



The difference is
making one.

OCTOBER 25, 2023

Dear Members of the Proposal Review Committee

Thank you for the opportunity to respond to your Request for Proposal (RFP) for the New York State Bar Association's membership campaign. We have developed this response to demonstrate how we would help you reach the key goals you are looking to achieve with the launch of your new membership model.

We look forward with great enthusiasm to the potential of working with you to craft an integrated campaign that creates awareness and understanding around the new membership model, clearly communicates NYSBA's value, and drives conversions among both current members and non-members.

The Martin Group is a full-service, integrated marketing communications firm capable of performing all the duties necessary across email, print, digital, social, traditional, and video marketing tactics, executing a campaign that is driven by strategy and optimized through consistent data analysis. We are extremely collaborative and welcome all input from your team, and we will focus our efforts on crafting a phased campaign that starts with awareness and education and works toward conversions during the 15-month period.

As a strategic partner to a number of notable law firms (including Phillips Lytle, Barclay Damon, and Hodgson Russ) and associations (including the New York State Restaurant Association, International Foodservice Manufacturers Association, and New York State Society of Physician Assistants), we have a history of excellent results and award-winning work.

While we pride ourselves on our experience within the legal and association sectors, we find that our thinking is greatly enhanced by our vast experience across several key vertical industries, which enables us to bring fresh perspectives and unique solutions to our clients.

The launch of this new membership structure is an important moment for the New York State Bar Association to build on your experience of providing invaluable networking, CLE, and professional development opportunities for your international membership. It would be our honor to use our passion and expertise to help you reach your goals of growing memberships of New York attorneys by 8-12%, newly admitted attorneys by 15-25%, and international/outside NYS attorneys by 10-15%.

We are confident that we can deliver an efficient, engaging, and informative campaign that exceeds your expectations and inspires action among current and new members.

Sincerely,

John Jiloty

Senior Vice President | Growth & Business Development
716.242.7482 | jjiloty@martingroupmarketing.com



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Integrated,
full-service
communications
firm



Founded
2001,
a Hearst
investment
2020



Partner to
regional,
national, and
global brands



Recognized
for industry
excellence



In-depth
B2B and B2C
marketing
experience



**Fully
integrated
services.**

**95+ associates.
research. strategy.
analytics.
branding. creative.
digital. media.
social media.
videography.
public relations.
public affairs.**



NO. 01

Custom Solutions

We craft communications strategy that resonates with the target audience

NO. 02

One-Stop Shop

We provide integrated marketing solutions and serve as an extension of our clients' teams

NO. 03

Creative Chops

Our creative is informed and powerful and will stand out from the rest

NO. 04

Trusted Partners

Brands trust us to deliver on their most challenging communications needs

An aerial photograph of a desert landscape with a torn paper effect at the top. The top portion of the image is white, textured paper, which is torn away to reveal a reddish-brown desert floor below. The desert floor shows tracks and a small shadow of a person or object.

Our Focus

Strategic brand
development & positioning

+

Breakthrough creative
& tactical executions

+

Marketing that delivers
results & maximizes ROI

mission

we use brand intelligence to define and execute marketing strategy.

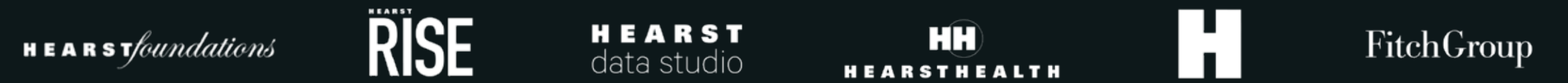
vision

we inspire people toward positive action.





→ A leading diversified business information and media powerhouse

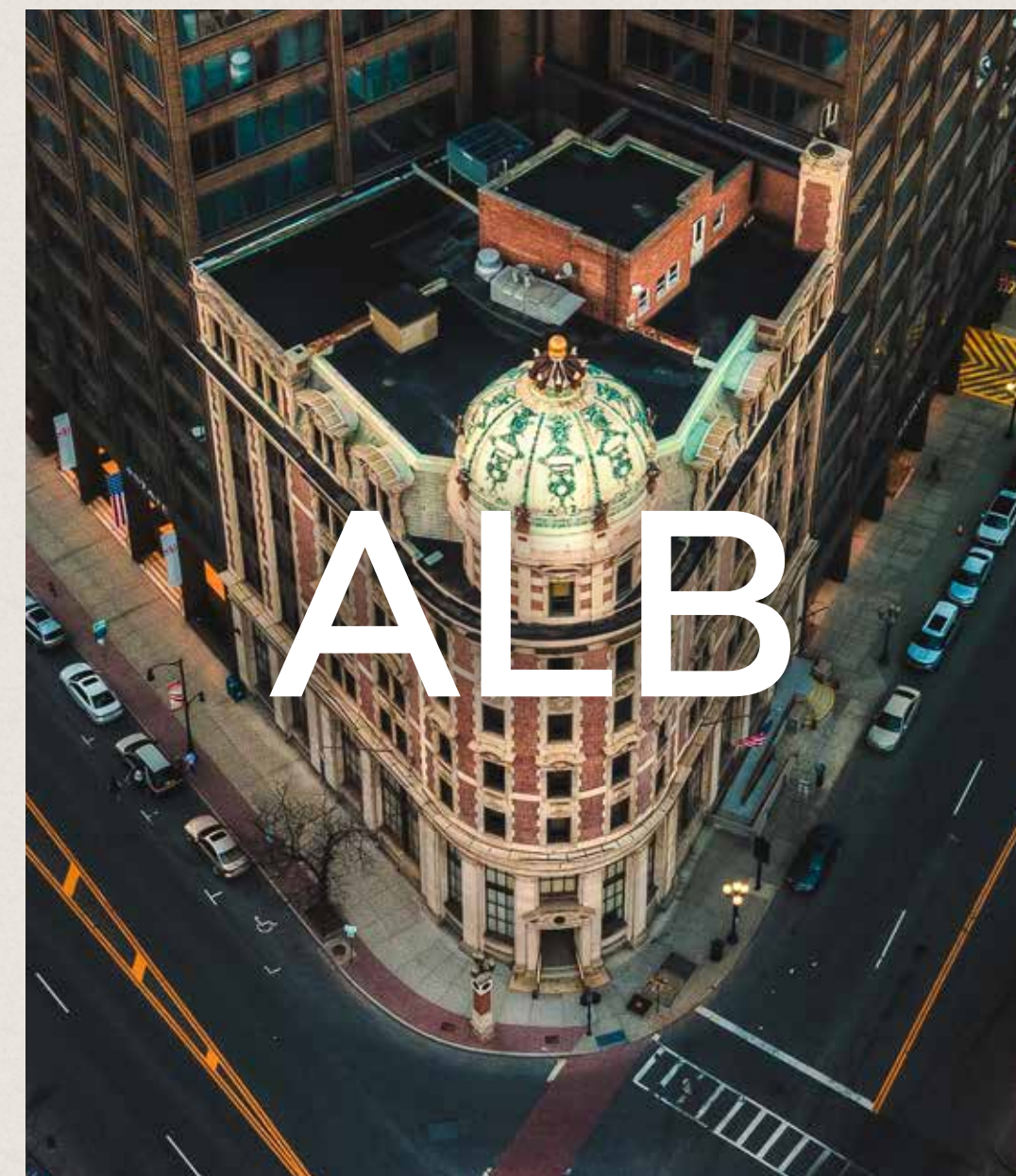
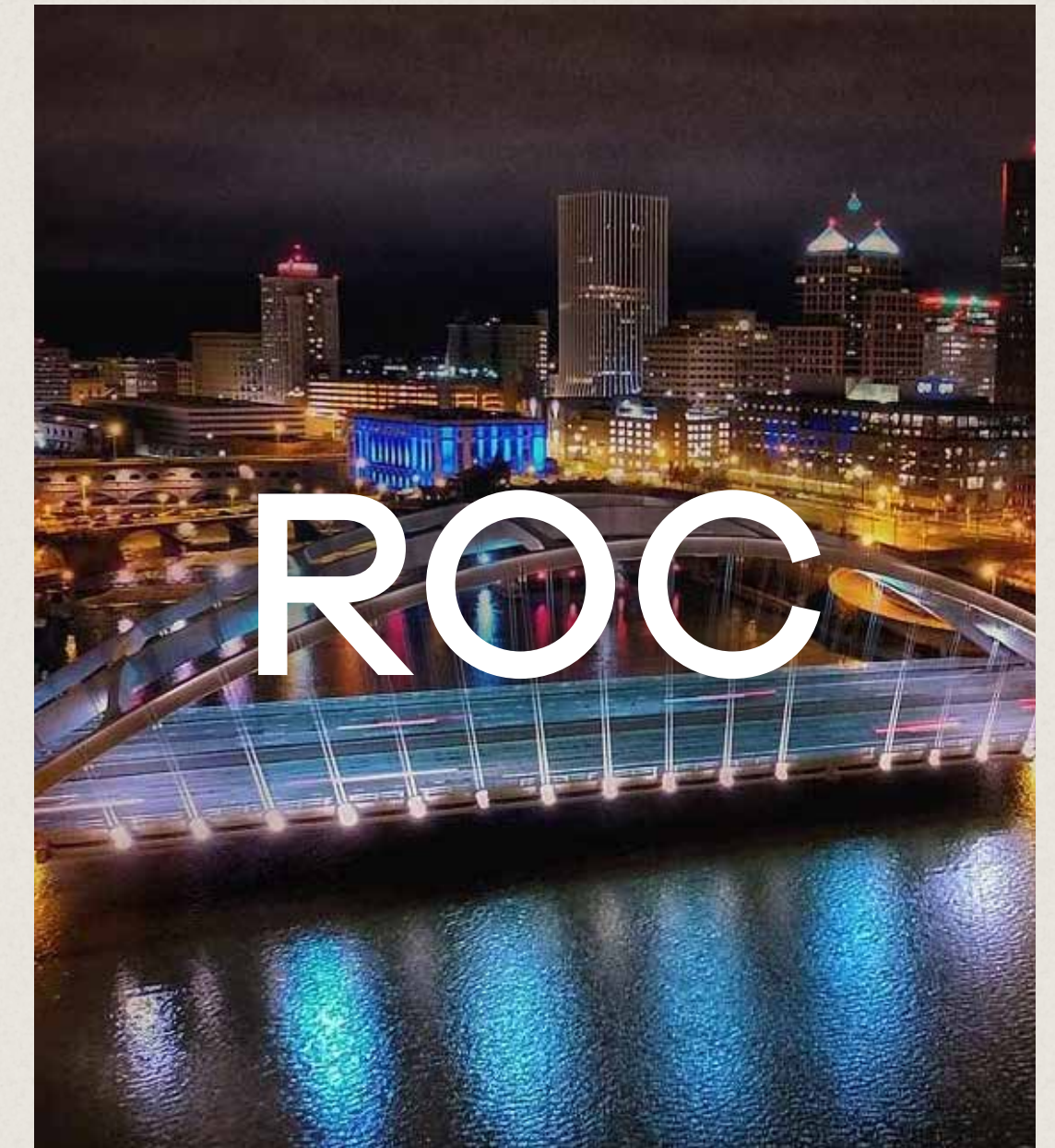


→ Recognized as one of the largest, sophisticated drivers of data alongside brands like Google, Apple, and The Walt Disney Company

→ Premium portfolio of brands



The Martin Group's statewide footprint and keen understanding of the diverse people, communities, and regional nuances that comprise the Empire State position us well to grow brands who call NYS home.



FOOD &
BEVERAGE



SPORTS &
LIFESTYLE



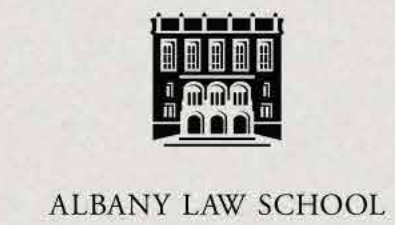
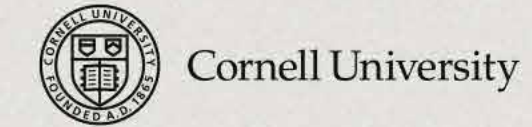
FINANCIAL



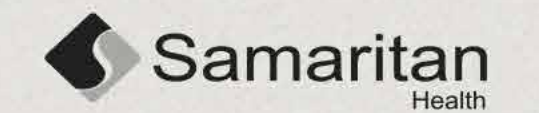
NONPROFIT



EDUCATION



HEALTHCARE



Our Law Firm Experience



Our Association Experience

- New York State Restaurant Association
- International Foodservice Manufacturers Association
- New York State Society of Physician Assistants
- United New York Ambulance Network
- New York State Association of Professional Land Surveyors
- New York Public Transit Association
- New York State Veterinary Medical Society
- New York State Funeral Directors Association
- Pet Industry Joint Advisory Council
- Consumer Directed Personal Assistance Association of New York State
- New York Farm Bureau
- Northeast Dairy Producers Association
- New York State Vegetable Growers Association
- The Business Council of New York State
- New York State Coalition of Children's Behavioral Health
- Coalition for Behavioral Health
- Alcoholism and Substance Abuse Providers of New York State (ASAP)
- Apartment Professional Trade Society of New York State
- New York State Association of County Health Officials



Our Integrated Approach

- We believe the most powerful communications consider different perspectives, and succeed when they strike the perfect balance between data, experience, imagination, and strategy
- At The Martin Group, you'll have access to experts in all of the integrated communications disciplines under one roof



capabilities



Strategy Bringing the path forward into focus.

RESEARCH

- Primary
- Secondary
- Qualitative: IDIs, focus groups, strategy sessions
- Quantitative: multi-platform

STRATEGY BRIEFS

- Brand
- Project
- Product

BRAND POSITIONING

- Persona development
- Brand narrative writing
- Strategic point-of-view writing

MARKETING PLANNING

- Strategic plan development
- Concept/message testing
- Integrated marketing communications plan development
- SWOT analysis



Creative
Breaking
through with
the most
impactful
ideas.

ADVERTISING

- Campaign concept development
- Art direction
- Copywriting
- Traditional/digital advertising media
- Social media content creation

BRANDING

- Naming
- Logo design
- Tagline
- Brand storytelling/content
- Creative strategy
- Website design
- Packaging design
- Stationery package
- Brand guidelines

BRAND PROMOTION

- Retail marketing
- Event marketing
- Trade show design
- Sales collateral
- Annual reports
- Vehicle wraps

VISUAL COMMUNICATIONS

- Animation
- Illustration
- Motion graphics animation
- Photography production
- Video/broadcast production



Digital Marketing Elevating online from every angle.

DIGITAL CAMPAIGN DEVELOPMENT

- Campaign strategy
- User journey mapping

SEARCH ENGINE OPTIMIZATION

- Keyword and competitive research
- On-page and off-page strategy
- Website performance optimization
- Ongoing content development
- SERP ranking and reporting

INBOUND MARKETING

- Lead generation and nurture
- Landing page development
- Email development
- Marketing automation
- CRM integration

WEBSITE DESIGN AND DEVELOPMENT

- UX-focused, mobile-centric design
- Full-stack development
- CMS, CRM, and e-commerce integration
- Custom website feature development
- Speed and performance optimization

ANALYTICS AND OPTIMIZATION

- Custom tracking implementation
- Cross-channel measurement and attribution
- Dashboard development
- Monthly reporting and optimization strategies
- A/B testing

Our digital team has experience and certifications with a wide range of platforms that aid our digital marketing efforts.

Drupal™

facebook



Marketo™

mixpanel



pipedrive™



HubSpot



statamic





Analytics and Reporting Optimizing information to reach the best outcomes.

STRATEGY

- Custom tracking implementation
- Cross-channel measurement and attribution
- Key performance indicators
- Quality assurance and testing
- Audience segmentation

INTEGRATED REPORTS

- Dashboard development
- Monthly reporting and optimization strategies

CUSTOMIZED MEASUREMENT

- Awareness
- Consideration
- Engagement
- Conversion
- Sentiment
- Audience growth

ANALYSIS

- Key insights
- Data-driven optimizations
- A/B testing
- Platform performance evaluation
- Spend assessment



Paid Media Making certain every effort finds its audience.

MEDIA RESEARCH

- Demographics
- Lifestyles and attitudinal data
- Media usage/consumption habits
- Competitive spending analysis

STRATEGY/PLANNING

- Custom audience building and remarketing
- Full-funnel, integrated media plans
- Reach and frequency analysis
- User journey maps

DIGITAL ADVERTISING

- Programmatic display advertising
- Streaming audio
- Paid social media
- Native advertising
- Online video and over-the-top
- Hyperlocal geofencing

SEARCH ENGINE MARKETING

- Keyword research, volume forecasts, and list building
- Ad group segmentation
- Text ad creation
- Conversion/goal implementation and tracking
- Audience and competitive insights

TRADITIONAL MEDIA

- Television
- Radio
- Print
- Out-of-home
- Direct mail

ANALYTICS AND OPTIMIZATION

- Post-buy audit
- Conversion tracking
- Attribution modeling
- Cross-channel measurement

We deploy a full range of contemporary research, planning, and buying tools to effectively and efficiently drive media results.





