

Recruitment Toolkit

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Executive Summary

As a leader within the California Lawyers Association (CLA), your voice carries significant weight. You are our best ambassador. This toolkit is designed to empower you to share the value of CLA membership with your network, colleagues, and peers.

By using these resources, you can help us grow our community of over 45,000 attorneys, ensuring that CLA remains the premier voice for the legal profession in California. The following templates and talking points focus on our core pillars: Connection, Education, Leadership, Advocacy, and Professional Support.

How to Use this Toolkit

This toolkit provides "plug-and-play" content that you can copy, paste, and customize.

- **Personalize It:** While templates are provided, adding a personal anecdote about how CLA has helped your career makes the message more authentic and powerful.
- **Choose Your Platform:** Select the medium (email, LinkedIn, etc.) where you are most active and where your target audience is most likely to see your message.
- **Include Links:** Always ensure you are linking to the CLA membership page using your specific section link.
 - Note: Links in captions ***do not work*** on Instagram. Links must be added to the bio on your Instagram page.



Key Talking Points

When speaking with potential members, use these pillars to highlight the return on investment for their membership dues.

Connection



- Join a statewide network of 45,000+ attorneys across 18 specialized Sections.
- Access 400+ live and virtual events annually for meaningful networking.
- Connect with mentors, judges, and peers who understand your specific practice area.

Education



- Receive 18 hours of free CLE/MCLE, plus a 25% discount on our full catalog.
- Access high-quality webinars and programs that fit into a busy schedule, often during lunch hours.
- Attend in-person conferences and workshops that advance your legal knowledge and connect you with industry leaders.
- Fulfill specialty credit requirements with content tailored to California law.

Leadership



- Gain opportunities to write, speak, and serve on committees to build professional visibility.
- Create a pathway to governance roles within Sections and the broader CLA.
- Enhance your reputation and influence within the statewide legal community.

Advocacy



- Benefit from legislative tracking and policy engagement specific to your practice area.
- Contribute to an independent voice that communicates directly with the California Legislature.

Professional Services



- **Free Research:** Access vLex Fastcase (a \$995/year value) at no additional cost.
- **Tech Discounts:** Save on practice management software like Smokeball (\$588/year value).
- **Career Center:** Access curated job listings and resources for career advancement.

Social Media Templates

Please note that the following examples are **suggestions** for social media language you can use to help recruit. You are more than welcome to tailor your social media messages to your voice and audience, or keep the language as is.

LinkedIn

As a volunteer of the California Lawyers Association (CLA), I am constantly reminded of the immense value this community brings to legal professionals across our state. It is not just about meeting MCLE requirements, though the 18 hours of free credit certainly help!

It is about connection. It is about having a voice in the California legal community. It is about the support system that helps us navigate the complexities of our practice.

[Personal testimonial]

If you are looking to expand your network or access premium educational opportunities and resources to help you grow your practice, I invite you to join us.

Let's strengthen our profession together.

Join me and 45,000+ of your peers today. [Link to Join]

Additional targeted language

This language could be inserted into a post using the language above, or on its own.

For New Lawyers:

Just started your legal career in California? CLA offers free membership for new lawyers! Connect with mentors, access essential tools, and join our New Lawyers Section to set the foundation for your success.

[Personal testimonial about why you joined]

Join a community ready to support your growth. [Link to Join]

For Solo Practitioners/Small Firms:

Managing your practice just got easier. CLA membership provides solo and small firm attorneys with complimentary legal research, practice management discounts, and a statewide referral network.

[Personal testimonial about how CLA has helped your solo/small firm]

Streamline your practice and reduce your overhead—discover the benefits today [Link to Join]

For Public Sector and Nonprofit Attorneys:

Are you a government employee, or do you work for a nonprofit? CLA offers discounted membership rates, exclusive public law resources, and access to a statewide legal community dedicated to advancing public service.

