

## Ambassadors

Sections should develop the role of ambassador(s) to guide new members through their Section, its benefits, potential leadership opportunities, and other avenues for engagement with the Section.

Ambassadors should be able to help answer questions, introduce new members to other members of the Section, help new members navigate through educational and social Section events, and/or serve as a Section mentor.

Section events can be intimidating to a law student or brand new lawyer. If a new member is paired with an experienced Section member, that person can provide introductions and help navigate the event. Sections are encouraged to personalize invitations to events by connecting new attendees with Section ambassadors in advance of the event: if someone is expecting the new member to attend, that new member may be more likely to attend and meaningfully engage with Section members.

It is the responsibility of the Communications Representative to coordinate distribution of the talking points to ambassadors and facilitate their use in advance of Section events.

Section ambassadors are encouraged to emphasize the availability of Bill Track 50 as another way to attract and keep young lawyer and law student interest and engagement in Sections, and to use current events, legislation, and hot topic issues to develop events for attracting new and young members.

## **Welcome Letter Template**

Welcome to the CBA's [insert section name here]!

Thank you for choosing to join our section. I wanted to take the time to introduce you to some of the great resources the section has to offer. These will allow you to make the most of your section membership.

You can access the [insert section name here] webpage here [insert URL or hyperlink]. Here you will find information about the Section including monthly meeting schedules, newsletters and other professional and educational resources.

Please consider joining the Section's Community page. You can join here [insert URL or hyperlink.] The discussion section is very active and a valuable source of information, updates and referrals.

The section's monthly CLE date is [insert date here] at the [insert location and time]. We have lined up some impressive speakers for the year. We would love to see you there.

You will also be hearing from your section ambassador in the next few weeks. [Insert name here] is available to attend events, introduce you to members and answer any section questions you may have.

We look forward to meeting you in person at our next event [insert event date and time or registration link].

Please do not hesitate to contact me with any questions. I am here to help.

## Example #1 of Welcome Letter

Welcome to the CBA's Solo Small Firm Practice Section!

We have lots of resources and I want you to be aware of them.

Access the Solo Small Firm Practice Section webpage [here](#) or [www.cobar.org/ssf](http://www.cobar.org/ssf). On this page you will find information about the Section including monthly networking meetings, Tech Tuesdays webinars and Small Firm Big Success CLE programs. Be sure to look at the monthly networking meetings calendar found on the homepage.

You might want to join the SSF Listserv, subscribe [here](#). Be sure to read the Listserv Guidelines. The SSF Listserv is very active and an invaluable source of information and at times, referrals. Feel free to post a one-time email introducing yourself including your areas of practice. Send your post to: [ssf-listserv@lists.cobar.org](mailto:ssf-listserv@lists.cobar.org).

Take a look at the Section's award winning blog [Solo in Colo](#). We are always looking for authors to write posts for us. It's a great way to get some exposure for yourself. You are welcome to do a series, or just write on unrelated topics. The blog, as you probably can tell by the name, is for solo and small firm practitioners across the state. So topics should be of interest to this group. Word count is somewhere between 400 to 1,200 words. If you want to do a longer post, we'd break it up into a series. There is no deadline. We try to do two posts per week so we are always looking for content. Let me know if you are interesting in blogging! You can subscribe to receive emailed notifications of RSS feeds notifying you when a new post has been placed. You can also subscribe to our twitter feed that will give you the posts as well as other news. Look under the banner in the upper center of the page for *Subscribe*.

CBA members have access to our [Lending Library](#). We have lots of books on everything from Technology to Practice Management to Finance and Starting a Practice. We do not have books on substantive law.

Are you familiar with [STRATUM](#)? STRATUM is a members-only co-working space located at the CBA office.

Please don't hesitate to contact me should you have any questions, I am here to help.

## Example #2 of Welcome Letter

Hi [Contact.FirstName],

From time to time it is important to check in on Section members to highlight the great resources the Trust & Estate Section has to offer. Taking advantage of these resources will help you make the most of your section membership.

You can access the Trust & Estate Section's webpage at [cobar.org/trust](http://cobar.org/trust). Here you will find information about the Section including monthly meeting schedules, newsletters and other professional and educational resources.

The Section has multiple committees. Committees generally meet on "First Wednesday," which occurs on the first Wednesday of each month during the spring, fall and winter. Meetings are held at 1290 Broadway, Ste. 1700, Denver, CO 80203. A calendar of upcoming committee meetings is available at [cobar.org/probateday](http://cobar.org/probateday). Detailed explanations of these committees can be found in the [Trust and Estate Section community library!](#)

The Section also has an Ambassador Program. If you would like to have an Ambassador who can help answer questions, introduce you to other members of the Section, help you navigate through "First Wednesday", and/or serve as a Section mentor, please contact Lindsay L. Andrew at [landrew@steenrod.com](mailto:landrew@steenrod.com).

One of our newest resources is the [Trust & Estate community](#) on [CBA Community](#). Since the community launched in November 2018 we've seen steady engagement between members of the Section. We encourage and thank you for continued participation.

Finally, the Section also hosts CLE events, and an annual retreat. A list of upcoming events is available at [cobar.org/trust](http://cobar.org/trust).

We look forward to meeting you in person at our next event.

Please do not hesitate to contact me with any questions. I am here to help.

Cordially,  
Mark D. Masters  
Communication Representative