Social Media
and Content
Building trust,
loyalty, and
engagement
across
channels.

CONTENT STRATEGY

- Competitor research
- Content strategy and editorial plans
- Content calendars
- Platform management

CONTENT MARKETING

- Blogs
- White papers
- Op-eds
- Photography and videography
- Motion graphics
- Long form and episodic content

COMMUNITY MANAGEMENT

- Customer response playbook
- Live monitoring
- Reputation management

INFLUENCER MARKETING

- Program development
- Influencer research
- Partnership negotiation
- Influencer guidelines
- Content coordination and scheduling
- Impact measurement

SOCIAL LISTENING

- Brand, product, and service mentions
- Competitor monitoring
- Trending topics and keywords
- Sentiment analysis
- Crisis management

ANALYTICS AND OPTIMIZATION

- Content performance
- Audience growth and reach
- Engagement analysis
- Conversions and referrals



Public Relations Ensuring your message is heard and understood.

COMMUNITY RELATIONS

- Special event planning
- Corporate philanthropy
- Community sponsorships
- Annual reports

CRISIS COMMUNICATIONS

- Crisis planning
- Spokesperson training
- Corporate positioning
- Executive change
- Issues management

EVENT MANAGEMENT

- Location research
- Theme development
- Logistics planning
- Invitation database development
- Event supervision

INTERNAL COMMUNICATIONS

- Communications strategy
- Employee relations
- Labor issues counsel
- Quality management

MEDIA RELATIONS

- News conferences
- News releases
- Media kit production
- Publicity
- Press tours
- Media monitoring
- Editorial board briefings
- Media training

We deploy a full range of contemporary research, planning, and tracking tools to effectively and efficiently drive earned media results.





Public Affairs Influencing change across business and government.

ISSUE ADVOCACY CAMPAIGNS

- Message development and strategy
- Media relations
- Coalition building
- Government affairs support
- Campaign branding
- Social media
- Event management

COMMUNITY RELATIONS

- Stakeholder outreach
- Grassroots mobilization
- Energy siting communications
- Economic development communications
- Labor relations

ASSOCIATION SUPPORT

- Message development and strategy
- Media relations
- Member recruitment
- Advocacy and activation

BALLOT INITIATIVES

- Communications support
- Political strategy
- Campaign branding
- Social media content and management
- Direct mail and advertising support



Business Consulting Supporting your vision with strategic insights.

RESEARCH

- Consumer behavior and customer psychology

FACILITATION

- Brainstorming and ideation session moderation
- Team strategy sessions

CONSULTATION

- Go-to-market strategy review and recommendations
- Executive consultation
- Fundraising communications advisement

STRATEGIC BUSINESS WRITING

- Business plan writing
- Capital campaign statement writing

Mary Cannon Gearing

VICE PRESIDENT, GLOBAL MARKETING
RICH PRODUCTS

We were thrilled with the Rich's Home positioning and brand design work. It is such a pleasure working with you all, your passion and creativity is a terrific fit for us. So thank you very much for your partnership and commitment.

Melissa Autilio Fleischut

PRESIDENT AND CEO
NEW YORK STATE RESTAURANT ASSOCIATION

NYSRA has worked with The Martin Group for several years and most recently on our successful statewide campaign to bring back alcohol to-go. The Martin Group pushed us to think outside the box and utilize new and fresh strategies. The team is outstanding, and we would not have succeeded without them.

Mark Maidment

VICE PRESIDENT, BRAND
NEW ERA CAP

I've worked with some of the best agencies in the world, but The Martin Group has always stood out. We can consistently rely on their team to deliver creative, compelling work that keeps eyes fixed on our brand and our caps.

Mark Talarico

VICE PRESIDENT, SALES
ASICS

Personally I would like to thank all of you for the amazing support and incredible work you executed for ASICS and Foot Locker Inc. Everyone at The Martin Group should be super proud of the work and creativity you showed not only to the consumer but to the entire athletic industry. First class all the way!

Kerry Smyth

CREATIVE SERVICES MANAGER
WEGMANS

Losing The Martin Group would be like losing our right arm. We could not do what we do without you.

Thomas Quatroche, Jr. PhD

PRESIDENT & CEO
ERIE COUNTY MEDICAL CENTER
CHAIR
HEALTHCARE ASSOCIATION OF NYS

The bottom line is that The Martin Group truly listens to understand and capture the culture of our organization and the reason the community chooses us for care.

Christopher Luise

CEO
ADNET TECHNOLOGIES

I've worked with a lot of agencies over the years. The professionalism and creativity of your team are on a whole other level.

John Pitts

DIRECTOR OF COMMUNICATIONS
AND MARKETING
OLV HOMES OF CHARITY

No matter what we presented to the team, you all accepted the challenge and went above and beyond to accommodate our wishes. I want to say thank you for being more than an agency... you were all partners in the process.

Jody L. Lomeo

PRESIDENT AND CHIEF EXECUTIVE OFFICER
KALEIDA HEALTH

The Martin Group has supported Kaleida Health for ten years as our marketing and advertising agency of record. As a trusted partner, they have helped us build and maintain a reputation as the premier healthcare system within the many communities we serve. They continue to be there for us in a smart and effective manner.

Karen L. Merkel

CORPORATE COMMUNICATIONS
NATIONAL FUEL

With the launch of National Fuel's "Fueling Tomorrow Today" microsite and campaign, I would be remiss if I did not sing the praises of your team. They are a group of hard-working, creative, accommodating, and diligent men and women who I so appreciate for their talents, their intelligence, and their STAMINA.

Leslie DiStefano

DIRECTOR OF COMMUNICATION AND
PUBLIC RELATIONS
SAMARITAN MEDICAL CENTER

Since selecting The Martin Group as our advertising and marketing agency through a competitive RFP process, we've had a very productive relationship. It was critical for us to elevate our brand and maintain a distinction between us and our local competition, while using research to improve brand perception all around. We definitely found that in The Martin Group.

Carly Strachan

COMMUNICATIONS OFFICER
THE RALPH C. WILSON, JR. FOUNDATION

I had so many people tell me how touched and moved they were after seeing the event branding and visuals for Mr. Wilson's 100th birthday announcement and celebration. They fit the right tone of remembrance of an extraordinary man.... and of HOPE for the future of our two great regions. We had one opportunity to get this right and according to Mrs. Wilson—we put on an unforgettable 'Super Bowl' series of events.

the opportunity



THE OPPORTUNITY

the situation

NYSBA has determined the need to strengthen its brand position and value proposition to enhance the association's long-term sustainability. The work of attracting and retaining members is perpetual, and NYSBA sees an opportunity over the next 18 months to augment its current membership development strategy with the help of an external integrated marketing communications partner.

As your potential partner, The Martin Group would approach this assignment seeking first and foremost to understand NYSBA's challenge and do our due diligence to uncover intelligence that can anchor an informed brand strategy.

To that end, we've done a preliminary audit of NYSBA's website and social media platforms, as well as those of a handful of other state bar associations and the American Bar Association, to benchmark some context for areas of opportunity.

To provide NYSBA with a "taste" of our Brand Fuel process, we've also asked some of our friends, former clients, and colleagues in the legal field their perceptions of the value of membership within NYSBA, and the challenges that they see for the Association. Please see the following slides for their feedback.

THE OPPORTUNITY

NYSBA value

“Many of our attorneys are involved as various section leaders, on committees, on task forces, writing papers, giving presentations, etc.”

“It is a great way to identify and maintain relationships that either lead to us referring work to them or them referring work to us.”

“There are instances where there is an emerging practice that other attorneys are not aware of, and we have the opportunity to be out front as a thought leader providing knowledge on the topic.”

“NYSBA is also a forum for lobbying for rules and laws that ultimately affect our clients.”

“A few of our attorneys lead NYSBA committees and see a lot of value in the network of referrals they can foster through an active membership.”

“Attorneys really focus on the ability to take advantage of colleagues by running things past them; as an outlet for writing and speaking. There is also an abundance of literature, conferences and continuing legal education that helps to have the best grasp on NY law. There really is no place to get this depth of subject matters.”

THE OPPORTUNITY

NYSBA opportunities

“Market the exchanging of ideas as a positive aspect of NYSBA in building an attorney’s practice.”

“Inform them of the robust knowledge base that can be accessed by any member to supplement their practice area expertise. They have the ability to work toward a common goal and to work with lawyers across the state.”

“Make it more difficult for firms to say no to enterprise membership. If membership was ‘opt-out’ rather than ‘opt-in’ for our attorneys, NYSBA would have more members.”

“Attorneys are busy and often don’t think about the opportunities that NYSBA offers unless it slaps them in the face. Perhaps offering more ‘free’ networking opportunities or CLEs will encourage more members to join. I know a lot of attorneys that find great value in developing personal and professional relationships through NYSBA.”

“Younger attorneys do not recognize the importance of relationship-building and networking. There is a wealth of info available to you as a member, as well as what you absorb from the social aspect of the group.”

“At least at our firm, the decision to become a member is the attorney’s decision, not the firm’s. With so many memberships available to young attorneys, it is important for NYSBA to set itself apart and to show the value of the membership to each potential member. NYSBA could probably do a better job marketing enterprise rates to firms, so it is no longer the attorney’s decision on whether to join.”

the approach



strategy overview

Objectives:

- Reinforce the value of membership in the New York State Bar Association, particularly among the more than 90% of first-year attorneys who don't convert to paying members
- Create a compelling case for current members to renew their membership and for prospective members to join
- Generate awareness for the new membership model
 - Increase NY attorney membership by 8-12% by 2025
 - Grow non-NYS membership by 10-15%
 - Increase membership among newly admitted attorneys by 15-25%

strategy phased approach

Phase 1: Awareness/Education (Jan/Feb 24-Sept 24)

- Grow awareness of, and affinity for, the New York State Bar Association among its target audience segments across NYS and beyond, with particular emphasis on first-year members

Phase 2: Consideration/Engagement (Oct 24-Dec 24)

- Leverage NYSBA's brand, positioning it as the most effective professional association for members to network, hone leadership skills, develop business, continue their education, and grow their careers
- Retain existing members
- Convert free memberships to paying ones
- Attract new members

Phase 3: Action/Conversion (Jan 25-March 25)

- Develop a go-to-market strategy launching the new membership model, utilizing the right mix of tools, tactics, and channels to maximize NYSBA's return on investment

THE APPROACH

strategy tactics

Strategy Session

- We would begin our engagement facilitating one (1) 90-minute strategy session with representatives from NYSBA's internal marketing team and leadership. Through a collaborative and facilitated session, we will elicit detailed insights regarding the brand's current position and attributes, as well as consider your aspirations for the brand. This session will help us understand in greater detail your vision for the association and in the near-term, for the membership campaign.

Focus Groups

- Just as we want to gather NYSBA's leadership perspective on the brand, so too will we seek the input of other key internal and external stakeholders. We will work with you to identify participants for 4 (four) 90-minute focus groups, which will be conducted virtually. Potential audience segments include:
 - Newly admitted attorneys
 - Current members/mid-career
 - Long-term NYSBA members
 - Non-members

Membership Survey

- Gather structured data on awareness of all that NYSBA offers, and overall perception of the brand and its value.

THE APPROACH

paid media overview

Objectives:

- Generate awareness to current members and non-members of the new subscription model and bring users down the marketing funnel into new memberships

Tactics:

- Native
- Paid Social
- SEM
- Trade Media

THE APPROACH

paid digital media strategy

Native Advertising has many of the same robust targeting capabilities as programmatic display, but are served in a content-friendly editorial format that encourages the viewer to click for more in-depth information

- Targeting Capabilities: Demographic, Geographic, Interest, Contextual, Behavioral
- Funnel Phase: Awareness

LinkedIn Advertising allows us to hyper-focus on our ideal audience with detailed targeting tactics, while also retargeting users who have visited the landing page via pixel placement

- Targeting Capabilities: Job Title, Job Function, Industry, Seniority, Company, Website and CRM List Retargeting, Lookalike
- Funnel Phases: Awareness and Consideration

Facebook Advertising offers the opportunity to boost your message outside of your current following and encourages users to engage with the ad while driving them to the landing page

- Targeting Capabilities: Demographic, Geographic, Job Title, Interest
- Funnel Phases: Awareness and Consideration

Search Engine Marketing utilizes keywords and phrases that users are searching for, which then trigger an ad that speaks specifically to their needs and guides them to the appropriate landing page

Targeting Capabilities: Geotargeting, Keyword targeting

Funnel Phases: Consideration and Conversion

paid trade media strategy

Recommendation:

- Select trade media options that best reach the target audiences with national U.S. focus
 - Emphasize trade options that concentrate on New York State
 - Include trade organizations that have international reach
 - Place advertising adjacent to ethics, NYS legal/government relations, business law content
- Ad types: Display banner ads, full page/4-color ads (print and digital), legal industry newsletters, event sponsorships, webinars, trade shows, direct mail (e-mail or snail mail)
 - Trade media options will be selected based upon target audience reach and CPM values
- Trade titles to consider:
 - "The American Lawyer" (\$14K)
 - "Corporate Counsel" (\$6K)
 - "New York Law Journal" (\$16.5K)
 - "Law Practice" (\$4.5K)
 - "The National Law Journal" (\$9.5K)

Estimated one-time insertion costs via SRDS. Prices subject to change.

organic social media overview

Objectives:

- Educate prospective members on NYSBA and what the organization has to offer
- Educate current and prospective members on the changes within the association
- Generate excitement for current and prospective members
- Encourage membership retention for current members
- Educate law students on how NYSBA can help them throughout their careers
- Highlight accomplishments and achievements of current NYSBA members
- Provide guidance from seasoned attorneys in the association for younger attorneys and/or prospective members
- Increase awareness and drive new memberships and retention of current members

organic social media strategy

Recommendation:

LinkedIn, Instagram, Facebook

3-4 posts per week (FB/IG)

1-2 posts per week (LI)

- LinkedIn content should be long-form, blog-style with an emphasis on educating members and prospective members about NYSBA's value
- Instagram and Facebook feature a mixture of photo and video content focusing on making NYSBA relatable, spotlighting member attorneys and enterprise firms, providing information and education, and sharing fun and exciting content for current and prospective members
- Education should always be in play

TikTok

This is a powerful platform for messaging, especially in reaching law students and first/second-year attorneys. NYSBA's podcasts could be repurposed as TikTok content, and we would work with the organization on content and strategy for how to effectively use this platform in order to benefit from the potential for virality it offers.

THE APPROACH

organic social media messaging

- Q&As with current members and staff
- Membership highlights showcasing accomplishments, achievements, and how NYSBA helped them get there
- Event information and highlights
- Tools for members and non-members
- Guidance, education-based content, and valuable information for attorneys and prospective attorneys to showcase value and give a taste of what they can expect with a NYSBA membership

influencer marketing overview

Objectives:

- Compile and vet a list of relevant influencers and creators with dedicated followings that are well-known in the New York legal and law school communities on both Instagram and TikTok
- Supplement social media strategy by utilizing chosen New York-based influencers and creators working as attorneys or who are currently in law school
- Use recognizable voices that are relatable and trustworthy to educate current and prospective members, as well as current law students, about NYSBA
- Create partnerships with influencers and creators to ensure a cohesive message and create “faces” for NYSBA
- Utilize content from influencers (videos, photos, testimonials, etc.) for NYSBA platforms to craft a relatable, reliable, and humanized experience
- Reach a younger audience starting out their law careers
- Increase awareness by using recognizable voices and popular platforms like TikTok and Instagram Reels

THE APPROACH

influencer marketing recommendations



**COURTROOM
COURTNEY**

@CourtroomCourtney
(TikTok)

Followers: 25.3K

Location: Buffalo



ALEXANDRA MACK

@alexandramack
(TikTok)

Followers: 59K

Location: NYC



KAMESHA

@thelaurrylife (TikTok)
Followers: 4K

@thelaurrylife (IG)
Followers: 15.8K

Location: NYC



LAUREN HUNT

@laurenhuntesq
(TikTok)

Followers: 3K

Location: Albany



MAHIR NISAR

@discriminationlawyer
(TikTok)

Followers: 82.7K

@nisarlaw (IG)
Followers: 25.2K

Location: NY/NJ

content marketing overview

Objectives:

- Increase membership/awareness of NYSBA
- Amplify expertise/exploration of key focus areas for its members and potential members
- Create written content that connects members/potential members to opportunities and information
- Provide diversified, in-house material to vary social media communication
- Establish a voice for NYSBA that is professional, knowledgeable, and educational
- Highlight the accomplishments of its members, and to promote each as thought leaders within their realm of legal expertise

THE APPROACH

content marketing strategy

Throughout all three phases, The Martin Group will devise a series of written content (or content direction) meant to focus on the subject of a phase, with a recommended allotment of two (2) pieces per month.

