SAMPLE MEMO TO DECISION MAKER

Dear [APPROVING MANAGER’S NAME],

As you are very aware, the way legal works is changing rapidly. Such constant change and innovation require being plugged into the latest best practices for effectively running the [name of firm or organization]. I’m writing to you with a request that gives me access to the resources our [name of firm or organization] needs to stay competitive and operate efficiently: a membership with the Association of Legal Administrators (ALA).

ALA will not only provide me with an opportunity to learn more about the latest innovations, technologies and developments in legal practice management, it will increase visibility for our [name of firm or organization]. Many legal industry leaders from across the United States and abroad join ALA. Membership provides me with an opportunity to represent our [name of firm or organization] and network with other professionals whose primary responsibilities parallel my own.

Membership in ALA will also allow us to gain valuable information about what other [firms or organizations] are doing and where they are concentrating their efforts. This is especially important given our current focus on [insert description of top-priority initiatives and concerns] and will allow me to investigate solutions that other successful practices have implemented to meet challenges in these areas.

Through ALA membership, I will also have direct access to companies serving the legal industry today, enabling me to gain firsthand knowledge of new concepts, technologies and products developed to help manage successful legal practices. I will be able to learn from my peers what their experiences have been. This information will help us make decisions regarding resource allocations and may yield innovations that help us save time and money, thereby increasing our bottom line.

These benefits are available through ALA and membership with that community provides an additional, optional opportunity to join a local chapter. Not only does this help us learn and benchmark nationally and internationally, it also connects our firm to decision-makers at other [firms or organizations] in our market.

I am confident you will ensure that [insert name of firm or organization] has a place in the Association of Legal Administrators by investing in membership. This establishes our access to industry intelligence and resources, which will help us to stay competitive in the business environment of today and tomorrow.