

TIPS FOR A SUCCESSFUL PHONATHON

In April, 2010, the Young Lawyer's Section conducted a two-day five location phonathon, where we were able to recruit approximately 160 new members to the VLP.

The following are some tips that helped us be successful:

- Have all your volunteers gather at one location for a set period of time. Some locations chose the 9:00 a.m. to 12:00 noon time frame and others the 2:00 p.m. to 5:00 p.m. slot, but, whichever you choose, have all the volunteers at the location making calls at the same time.
- A television station is an excellent place to have a phonathon as television stations typically have the necessary phone lines to do the job. Other possibilities are colleges and larger law firms.
- Have all your volunteers review the list of people to be called and let them select those people they know. It is a lot easier to convince someone you know to do something than having a cold call with someone you don't know.
- If your phone call is successful, be sure to sign the would be member up over the telephone, i.e., fill out the form for them during the telephone conversation, so that, once the conversation ends, they are a member of VLP.
- Be sure to involve the director of VLP for the location you are trying to increase. During our phonathon, the Huntsville VLP Director, the Birmingham VLP Director, the Mobile VLP Director and the State VLP Director were all involved and assisted in the phonathon.
- Make sure your callers are members of VLP. It is impossible for a caller to convince someone to join VLP if he/she is not also a member.

- Many times, the person that is called will say that he or she does not think his or her practice experience would be suited for VLP work. Be sure to go through each of the categories listed on the respective VLP signup form, because the categories are so broad that almost anyone would fit into them.