Whether posted under their news tab, an added blog tab, or as LinkedIn articles, content could consist of, but is not be limited to:

- Member Q&As
- Thought leadership
- Education-oriented features
- Topical features on a specific legal realm
- Trending news topics impacting the legal community

Additional direction concerning video concepts/scripting specific for social media (see: Reels, Stories, TikTok) will also be provided, with plans to deploy on the most applicable platform.

THE APPROACH

content marketing messaging

NYSBA and Me

Reoccurring testimonial-style pieces featuring a new NYSBA member. Each piece would feature personal and professional background details of an individual member; the path to becoming a NYSBA member; and the reasons why others should become members

Membership Memories

Reoccurring Q&A-style pieces with current members, covering a specific connection or relationship formed through their NYSBA membership, and where it's led them in their life and career

Section Features

Individual, thought leadership-style features exploring pertinent developments in legal sections concerning antitrust, business, cannabis, and more, all from the perspective of NYSBA leaders or selected up-and-comers

THE APPROACH

content marketing messaging

Mentorship Matters

Pair up first-year members with legal veterans for a Q&A series focused on showcasing the different perspectives and experiences of younger attorneys and older members

Community Service

Tell the stories of the volunteer and pro bono work being done by member attorneys in their communities

Leadership Lessons

Advice on how to be a good leader from firm partners, and members leading sections, task forces, and committees

What you missed at [EVENT]

Detailed and digestible “postgame” reports of designated events, featuring highlights and quotes from speakers/ leadership

THE APPROACH

video marketing overview

Objectives:

- Engage our target audience with content directed toward their interests
- Build interest in NYSBA's training tools and programs
- Promote NYSBA leaders and members as thought leaders
- Speak to the younger demographic
- Complement overall content marketing efforts with content designed for social media

THE APPROACH

video marketing messaging

Tactical Ideas:

- Develop docu-series following New York State Bar Association members in their daily roles. For use in both long- and short-form content
- NYSBA attorneys provide critique and breakdowns of famous television and movie legal scenes
- Honored Guest talk show series, pairing a recognizable host with well-known regional/industry guests
- Video podcast recordings
- MasterClass-style teasers providing a sneak peek at the training content that lives behind the pay wall

email marketing overview

Objectives:

- Generate excitement around the changes among current and prospective members
- Encourage current members to retain or update their membership
- Acquire new emails and nurture them through the funnel with marketing automation
- Attain new members and retain current members

THE APPROACH

email marketing strategy

Throughout the campaign, The Martin Group will focus on the following actions for email marketing:

- Review the List
 - Audit the current email list/ workflows, and organize NYSBA's email list into current, lapsed, and prospective members (if not already done)
 - Begin to acquire new potential email contacts to start to market to
- Communicate membership changes
 - Develop a series of automated emails tailored to each segment
 - Announce changes to each audience
 - Include benefits that members will receive (or continue to receive)
- Acquire new contacts (ongoing)
 - Strategize additional efforts to attain new email contacts
 - Social media contests
 - Giveaways with partners
 - Nurture this group with a series of automated emails that introduces NYSBA and its value, highlights upcoming events, webinars, or seminars, and encourages taking advantage of a membership

print marketing overview

Objectives:

- Complement our paid and owned media efforts with a package of printed materials that utilize the same concept to promote a consistent look and feel for the campaign
- Enhance in-person events with printed brochures that can serve as take-home pieces
- Reach out to members and non-members with a series of letters and postcards focused on promoting the value of a NYSBA membership

print marketing tactics

Brochures

- Spotlight NYSBA's value, membership numbers, benefits, and success stories

Mailed Campaign

- Message from NYSBA leadership communicating the strategy behind the new membership model, what the changes entail, and the key dates for impact
- Letters from current members providing support for the new membership model
- FAQ document answering key questions about the new model

- Infographic-style postcard that focuses on notable NYSBA numbers (members, history, dollar value on memberships, webinars/events per year, available resources, committees, etc.)
- First-year member spotlights
 - Talk about the value they've seen in their memberships

estimated media budget

TASK	BUDGET EST.
PHASE 1: AWARENESS/EDUCATION	
Trade Media (8 months @ two titles per month)	\$150,000-\$200,000
Native Advertising (8 months)	\$300,000-\$500,000
Paid Social (8 months)	\$400,000-\$800,000
PHASE 2: CONSIDERATION/ENGAGEMENT	
Trade Media (3 months @ two titles per month)	\$60,000-\$100,000
Paid Social (3 months)	\$150,000-\$300,000
SEM (3 months)	\$150,000-\$300,000
PHASE 3: ACTION/CONVERSION	
Trade Media (3 months @ two titles per month)	\$60,000-\$100,000
Paid Social (3 months)	\$150,000-\$300,000
SEM (3 months)	\$150,000-\$300,000
TOTAL COSTS	\$1,570,000-\$2,900,000

Note: The media budget ranges listed above are for high-level planning purposes to get to a final confirmed media budget number. The Martin Group can work with any media budget amount that is specified and make a recommendation on the right media mix to run at an optimal duration of time, flighting, and audience reach/frequency to deliver on the campaign objectives.

agency services budget

TASK	BUDGET EST.
PHASE 1: STRATEGY	\$32,840
Strategy Session	\$2,240
Focus Groups	\$11,520
Survey and Discovery Findings Deck	\$12,200*
Brand and Campaign Brief	\$6,880
PHASE 1: INTEGRATED MARKETING COMMUNICATIONS PLAN	\$12,960
PHASE 1: CAMPAIGN CONCEPTING, INCLUDING VIDEO STORYBOARDING	\$22,720
PHASE 1-3: ONGOING ACCOUNT SERVICE (15 MONTHS)	\$19,200
TOTAL COSTS	\$87,720

This budget accounts for what we would recommend to set up a Strategy, develop an Integrated Marketing Communications Plan and craft a Concept for this campaign. Once the strategy, tactics, and creative are approved, we would determine what is needed to execute the campaign. This approach and timeline are flexible to your needs and budget, and can be condensed based on NYSBA's timing goals and messaging schedule.

Account service and project management are crucial components of our services at The Martin Group, from stewarding the workflow of our integrated efforts to making sure projects are completed on time, on strategy, and on budget. This portion includes communications (both internal and external), budgeting, meeting time, project status reporting, project management, scheduling, and other account and operational management-related activities that are pertinent to the success of a comprehensive communications and marketing campaign. The budget also accounts for 30-minute weekly status call for a 15-month period.

**This cost includes Out-of-Pocket Expenses, which are additional costs and expenses not mentioned in this estimate and may include, but are not limited to stock photography, stock videos and music, font purchases, color match press checks and website domains. All supporting out-of-pocket expenses will be estimated upon the approval of the plan and tactics.*

agency services budget

Phases 1-3 Tactical Execution and Reporting and Analytics

Once the Integrated Communications Plan is approved, we stand ready to leverage the approved creative concept to develop the various creative assets needed to fulfill tactical execution for Phases 1-3, including print marketing, email marketing, content marketing, social media, paid media, or public relations. Knowing that NYSBA has internal video creation capabilities,

we anticipate providing strategic and creative direction for those deliverables, which your team can execute. Our goal is to serve as an extension of your team, so we're complementing your resources and providing the most value for your budget.

The Martin Group also provides the ability to manage campaign reporting. This data-driven approach will allow us to proactively make any needed optimizations for improvement throughout each phase of the campaign.

Our team can assess what data sources are being utilized to run the campaign and what Key Performance Indicators (KPIs) are being reported to determine the best delivery method for telling your campaign's story through data. We conduct regular status calls to review results to date and discuss any potential modifications to optimize performance.

This budget will be determined by the Integrated Marketing Communication Plan in Phase 1.

your team





Tod Martin

CHAIRMAN & CEO

Tod is the founder of The Martin Group and drives the agency's unwavering entrepreneurial spirit and best-in-class approach to breakthrough creative and proactive marketing communication solutions for clients large and small. His focus on passion, connection, and sophistication inspires all those around him to deliver dynamic ideas that truly work. An active member of various nonprofit boards, Tod dedicates his time to notable organizations, such as the Western New York Public Broadcasting Association, BISON Children's Scholarship Fund, WNY Law Enforcement Foundation, and several other community groups.



Lisa Bellacicco

CHIEF OPERATING OFFICER

A pillar of The Martin Group, Lisa has been instrumental to the agency's success and to building a culture that attracts the best talent in the industry. With a background in client service, she believes it's a privilege to be our clients' partner and is dedicated to ensuring our clients always receive solutions to their most challenging communication needs. Her experience spans healthcare, finance, sports, food & beverage, and more across multiple disciplines. A past recipient of the Business First "Women of Influence" recognition, Lisa volunteers her time to boards, including the WNY Women's Foundation Marketing Board, the Advertising Club of Buffalo, and the Niagara University Food Marketing Advisory Board.



Michael Tsanis

SENIOR VICE PRESIDENT
CREATIVE

A dynamic visionary who spearheaded the rebranding of The Martin Group, Michael oversees the conceptual and visual output of our art directors, designers, writers, and creative supervisors. His creative passion and insightful leadership bring brands to life with distinguished style and distinctive results, whether they are for local concerns or international industries. Brands the ADDY award-winning Michael has designed and/or directed for almost two decades include ASICS, the Ralph C. Wilson, Jr. Foundation, New Era Cap, Under Armour, Kaleida Health, BlueCross BlueShield of Western New York, Fisher-Price, Ford Dealers of WNY, General Electric, KeyBank, Hodgson Russ LLP, Lipsitz Green Scime Cambria LLP, and National Fuel.



Levi Neuland

SENIOR VICE PRESIDENT
DIGITAL MARKETING

With 15 years in the industry, Levi leads our team of digital developers to deliver progressive projects that reach and exceed clients' business goals. In previous positions, Levi worked with companies like Delaware North, the Buffalo Sabres, the Buffalo Bills, and Fisher-Price. Today, he collaborates with our internal teams to create best-of-class interactive experiences for clients, such as New Era Cap, the Ralph C. Wilson, Jr. Foundation, Lippes Mathias LLP, Lipsitz Green Scime Cambria LLP, and Excelsior College. An easygoing, enthusiastic team leader, Levi taps into his wide range of digital marketing experience to deliver projects that produce results.



Kate Chokshi

SENIOR VICE PRESIDENT
ACCOUNT SERVICE

From healthcare to nonprofits to retail to energy and sustainability, Kate has virtually done it all, strategizing issue and advocacy advertising, developing internal communications, planning cross-channel media campaigns as well as branding. Having worked at premier firms, such as Ogilvy CommonHealth Market Access in Connecticut and The Glover Park Group in Washington, DC and New York City, Kate's diverse client list includes Visa, eBay, Gap Inc., UnitedHealth Group, and Al Gore's Alliance for Climate Protection. Known for being calm under pressure and her outgoing and adaptable personality, Kate keeps projects moving as she manages our account service team, participates in new business acquisition, and directs marquee clients.



Amy Pecoraro

SENIOR VICE PRESIDENT
CREATIVE OPERATIONS

Inspired by the creativity and collaboration of the agency world, Amy loves the opportunity to use her right and left brain every day. Her diverse and well-rounded experience in account service, new business development, project management, and film production make her an ideal fit to lead The Martin Group's Creative Operations department. Her detail-oriented duties include overseeing our traffic and workflow process, with an eye towards enhancing efficiencies in all areas, including production for print and video as well as editorial efforts.



Jim Lynch

VICE PRESIDENT
MEDIA

Jim's 30+ years of experience in media, media research, planning, and buying allow him to provide clients (including Lippes Mathias LLP) with educated, strategic media solutions that consistently deliver results. An energetic, enthusiastic operator known for his steadfast dedication to clients, he takes every assignment head-on with a positive attitude. For Jim, no task is too large or too small. He thrives in environments where he is creative problem solving to serve our client's media needs. Like when he created and executed the paid media efforts for the Children's Hospital of Buffalo move in 2017 to deliver critical messaging that the hospital was moving.



Kori Walek

SENIOR MEDIA PLANNER

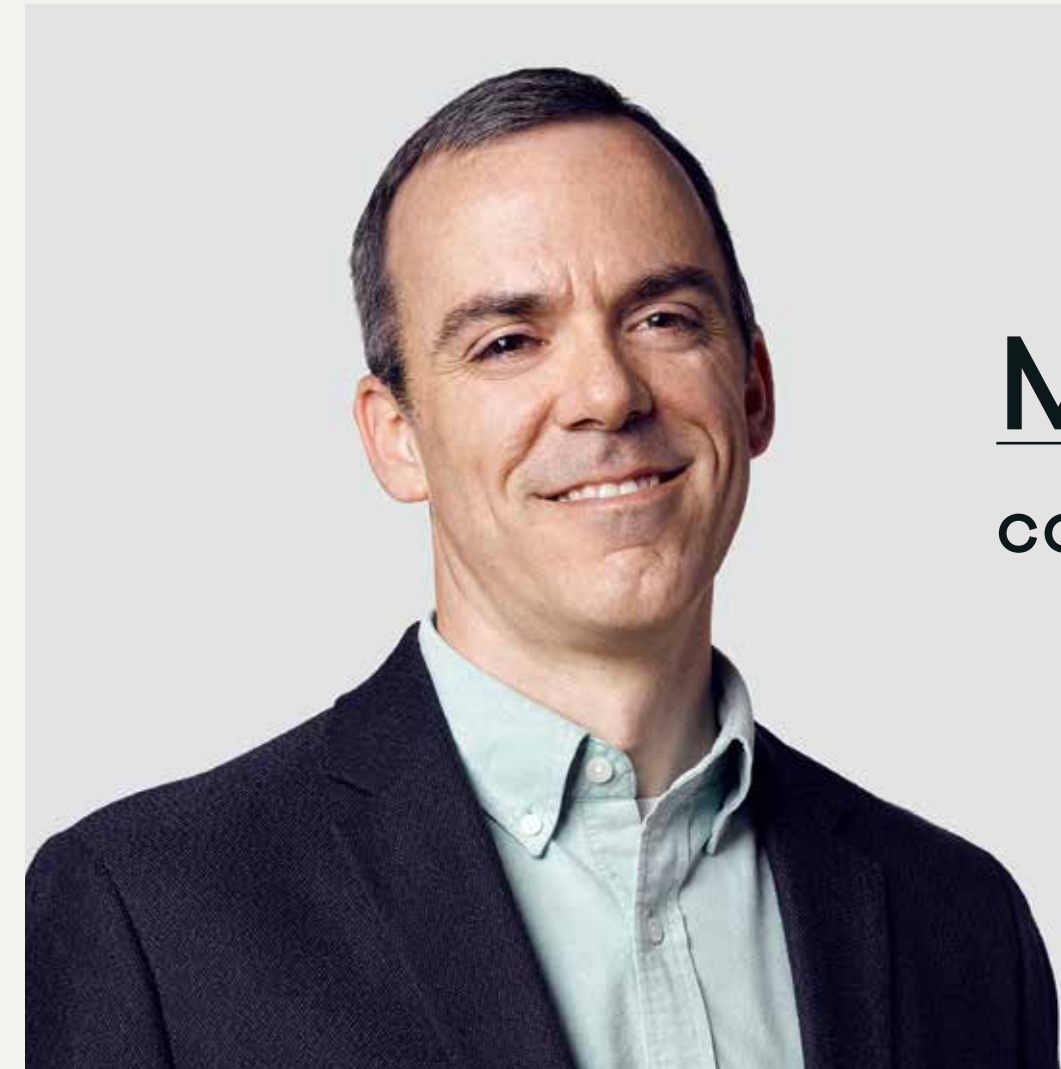
Kori is an experienced media professional who has worked with some of Western New York's most prominent advertising agencies over the course of her career. Her previous client list includes BlueCross BlueShield of WNY, WNY Ford Dealers, Hospice Buffalo, Maid of the Mist, and Daimler Trucks North America. Now she provides media buying services for The Martin Group's valued clientele, including Bolanos Lowe LLP, ECMC, Kaleida Health, Samaritan Medical, Regional Transit Service, Student Transportation of America, among many others.



Shannon Brown

SENIOR SOCIAL MEDIA MANAGER

Energized by the creativity, relationship-building, and teamwork involved in advertising and marketing, Shannon is also inspired by how their ever-changing nature—especially on the social media side—pushes her to be constantly learning, strategizing, and adapting. In her role as Senior Social Media Manager, Shannon handles social media and social media strategy for various accounts, as well as the influencer program for relevant clients. She works hand in hand with the digital marketing team to ensure we are utilizing a cohesive approach in all that we deliver.



