



NORTH CAROLINA ADVOCATES for JUSTICE



OUR MISSION

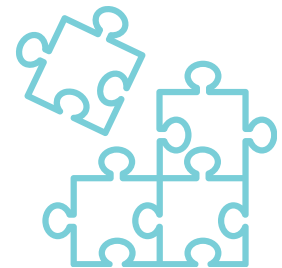
EMPOWERING A STRONG
COMMUNITY OF TRIAL
LAWYERS



OUR VISION

PROTECTING PEOPLE,
PREVENTING INJUSTICE,
AND PROMOTING FAIRNESS

WE BELIEVE...



1

EVERY INDIVIDUAL HAS A RIGHT
TO **JUSTICE**.

2

ADVOCACY IS ESSENTIAL TO CREATING FAIR
LAWS AND A LEVEL PLAYING FIELD.

3

OUR COLLECTIVE EXPERTISE, EXPERIENCE,
AND SKILLS STRENGTHEN OUR **IMPACT**.

5 YEAR STRATEGIC PLANNING GOALS

- » Become the legal community of choice for North Carolina trial lawyers, legal professionals and allies
- » Be the leading advocacy group in the fight for individual rights and justice
- » Ensure long-term financial sustainability to support the mission
- » Create greater brand awareness of NCAJ to maximize impact and influence



KEY PERFORMANCE INDICATORS

MEMBERSHIP

recruitment and retention rate, satisfaction rate

PROGRAMS/SERVICES

amicus briefs, moot courts, and legislative efforts; percentage of success (bills that passed, opposed, PAC endorsements, etc.); member participation rates through CLEs, events, listservs, convention; program efficiency ratio

FUNDRAISING

gifts secured, donor and donation growth, donor retention rate, fundraising ROI, donor conversion rate

FINANCIAL

year to year percentage growth overall and by revenue stream, operating surplus/deficit, reserves

MARKETING AND COMMUNICATIONS

media placements, mentions of members and website page views, email open/click rates, landing page conversion rate for membership and for donations

HUMAN RESOURCES

employee retention rate, employee satisfaction rate, percentage of performance goals met

STRATEGIES & HIGHLIGHTS

Define, evaluate, and enhance member programs and services to increase membership and ensure desired outcomes

- » Develop “trial college” level CLEs, with a focus on practical skills training.
- » Make most CLE courses available online, in response to January 2020 NCSB online content rule, and evaluate current digital Learning Management System (LMS) functionality and potential for upgrade to expand future online content offerings.
- » Explore, develop and promote incentives and member benefits to both encourage new members including law students to join and also to retain current members.

Promote and position NCAJ as a leader in advocacy through improved awareness and action

- » Define key areas of advocacy and develop a written plan outlining strategies for lobbying and legislative work.
- » Develop a written marketing plan for increasing PAC contributions.

Create a revenue model and build an infrastructure to support NCAJ’s long-term growth and sustainability

- » Evaluate resources, investments, and activities in holistic ways that support the overall long-term financial sustainability of the organization.
- » Develop a comprehensive fund development plan to more accurately predict annual fundraising goals.

Develop and implement a branding, marketing, and communications plan to maximize impact and influence among members and key audiences

- » Engage branding firm to undertake a visual rebrand of the organization based on the initiatives and priorities of the strategic plan.
- » Identify the needs and goals of a new association management system (AMS); solicit RFPs from three AMS companies; choose one and begin implementation.
- » Identify content goals and strategy for a new website on WordPress; solicit RFPs from three web design firms; choose one and begin design and development.

Strengthen the governance structure to support long-term strategic planning efforts

- » Convene the 2019-2020 Governance Committee to create a proposal for a renewed Governance structure and revised membership model.
- » Implement a system of internal communication with the general membership about Board of Governors and leadership meetings, decisions, and opportunities to provide feedback.

