through the CLA website will be counted. Complimentary memberships are excluded.

- **State Bar Memberships Excluded:** Members joining via the State Bar website will not count toward this competition.
- **Exclusions:** The **Solo and Small Firm (SSF)** and **Law Practice Management and Technology (LPMT)** sections are excluded from the competition because all new members are automatically enrolled in these sections.

To Give You a Head Start:

Your section chair will receive a list of new lawyers transitioning from complimentary CLA memberships to paid memberships on **Friday, January 24, 2025**. This is a terrific opportunity to connect and share how your section can benefit these lawyers.

Tracking the Competition:

Every other Monday, CLA will post updates on the competition page of the CLA website. Keep an eye out to see how your section is doing!

Let's Grow Together!

This is your section's chance to shine. Start reaching out today and make the **2025 competition** unforgettable!

For any questions or support, email us at marketing@calawyers.org.

Good luck, and may the best section win!