Mike Farrell

CONTENT SUPERVISOR

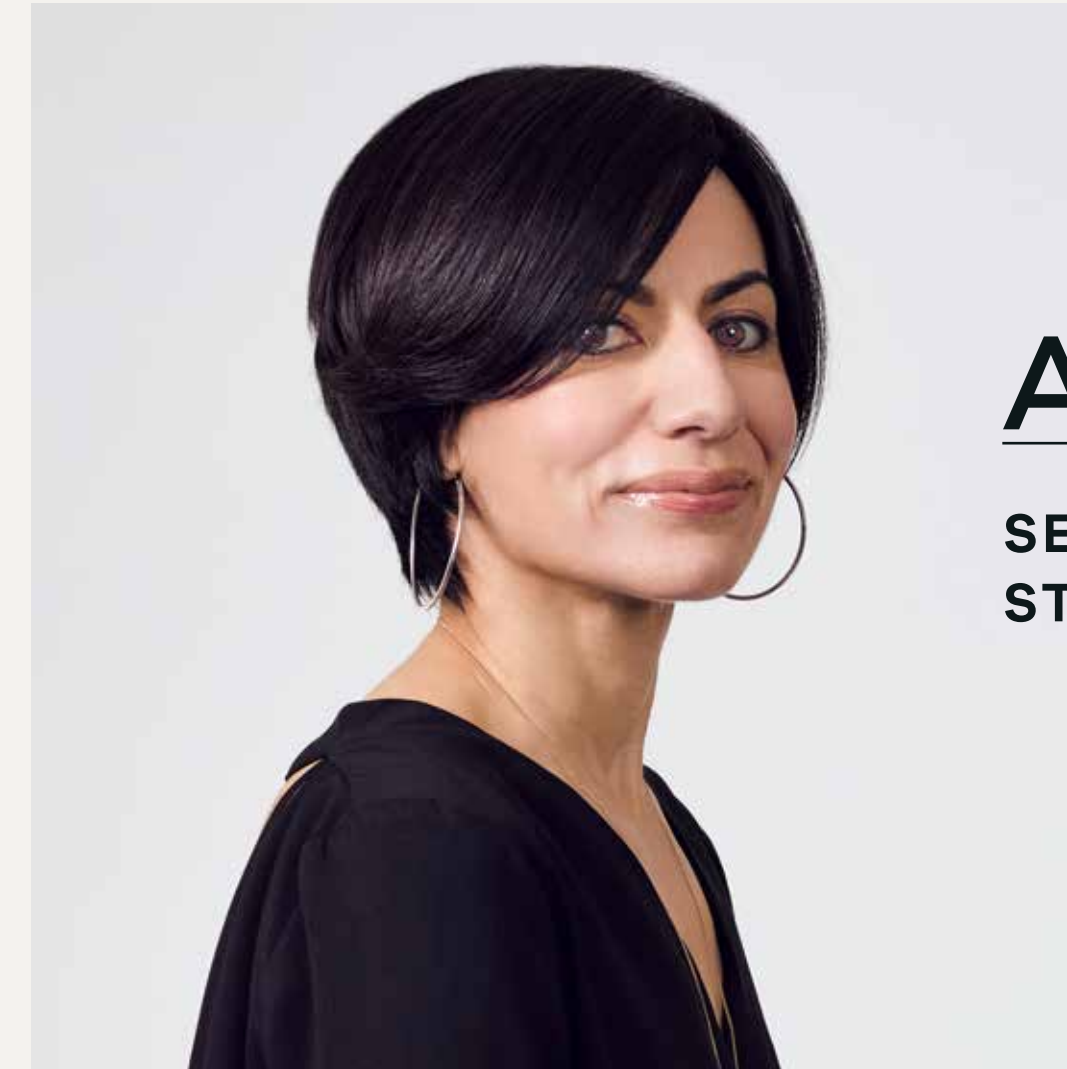
With more than 15 years of writing experience across a kaleidoscopic variety of mediums, Mike's covered a lot of ground. The St. Bonaventure University graduate has reported on sports, music, and nightlife for The Boston Herald and The Buffalo News; managed media relations and communications for SUNY Erie Community College; and with an MFA in Creative Writing, has authored two novels. Now, he manages an evolving number of content needs for The Martin Group, crafting multifaceted copy for names like Galbani, M&T Bank, Wallace Turner Law, Underberg & Kessler, Bolanos Lowe LLP, and the Ralph C. Wilson, Jr. Foundation.



Frank Conjerti

CREATIVE DIRECTOR

Frank offers over a decade's worth of diverse industry experience and creative insight and oversight. With roots in video production and digital design, the University at Buffalo graduate also worked as a video editor and motion graphics artist, and served a short stint as a front-end developer. His previous client list includes Life Storage, the Mentholatum Company, Northwest Bank, and Sahlen's Hot Dogs. For The Martin Group, he serves many clients (including Hodgson Russ LLP and Phillips Lytle LLP) with his singular aesthetic sensibilities and considerable copywriting skills.



Alexa Christopher

SENIOR ADVISOR
STRATEGY

With a well-honed intellect for business strategy and in-depth marketing communications experience, Alexa's industry tenure enables her to consistently deliver astute insights and lead sophisticated strategy initiatives. She joined the firm in 2004 to establish the agency's brand strategy discipline. After spending time raising her family and expanding her professional experience (including time leading marketing for Kenney Shelton Liptak Nowak, LLP), Alexa returned to the firm in 2017, where she serves as senior advisor, strategy, across the agency's client portfolio, providing strategic counsel and direction on high-level, complex client relationships and initiatives. Her experience spans healthcare, finance, food & beverage, professional services, and not-for-profit, and she also leads the agency's education practice. Alexa holds a B.A. in English language and literature from the University of Michigan and an Ed.M. in secondary education for English from the University at Buffalo.



Rachel Surdi

SENIOR DIGITAL MARKETING
MANAGER

Known as the “strategy and digital expert” and a “ray of sunshine” in past roles, Rachel Surdi brings a wealth of experience to her role at The Martin Group. From beginning her career as a graphic designer, to functioning as an account manager, to managing a team of 10 software developers, to aiding with the scaling of a boutique social media agency, Rachel lives for new challenges and new opportunities to grow. As a child, Rachel designed magazines in Microsoft Word, and at the age of 10, taught herself basic HTML, graphic design, and how to create animated GIFs (a dangerous skill in the hands of a ten-year-old).



Shantel Coleman

PUBLIC RELATIONS SPECIALIST

A skilled practitioner with a keen understanding of people, Shantel Coleman’s distinctive expertise and outgoing personality made her a natural choice for our PR team. After earning her Master’s Degree in Public Relations from SUNY Buffalo State College, Shantel went on to excel in her PR roles at several reputable firms. In her previous position, she facilitated client engagements with NBA and NFL athletes and served as an experience teammate for multiple NFL Drafts and Super Bowls. At The Martin Group, Shantel supports a range of clients, including Phillips Lytle LLP, M&T Bank, and PaintCare, providing earned media storytelling, pitching, writing, and consultation.



Brendan Kennedy

PUBLIC RELATIONS MANAGER

Born and raised in Monroe, NY, in the Hudson Valley, Brendan Kennedy joins The Martin Group as an experienced Public Relations Manager. After graduating from the University of Tampa with a BA in Communications and a minor in writing, Brendan worked two years at ESPN in their Stats & Information Department. From there, Brendan accepted the position of Associate Director of Public Relations for the College of Mount Saint Vincent in the Bronx. Just prior to joining The Martin Group, Brendan was a content and communications specialist at the New York State Bar Association.



Andrew Mangini

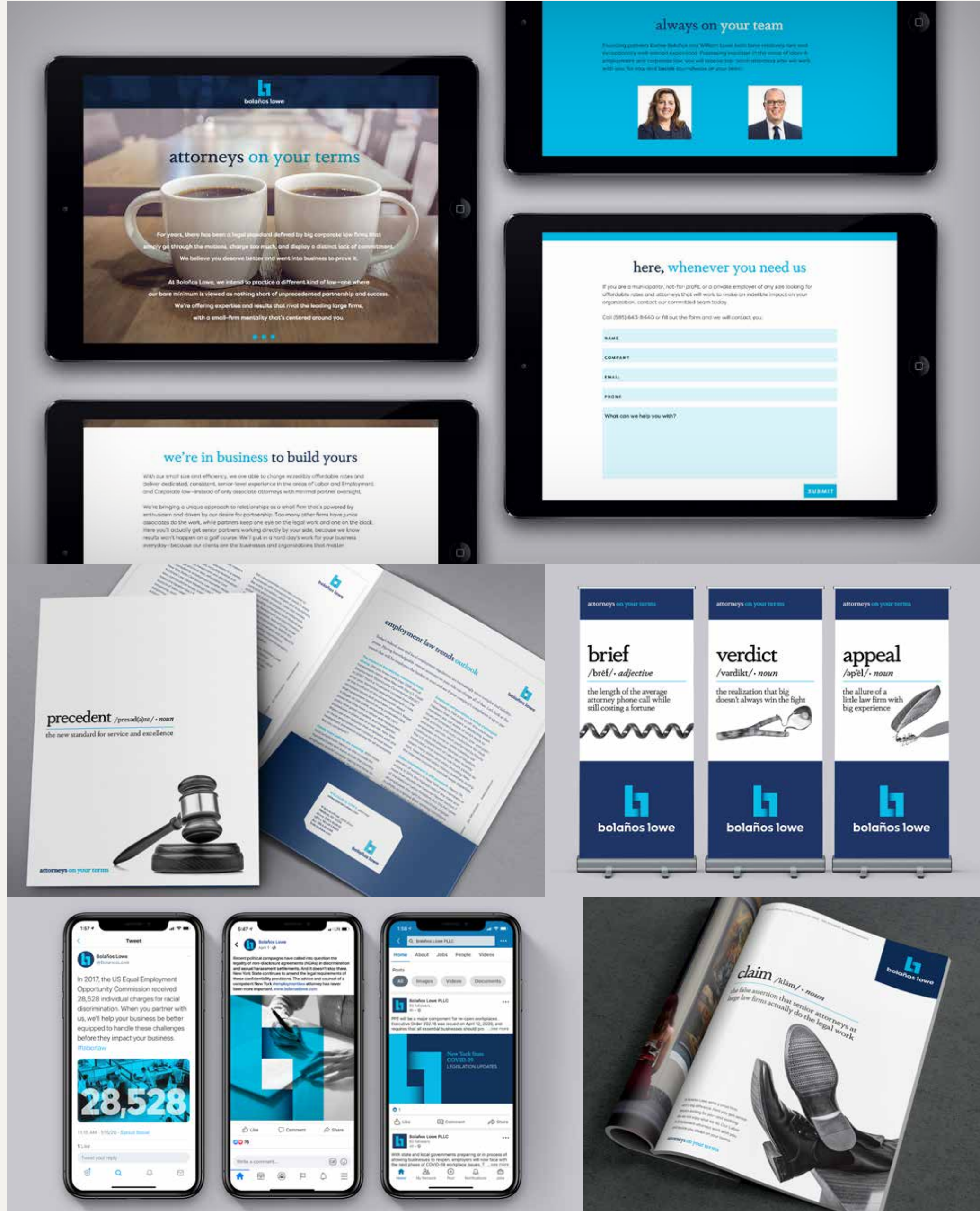
VICE PRESIDENT
PUBLIC AFFAIRS

Andrew brings a dynamic mix of experience and insight to leading The Martin Group's public affairs efforts. In the political world, he served as a communications director in the NYS Senate and Assembly, where he provided counsel to political candidates on communications planning, debate preparation, coalition building, and constituent outreach. In the private sector, he has assisted clients and multinational corporations in energy, financial services, transportation, defense, economic development, health care, and education. An expert at dealing with high-stakes, complex, and confidential issues, the Capital Region native has successfully executed various comprehensive, statewide issue advocacy campaigns for clients including the New York State Restaurant Association, Couch White LLP, and the United New York Ambulance Network.



Professional Services

BOLAÑOS LOWE // BRAND CAMPAIGN AND WEBSITE DEVELOPMENT

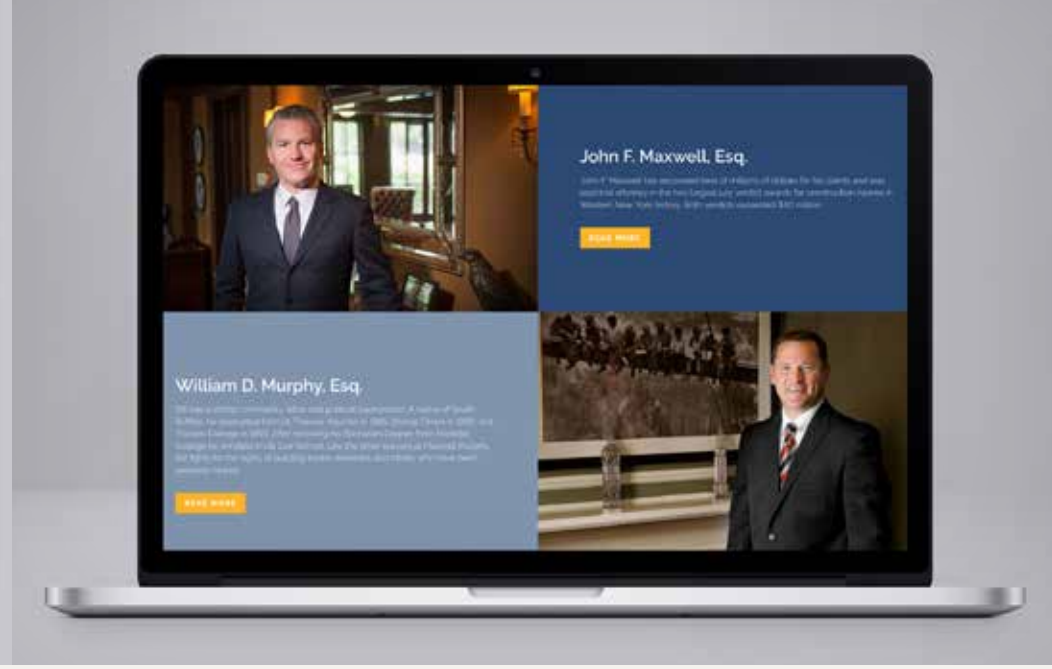
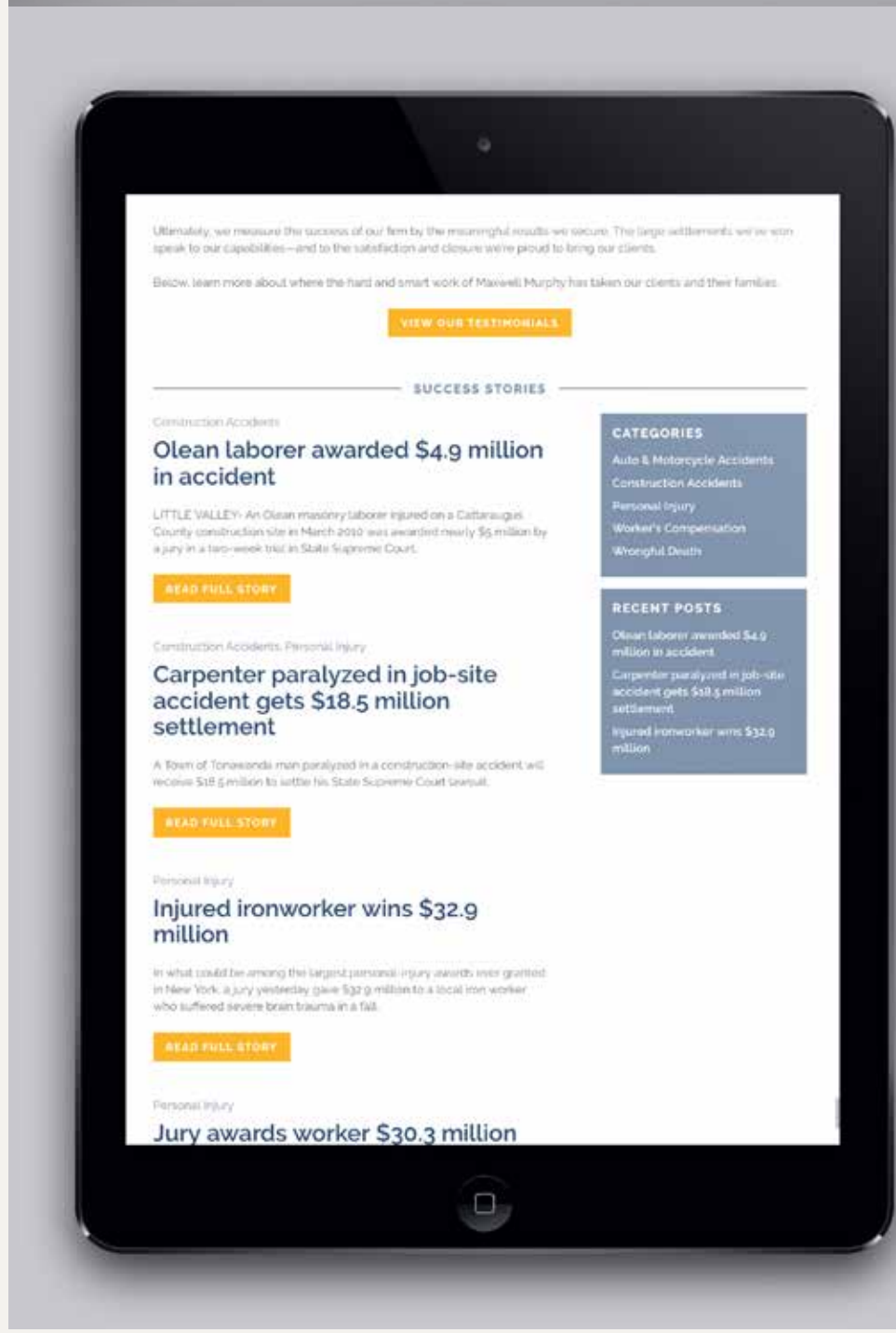
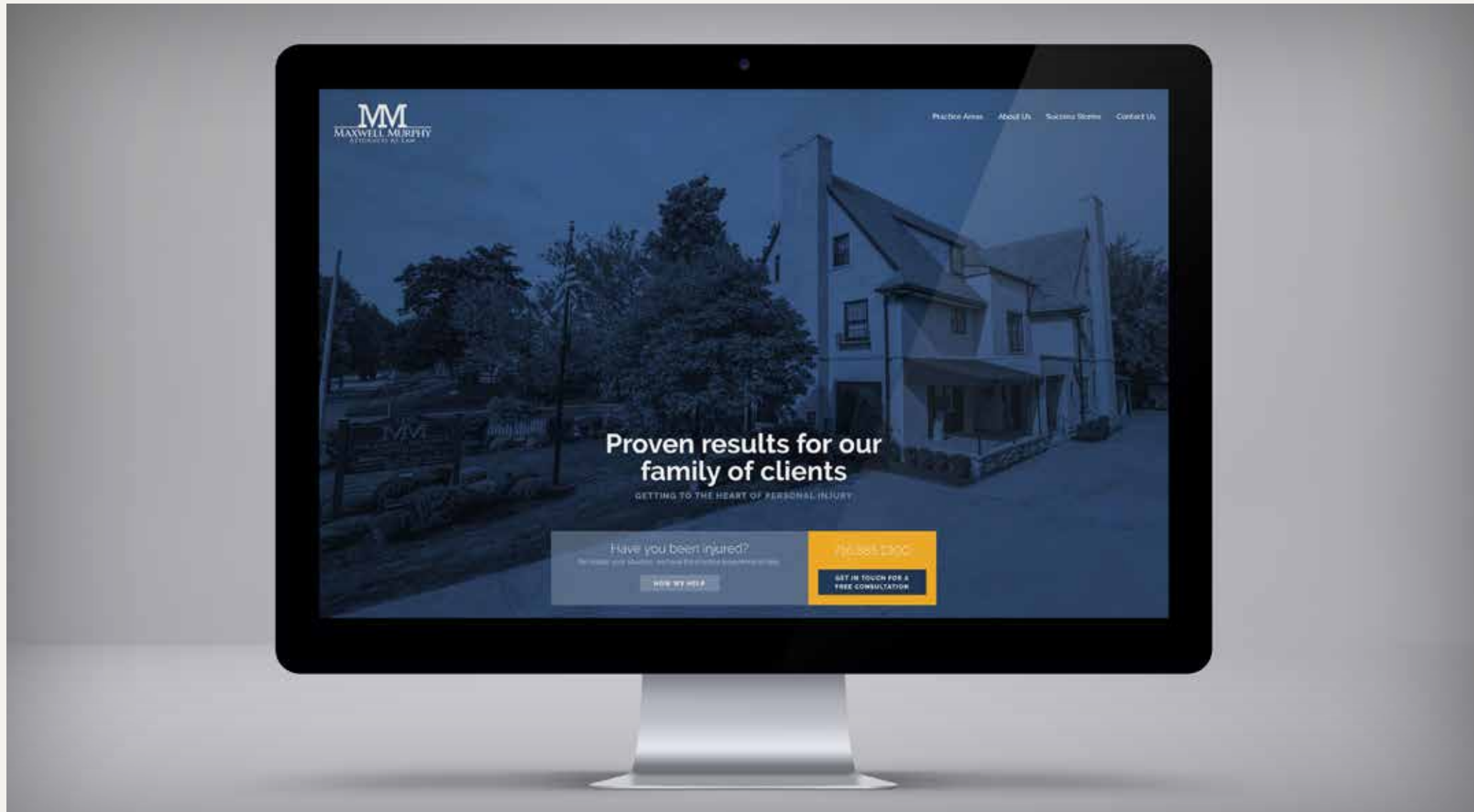