[Personal testimonial]

Enhance your impact with practical tools and vital connections. [Link to Join]

Twitter/X

Option 1:

Looking to elevate your legal practice in 2026? Join the California Lawyers Association for free legal research, legislative advocacy, and a network of 45k+ peers. It's the best investment you can make for your career. Join us: [\[Link to Join\]](#)

Option 2:

Proud to serve as a volunteer for @CALawyersOrg. We are building a community where every CA attorney can thrive, from solo practitioners to government lawyers. Come be part of the conversation. [\[Link to Join\]](#)

For New Lawyers:

Breaking into law in CA? Join CLA for FREE as a new lawyer—get mentorship, 18 free MCLE hours, and connect with 45k+ peers. Sign up today! [\[Link to Join\]](#)

For Solo/Small Firms:

Solo or small firm? Cut costs & boost your efficiency as a CLA member. Get free legal research & tech discounts. See why thousands rely on CLA: [\[Link to Join\]](#)

For Government/Nonprofit:

Public interest lawyers, connect with a CA community dedicated to your mission. Discounted CLA rates, peer networking, policy updates & more—join us: [\[Link to Join\]](#)

Instagram

General:

Build your practice on a foundation of support. The California Lawyers Association is more than a professional organization; it's a community dedicated to helping you thrive.

[Personal testimonial]

Member benefits include *[feel free to change to the benefits you use the most]*:

- A network of over 45,000 attorneys
- 18 hours of free MCLE
- Complimentary legal research
- Exclusive discounts on practice management tools

Your professional community is waiting. Tap the link in my bio to join today.

For New Lawyers:

Just passed the bar? CLA has your back with FREE membership, mentorship, and professional development for all new California lawyers. Start strong with 18 free MCLE hours and the support of a thriving legal network.

For Solo Practitioners/Small Firms:

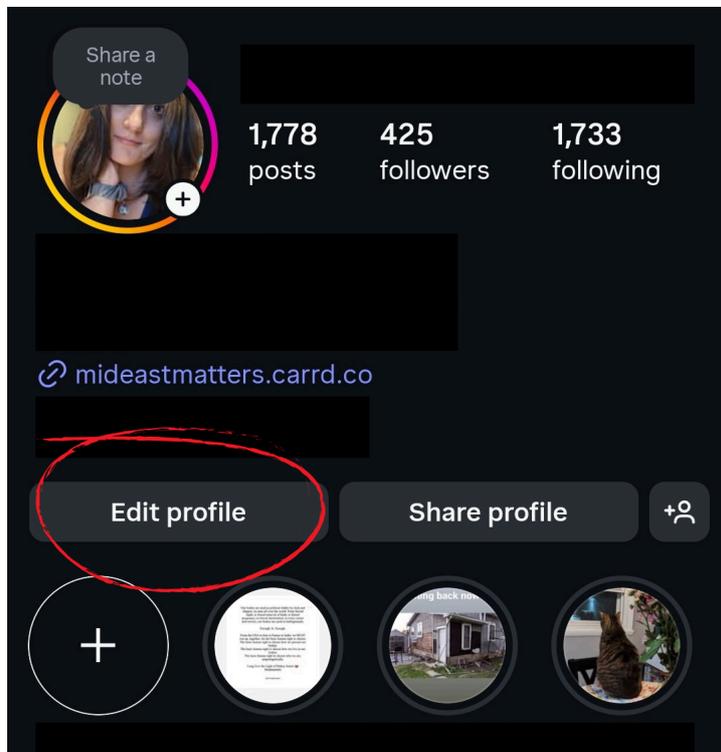
Running your own firm? CLA membership means more value for every dollar. Access free research tools and member-exclusive savings to support your independent practice.

