



Fundraising: *Enhancing* the Dues Check-Off

Many bar foundations (over 50%) utilize a dues check off to generate revenue. The dues check-off works: bar foundations bring in well over \$1.9 million each year through this method.

How can you *enhance* the power of the dues check-off?

Convincing an attorney to give for the first time, or a current foundation donor to give more, can be well worth the time it takes to articulate a quantifiable need, develop a compelling message, and communicate the message to attorneys.

Articulate a Quantifiable Need

Current and potential donors want to know what their dollars will buy. Articulate your need by indicating how different dollar amounts will impact the cause, from paying for an hour of legal aid representation to providing a program for school children.

Develop a Compelling Message

Translate the need into a message that triggers attorneys' values, for example, fulfilling their ethical obligation, providing legal aid for indigent people, or strengthening the justice system.

Communicate the Message

Use the dues check-off as an opportunity to communicate your need. Emphasize the importance of a dues check-off donation from every attorney.

- Before license statements are sent, imbue the message and the importance of donations into bar journal articles and advertisements and newsletters.
- Insert the message in the license statement by including a brochure, separate informational piece, or a blurb on the statement itself.
- After the license statement is sent, email a reminder from the foundation or bar to attorneys about the importance of dues check-off donations.

To learn more about Fundraising: *Beyond* the Dues Check-Off, join us in August at the NCBF [Annual Meeting](#).

In partnership with

 **ALPS**
Foundation Services

References:

ALPS Foundation Services, www.foundationsservices.com



In partnership with  **ALPS**

References:

ALPS Foundation Services, www.foundationsservices.com

National Conference of Bar Foundations, www.ncbf.org