PHILLIPS LYTTLE LLP // BRAND CAMPAIGN

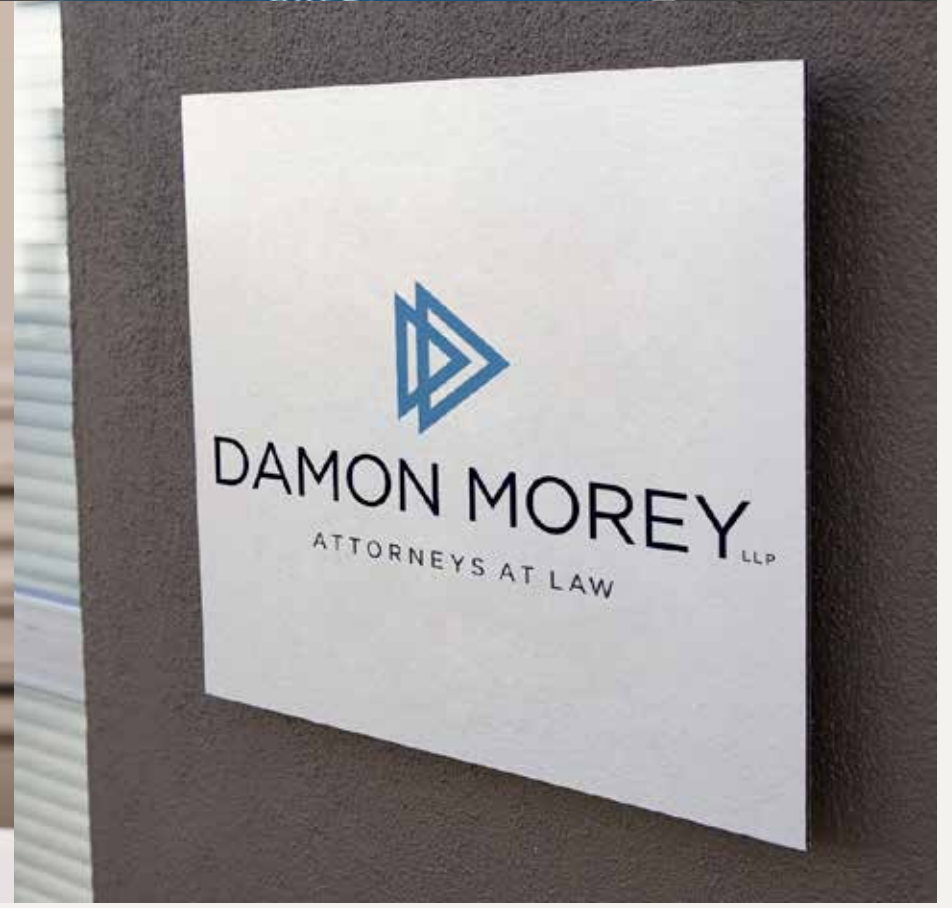


Professional Services

MAXWELL MURPHY LLC // WEBSITE DEVELOPMENT

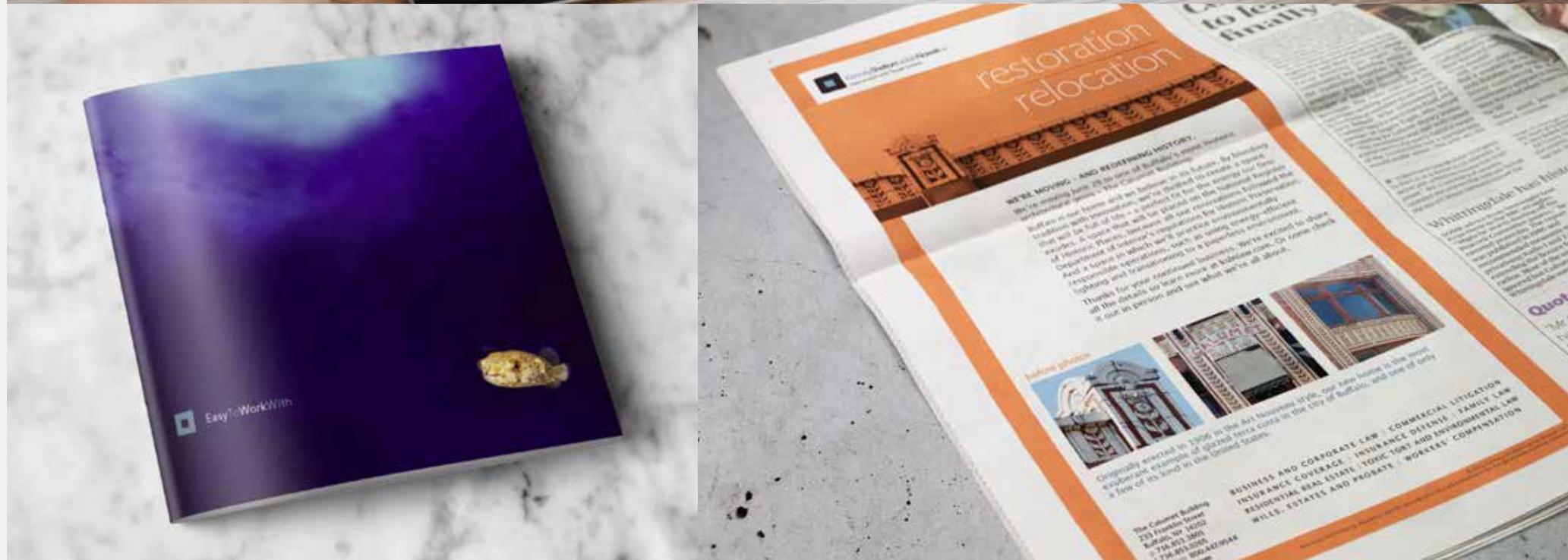
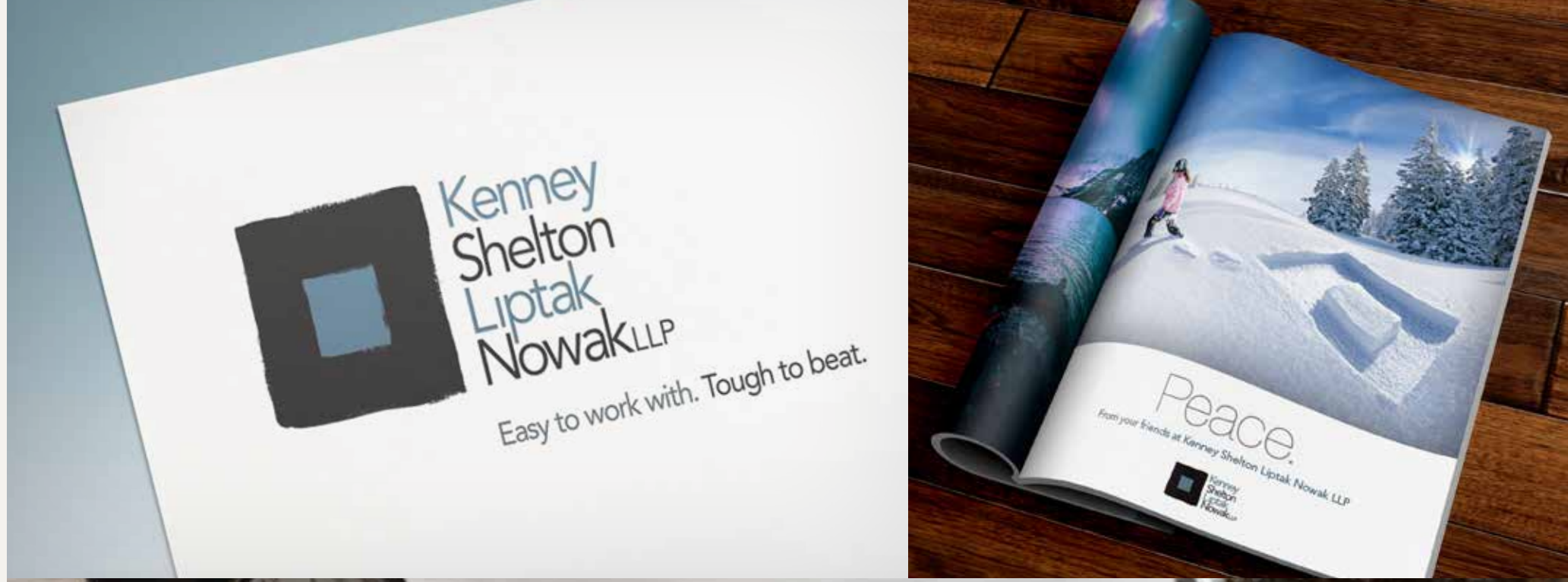