For Government & Nonprofit Lawyers:

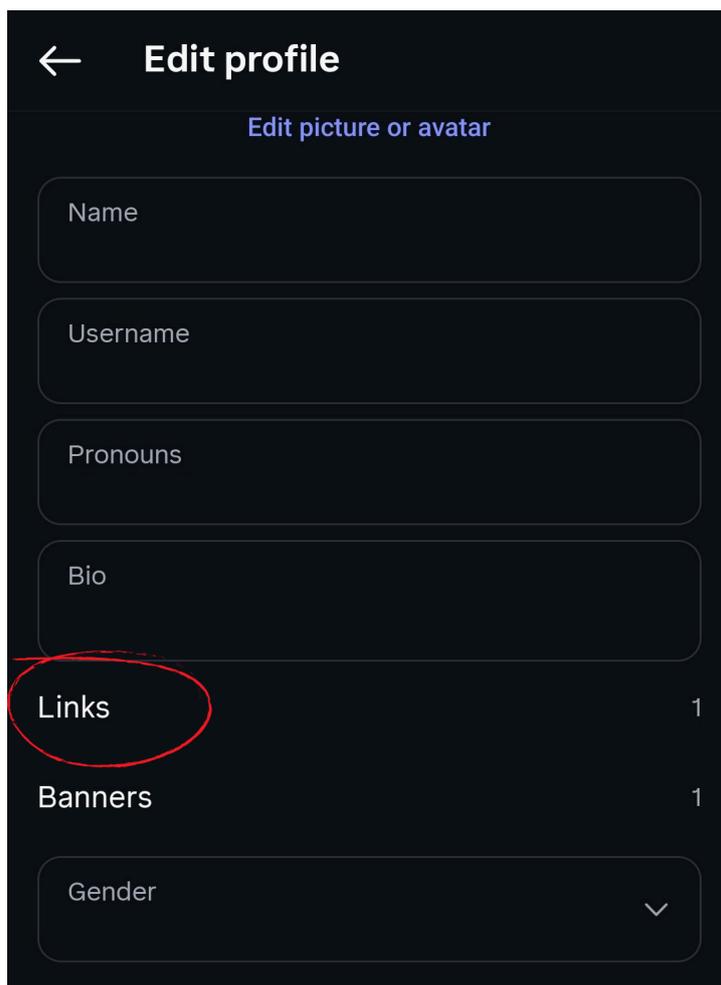
Serving the public? CLA recognizes your commitment and offers a discounted rate, policy resources, and a statewide network to keep you connected and empowered.

How to Add a Link to your Instagram Bio

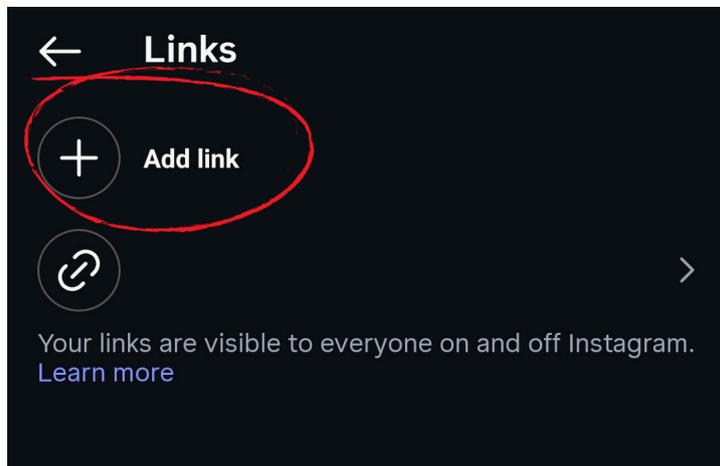
- Open the **Instagram app** and go to your **profile**.
- Tap **Edit Profile**.



