

**ASSOCIATION OF CORPORATE COUNSEL**  
**NONPROFIT ORGANIZATIONS COMMITTEE**

**Strategic Plan for 2015-2017**

In fulfilling the Nonprofit Organizations Committee's mission and purpose, the Committee proposes the following strategic goals and objectives for 2015-2017.

- **Increase service to Committee membership through a wide variety of educational opportunities to improve technical legal skills and other topics of interest. We will do this by:**
  - Offering at least 3 high-quality, well-attended Webcasts
    - Utilize additional outside resources to provide a variety of targeted educational opportunities
  - Placing at least 2 *Docket* articles
  - Providing high quality educational opportunities at the AM through high-quality Annual Meeting programs, and seek partnering opportunities with other committees to enhance the breadth and depth of our AM program session offerings
  - Monitoring and actively promoting eGroups as a useful channel of communication
  - Offering at least 11 high-quality, well-attended, Quick Hits
  - Advocating, as appropriate, on policy issues of interest to membership
  - Covering at least 3 topics of interest with a "Quick Counsel" or "InfoPAK" or "Top Ten" submission
  
- **Increase membership by approximately 2% per year for the next 2 years. We will do this by:**
  - Creating a membership subcommittee tasked with both promoting membership and encouraging membership to participate in leadership roles
  - Offering programs of interest to a broad cross-section of the sector
  - Working with staff to conduct outreach to sub-sectors (e.g., higher education, trade associations, independent schools, hospitals, etc.)
  - Identifying prospective members and conducting one-on-one personal "asks" by members
  - Co-sponsoring programs with other committees and organizations representing sub-sectors
  
- **Increase quantity and quality of leadership activity. We will do this by:**
  - Creating a membership subcommittee (see above).
  - Increasing the number of people actively participating in sub-committees to 12 from 8.
  - Increasing the number of people actively participating in Committee leadership positions to six from four.

- Providing more opportunities for leadership interaction
- Increasing the number of people participating on monthly calls to an average of 40 from an average of less than 25.
- Increasing the number of people attending the Annual Meeting
  - Creating opportunities for interaction at the AM
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- **Increase interaction with chapter sub-committees. We will do this by:**
  - Encouraging members to engage with their local chapters and where appropriate create subcommittees for nonprofit organizations where they do not currently exist
  - Recruiting for Committee leadership positions from chapter sub-committees
  - Forming a resource team to assist chapters in setting up nonprofit subcommittees
  - Working with ACC staff to identify chapters with nonprofit sub-committees
  - Having at least one co-sponsored event with the National Capital Region and/or other regional chapter committees with nonprofit or association members.
  - Conducting either personal calls or a conference call with chapter and committee leaders of nonprofit sub-committees
- **Gauge the feasibility of working with Law Schools to promote careers as lawyers in nonprofit organizations. We will do this by:**
  - Working with National Capital Area Chapter as a partner to kick off this effort