DAMON MOREY // BRAND CAMPAIGN



Professional Services

KENNEY SHELTON LIPTAK NOWAK // BRAND CAMPAIGN



RUPP BAASE PFALZGRAF CUNNINGHAM // BRAND CAMPAIGN

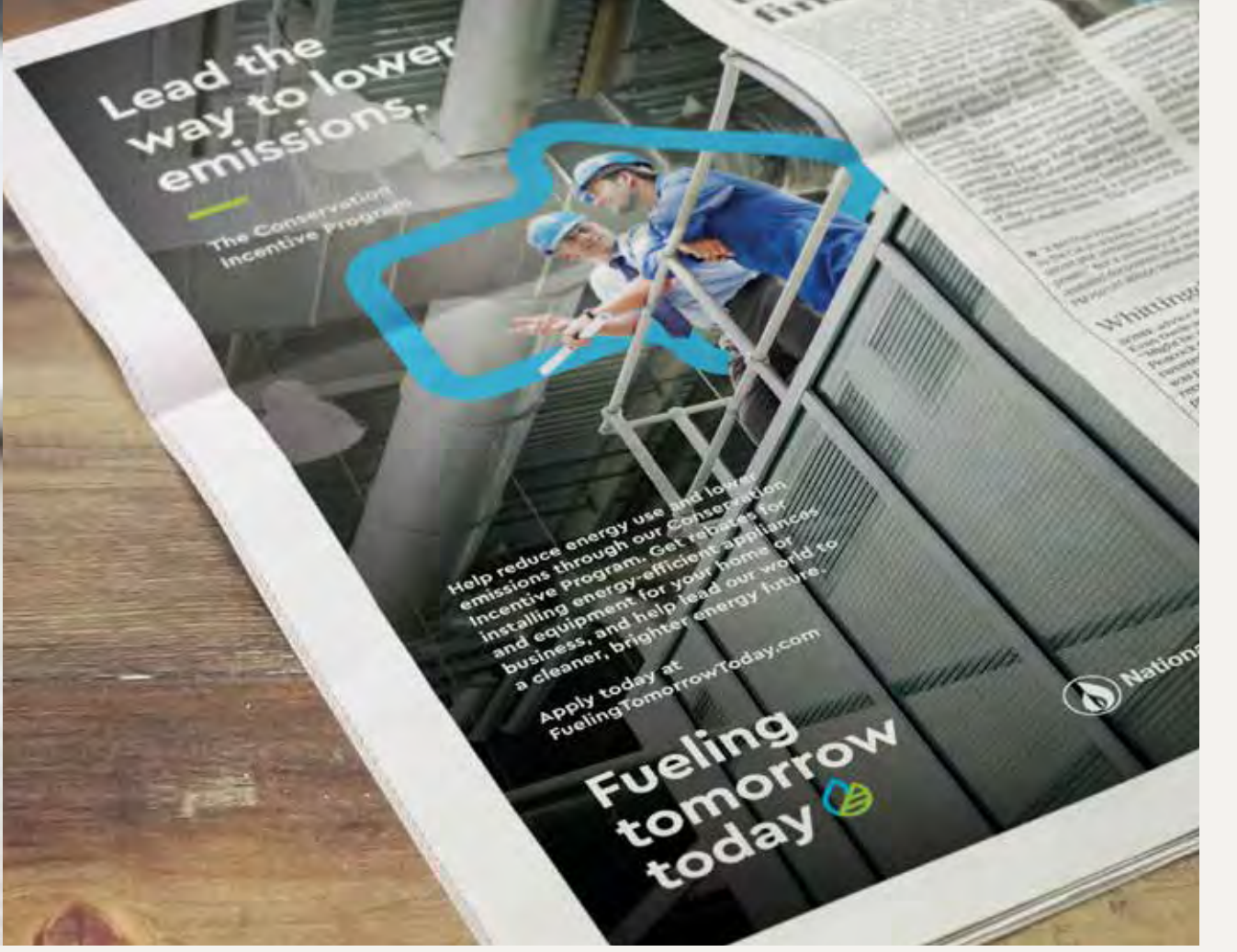
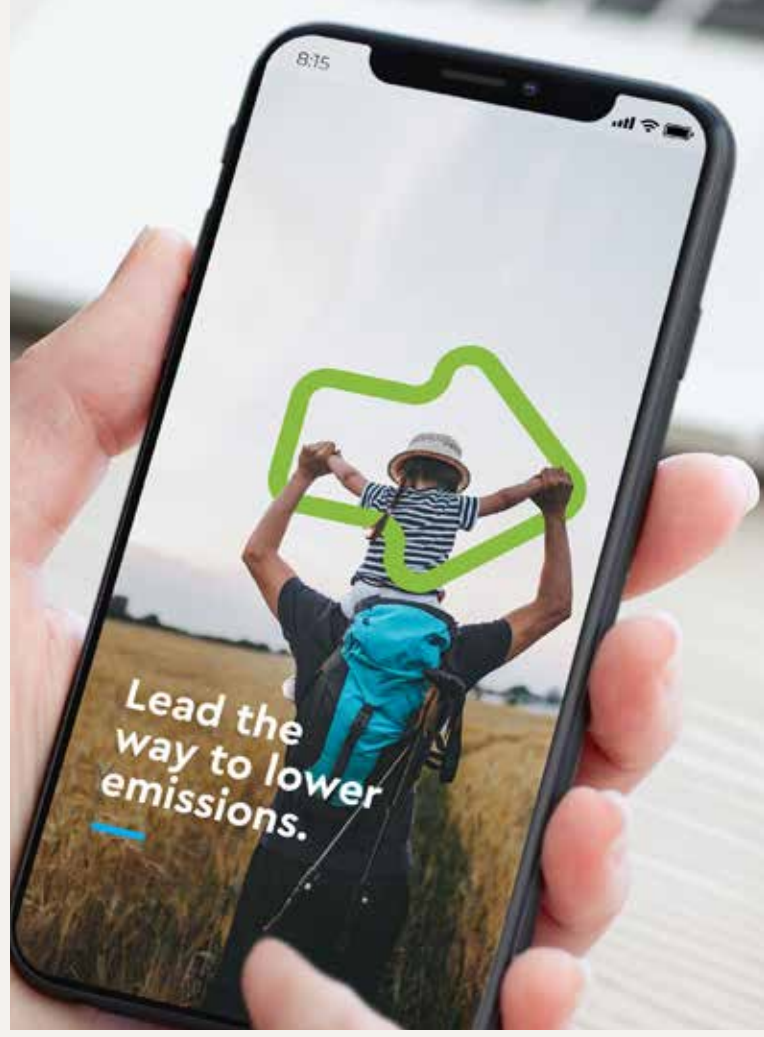
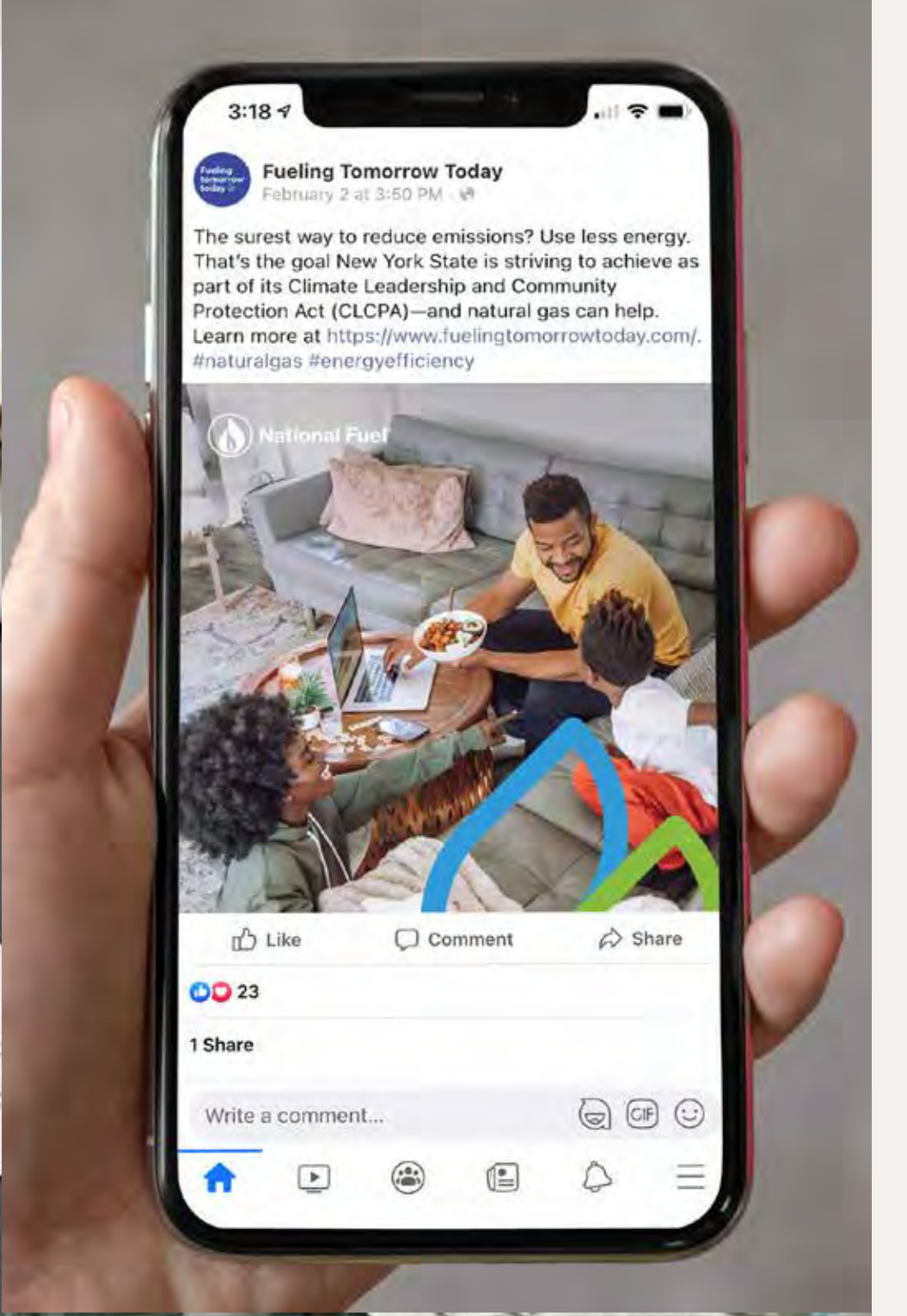


Professional Services

IMAGINE STAFFING // AWARENESS CAMPAIGN

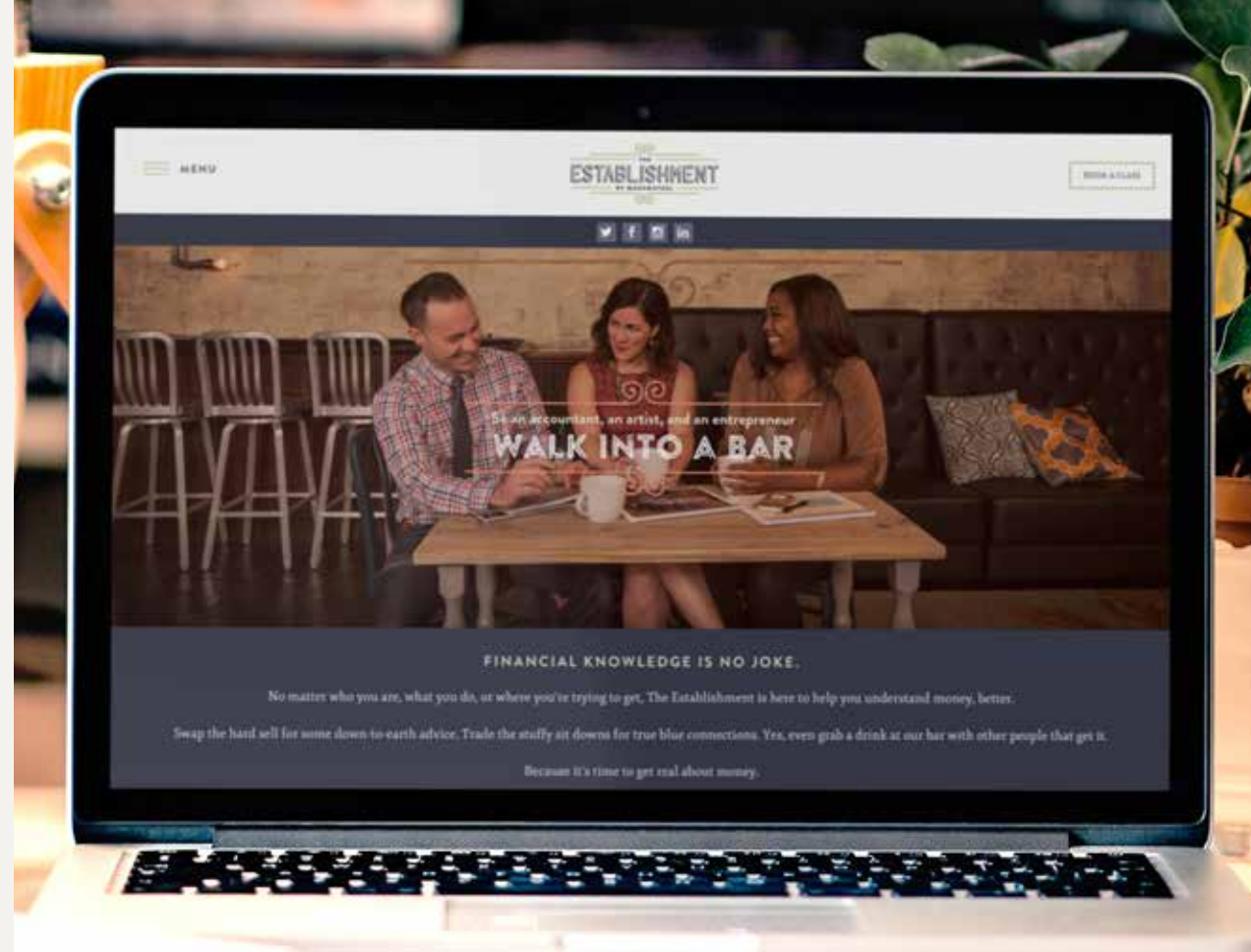


NATIONAL FUEL // "FUELING TOMORROW TODAY" CAMPAIGN

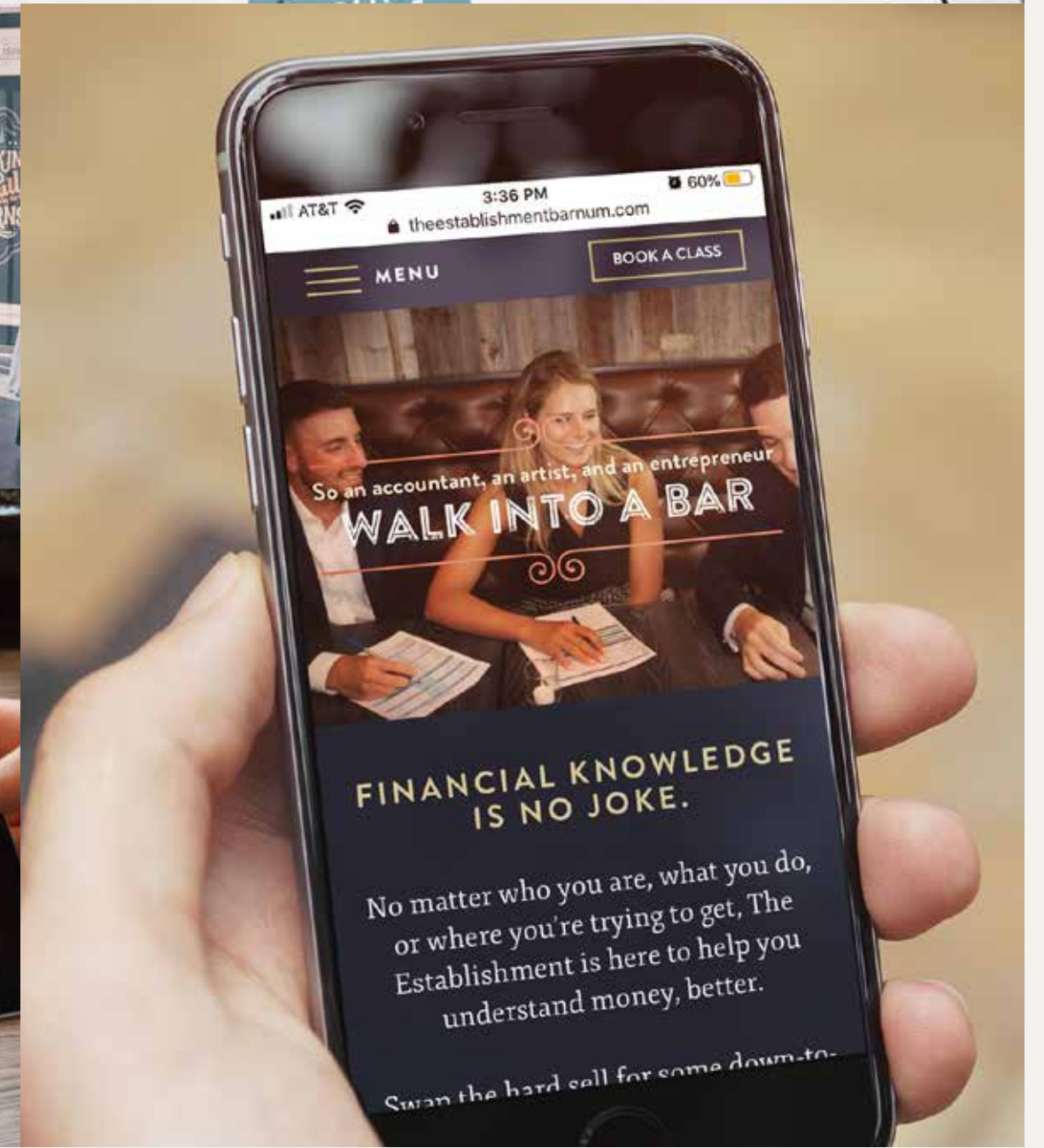


Financial

THE ESTABLISHMENT BY MASSMUTUAL // BRAND CAMPAIGN



THE ESTABLISHMENT BY MASSMUTUAL // BRAND CAMPAIGN





evolving
with you
is why
we're here.
because the
point is you.




Five Star
Bank



Five Star
Bank

the point
is you.



growing
your business
is why
we're here.
because the
point is you.



closing on
your home
is why
we're here.
because the
point is you.




securing
your future
is why
we're here.
because the
point is you.



guiding
big decisions
is why
we're here.
because the
point is you.




Banking Investment Insurance Resources About



Five Star
Bank


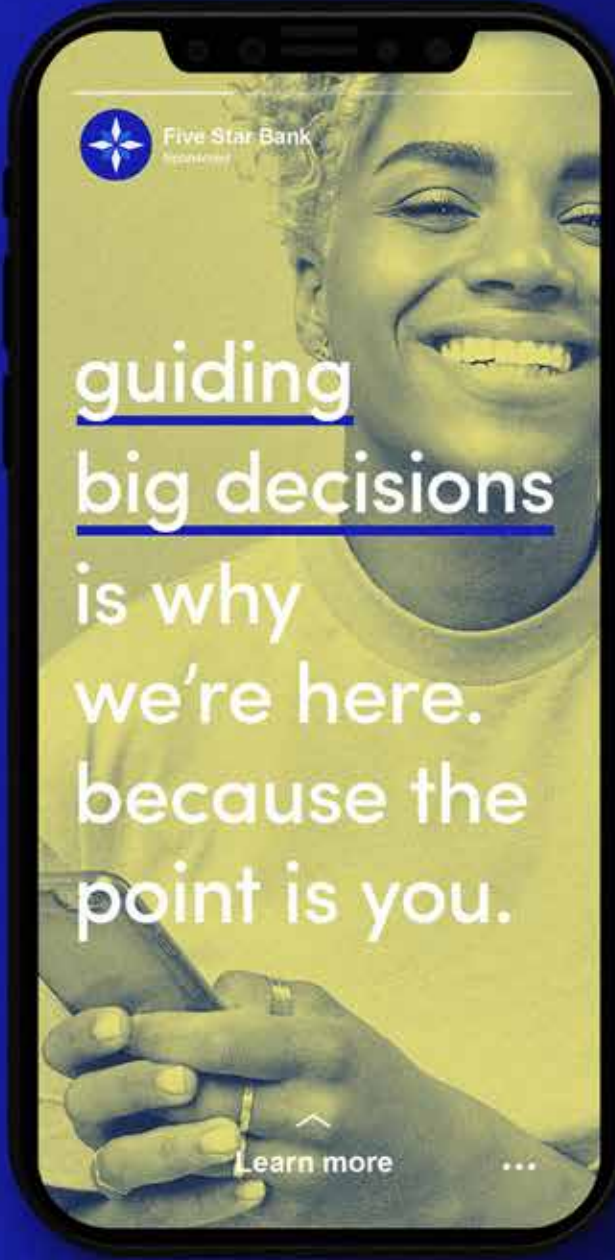
growing your business
is why we're here.
because the point is you.