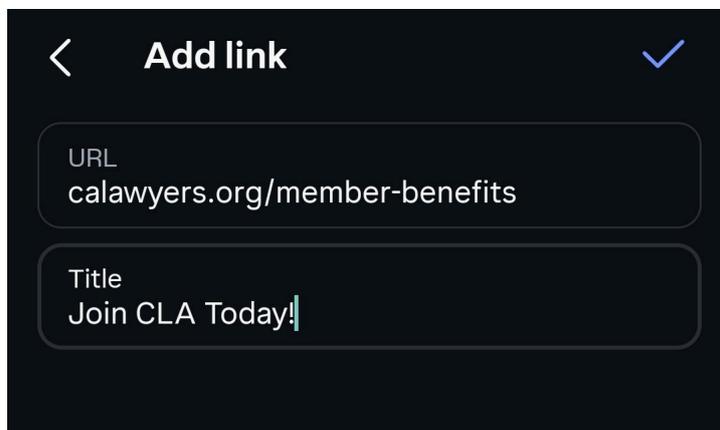
- Select **Links**.



- Tap **Add link**.



- Enter the **URL** you want to share.
 - (Optional) Add a **link title** so people know what it's for.



- Tap the check mark at the top to save.

Your link will now appear in your bio and be clickable for anyone who visits your profile.

Email Templates

Template A: Personal Invitation to a Colleague

Subject: A professional opportunity I think you'd value

Dear [Name],

I hope you are having a productive week.

As you may know, I currently serve on the board of the California Lawyers Association (CLA). I am reaching out because I genuinely believe you would find great value in becoming a member.

Beyond the obvious benefits like fulfilling your MCLE requirements (membership includes 18 free hours), CLA offers a level of community and advocacy that is hard to find elsewhere. It has been a fantastic resource for me personally, specifically regarding [mention a specific benefit you use, e.g., legislative updates or networking events].

If you are interested, I would be happy to chat about my experience. You can also view the full list of member benefits here: [Link to Join]

Hope to see you at our next event!

Best regards,

[Your Name]

Template B: Follow-Up to an Event Meeting

Subject: Great meeting you / Continuing our conversation

Dear [Name],

It was a pleasure meeting you at [Event Name]. I enjoyed our conversation regarding [Topic discussed].

I wanted to follow up on our brief discussion about the California Lawyers Association. Based on your interest in [Practice Area/Topic], I think you would really benefit from joining our [Specific Section, e.g., Litigation Section or Family Law Section]. It is a great way to stay connected with the latest developments and meet other experts in the field.

Plus, membership grants you access to free legal research tools and significant discounts on practice software, which helps offset the cost of dues almost immediately.

Let me know if you have any questions about joining. I'd love to see you involved.

Sincerely,

[Your Name]

Template C: Outreach to New/Young Lawyers

Subject: Launching your legal career with the right support

Dear [Name],

Welcome to the legal profession!

Navigating your first few years of practice is both exciting and challenging. As a volunteer of the California Lawyers Association (CLA), I want to ensure you know about the resources available to help you succeed.

Did you know that CLA offers free membership for new lawyers?

Joining gives you immediate access to:

- A dedicated New Lawyers Section tailored to your career stage.
- Mentorship opportunities with experienced attorneys and judges.
- Free legal research tools to help you prepare your cases.

It is a fantastic way to build your reputation and professional circle early on. You can activate your free membership here: [\[Link to Join\]](#)

Please feel free to reach out if you ever need advice or guidance.

Best,

[Your Name]

Quick Tips for Successful Recruitment

1. **Listen First:** Before pitching membership, ask your colleague about their current challenges. Are they struggling with MCLE deadlines? Do they need better research tools? Tailor your pitch to solve their specific problem.
2. **Focus on "What's In It For Them":** While we love CLA for its mission, potential members often need to see the tangible value (like cost savings on software or free education) before they commit.
3. **Use Your Board/Volunteer Status:** Don't be afraid to mention your role. It signals leadership and quality, showing that you are personally invested in the organization's success.
4. **Follow Up:** Recruitment is rarely a one-step process. If someone expresses interest, set a reminder to check in with them in a week or two.