Explore Business Banking



3%

back on purchases

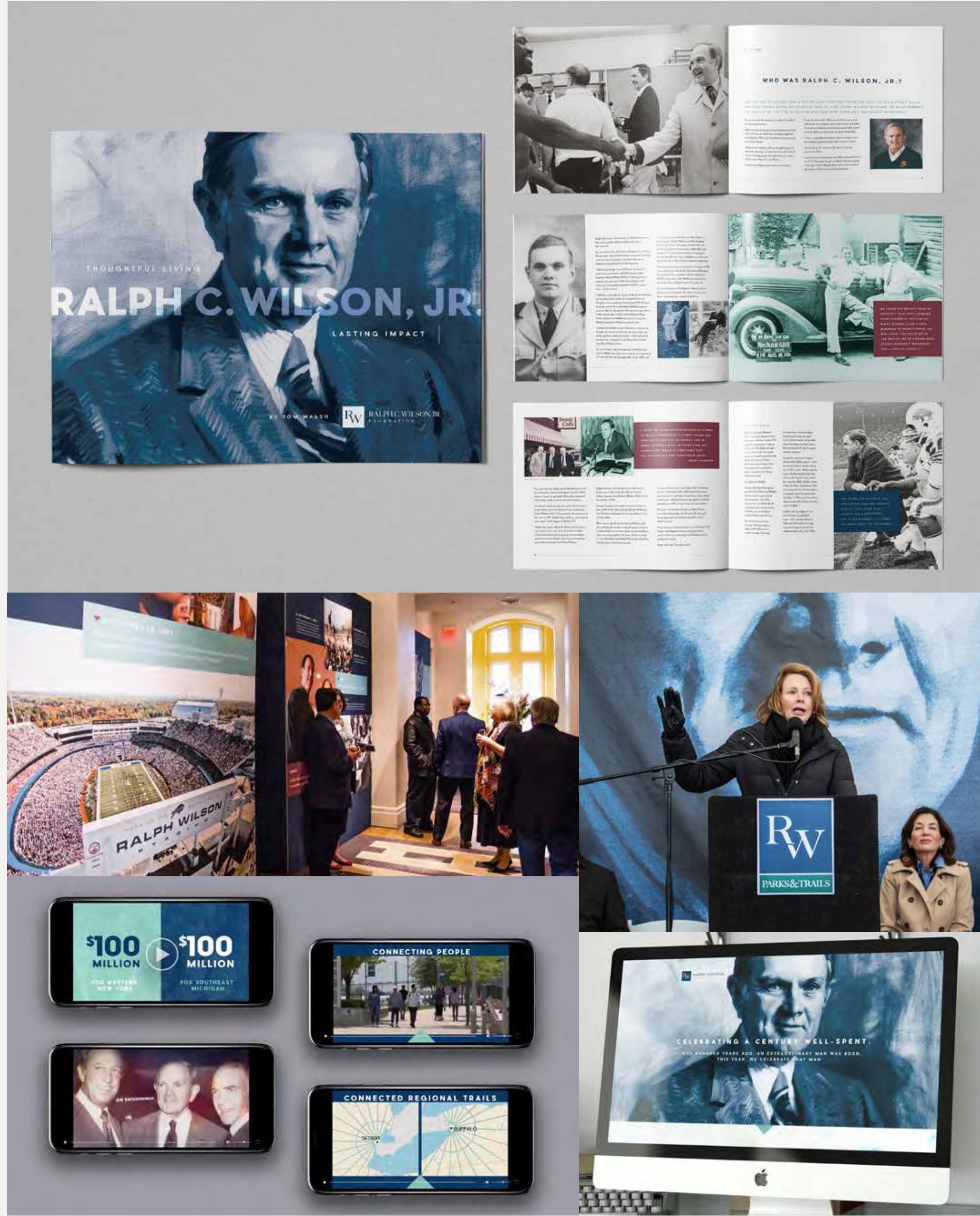
Five Star Bank

guiding
big decisions
is why
we're here.
because the
point is you.

Learn more

Nonprofit

RALPH C. WILSON, JR. FOUNDATION // RW100 EVENT BRANDING AND PROMOTION



RALPH C. WILSON, JR. FOUNDATION // "BUILT TO PLAY" CAMPAIGN

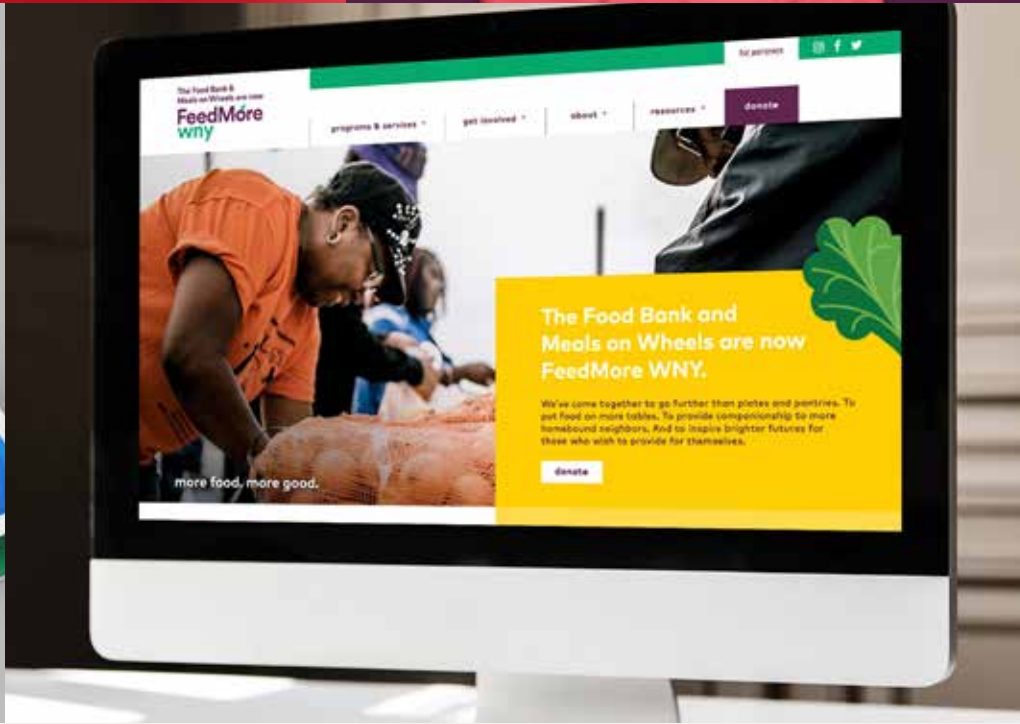


Nonprofit

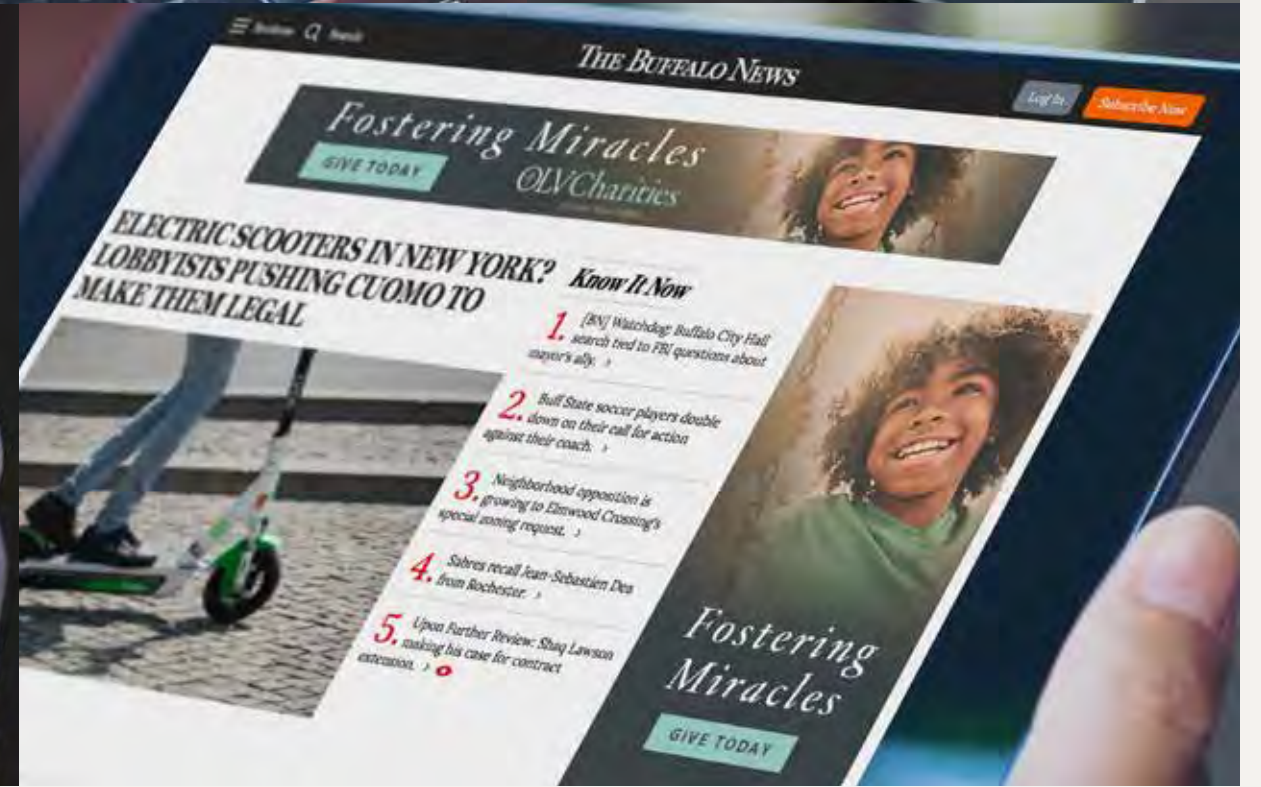
FEEDMORE WNY // BRAND CAMPAIGN



The Food Bank & Meals on Wheels are now **FeedMore wny**

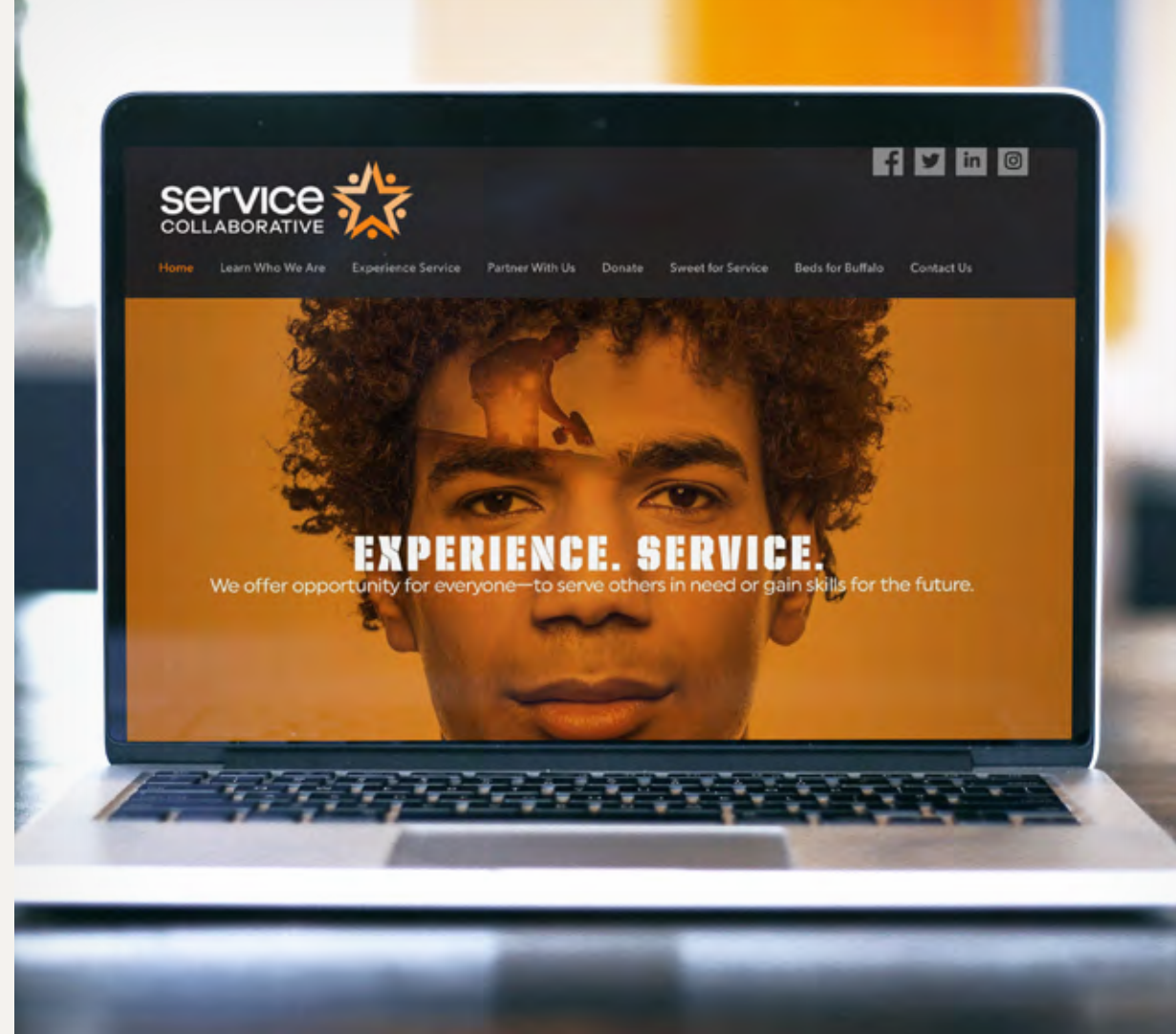


OLV CHARITIES // APPEAL CAMPAIGN

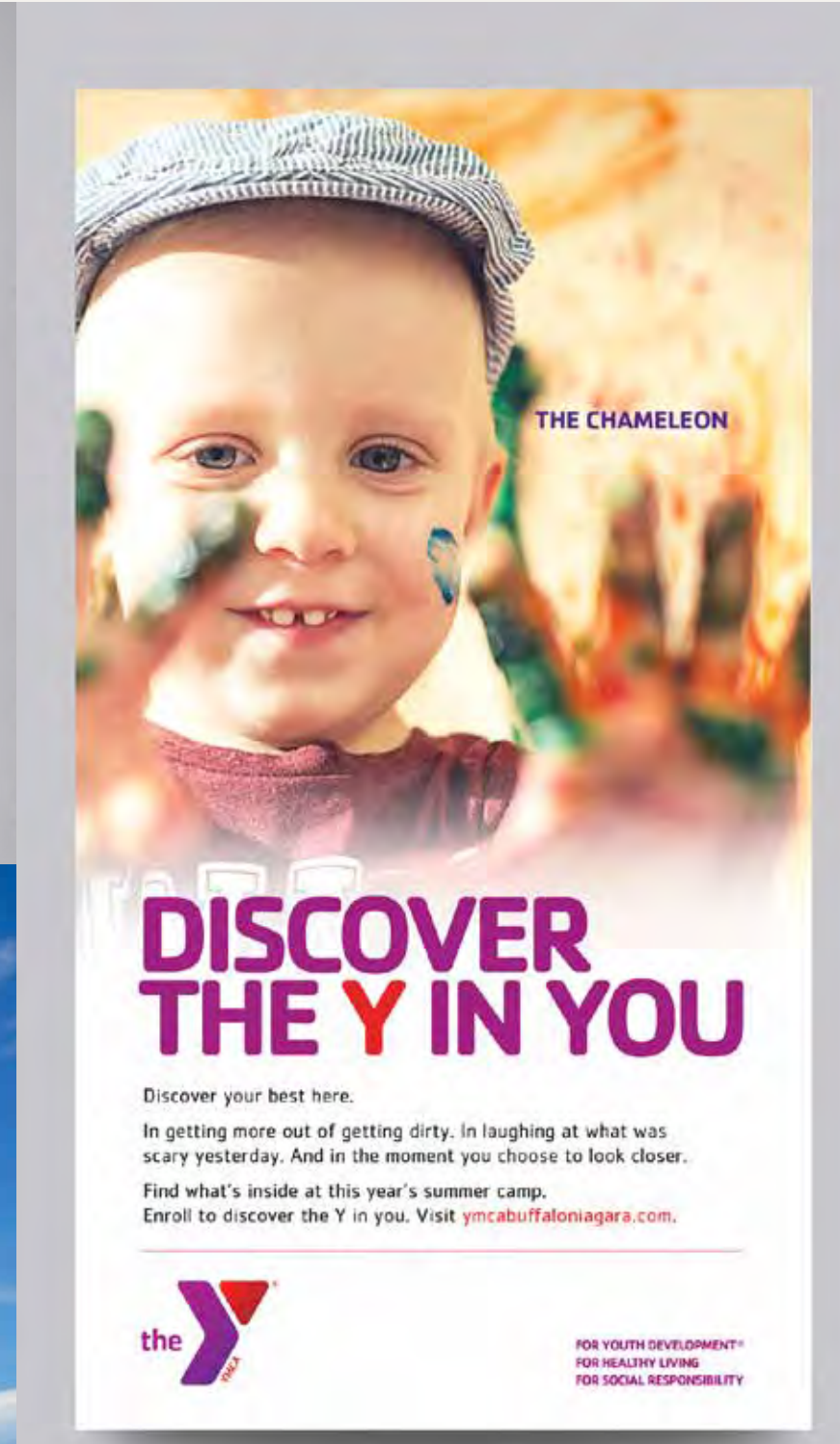


Nonprofit

THE SERVICE COLLABORATIVE OF WNY // BRAND CAMPAIGN



YMCA // "DISCOVER THE Y IN YOU" MEMBERSHIP CAMPAIGN



Nonprofit

NATIONAL WOMEN'S HALL OF FAME // RIGHT TO RUN 19K

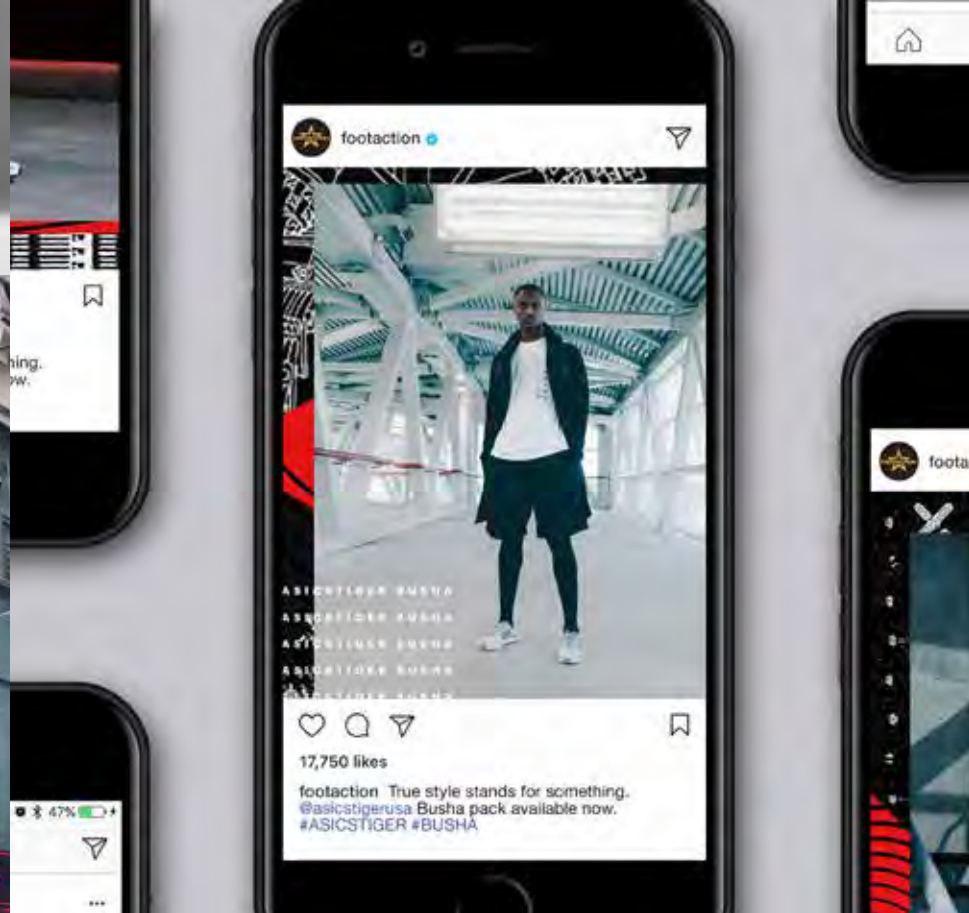
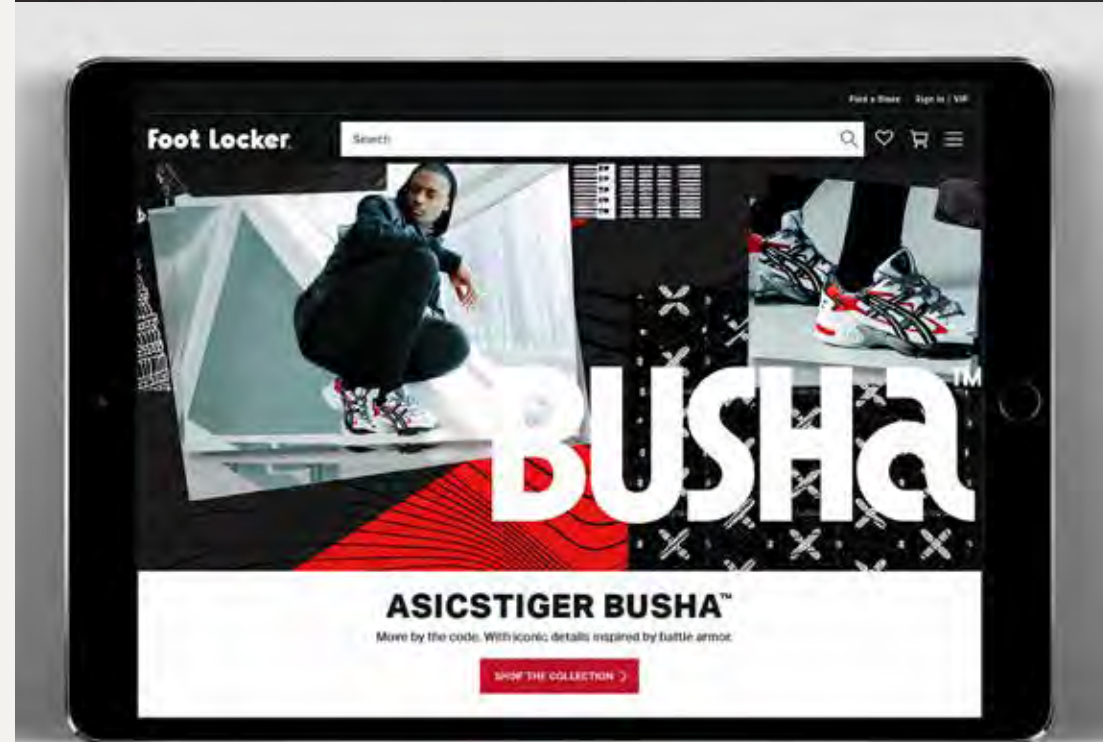


NATIONAL WOMEN'S HALL OF FAME // "VOTE YOUR MAIN STREET" CAMPAIGN

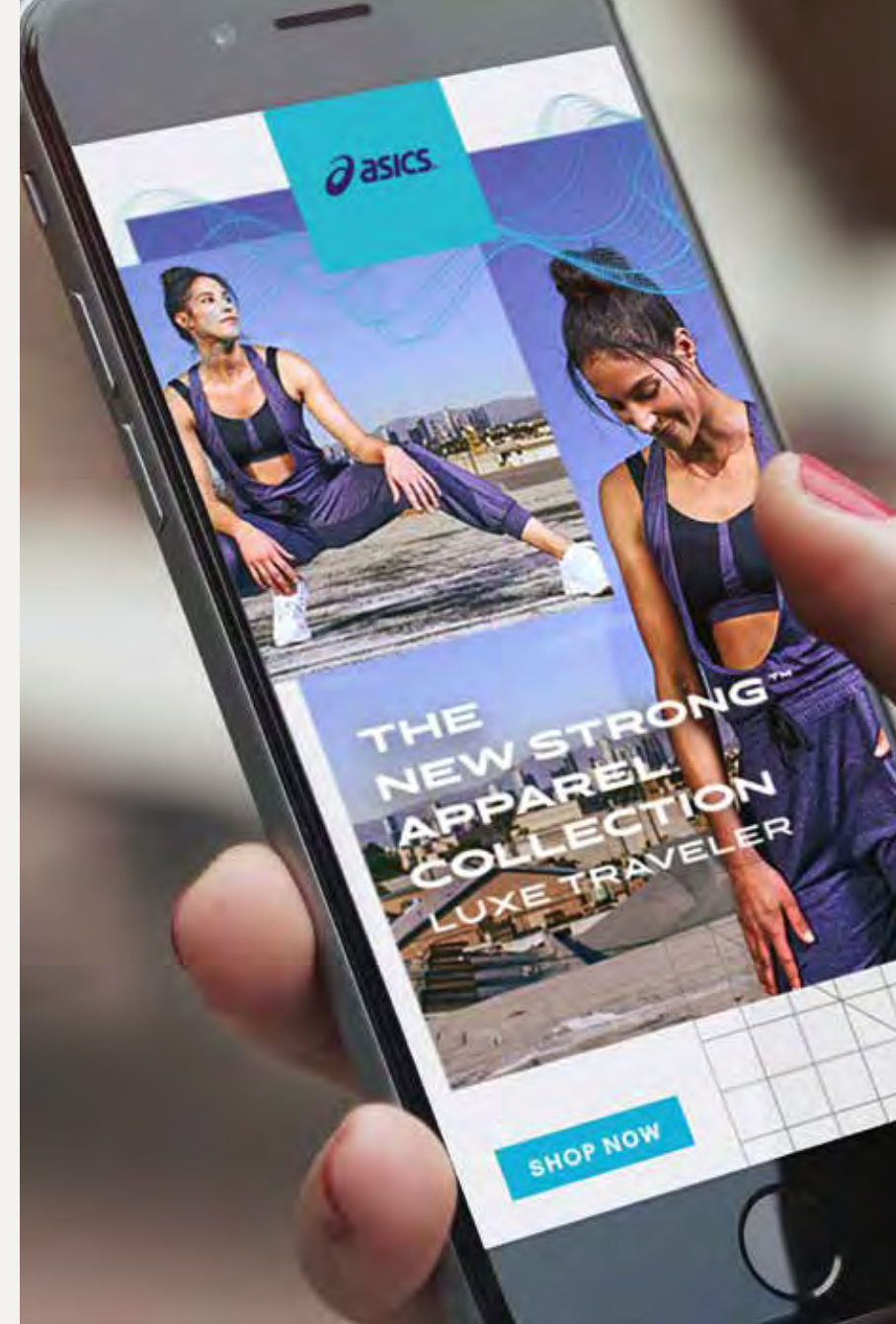
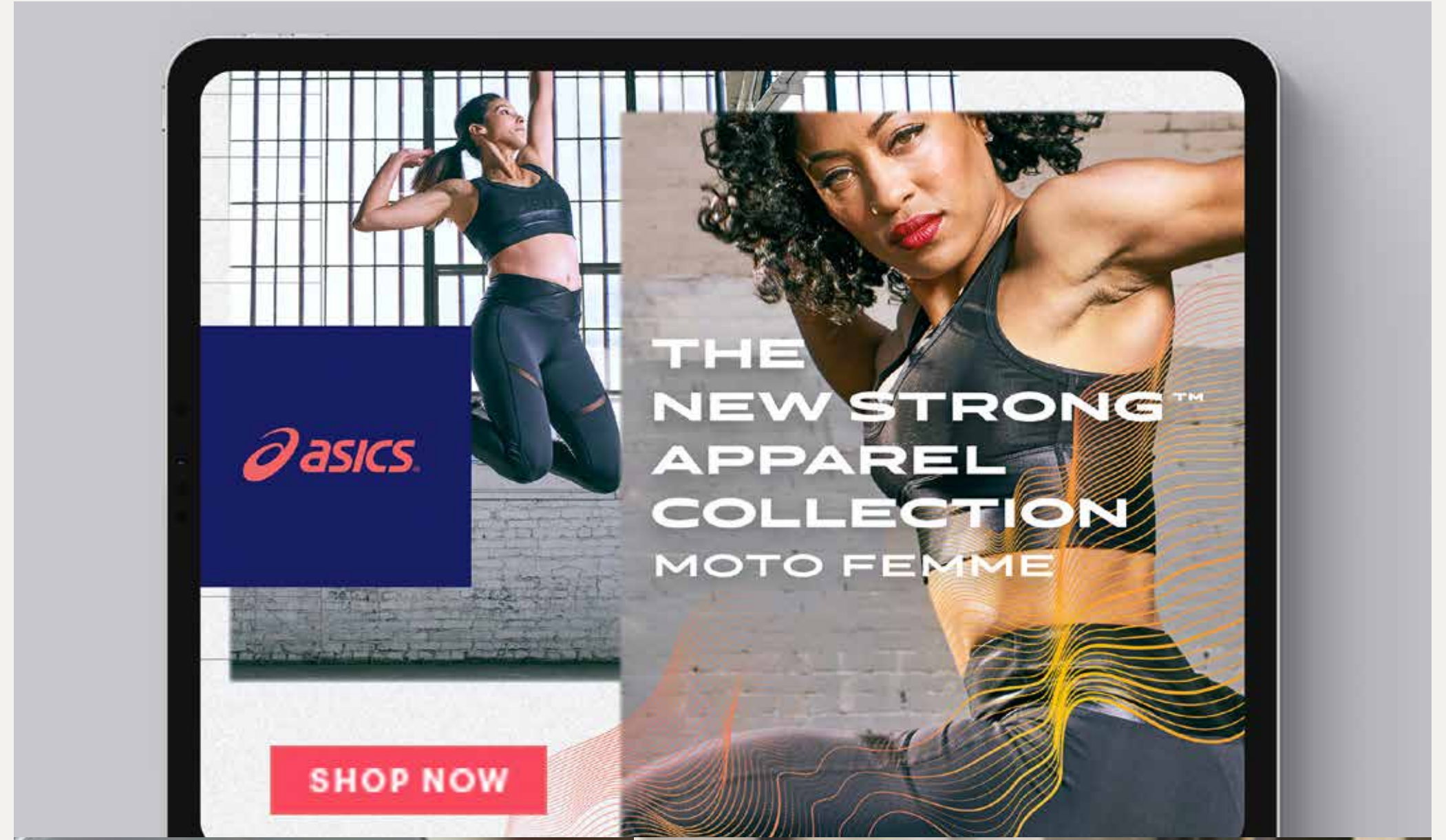


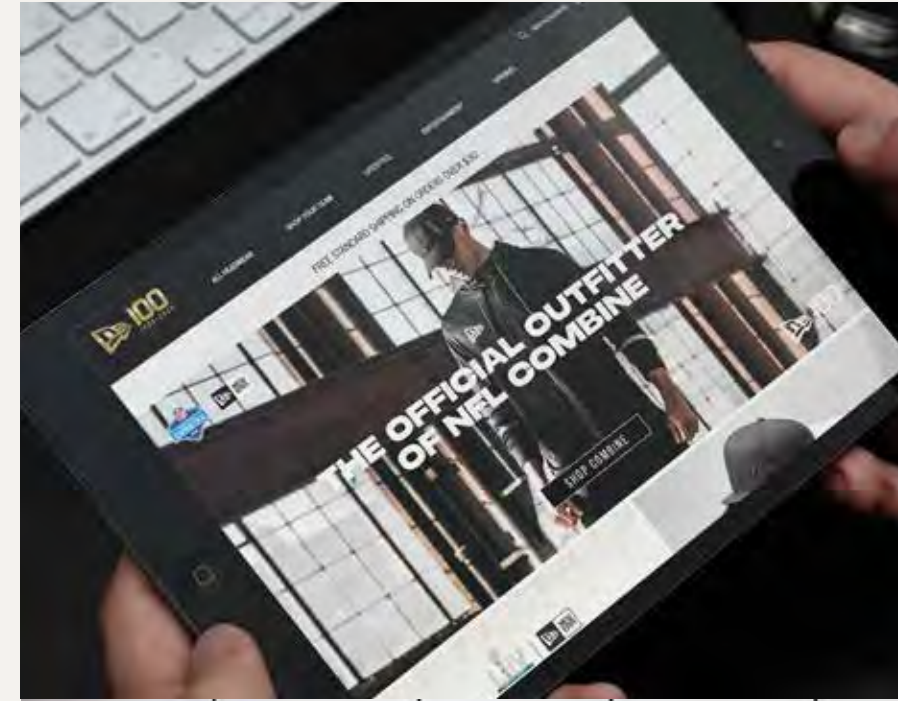
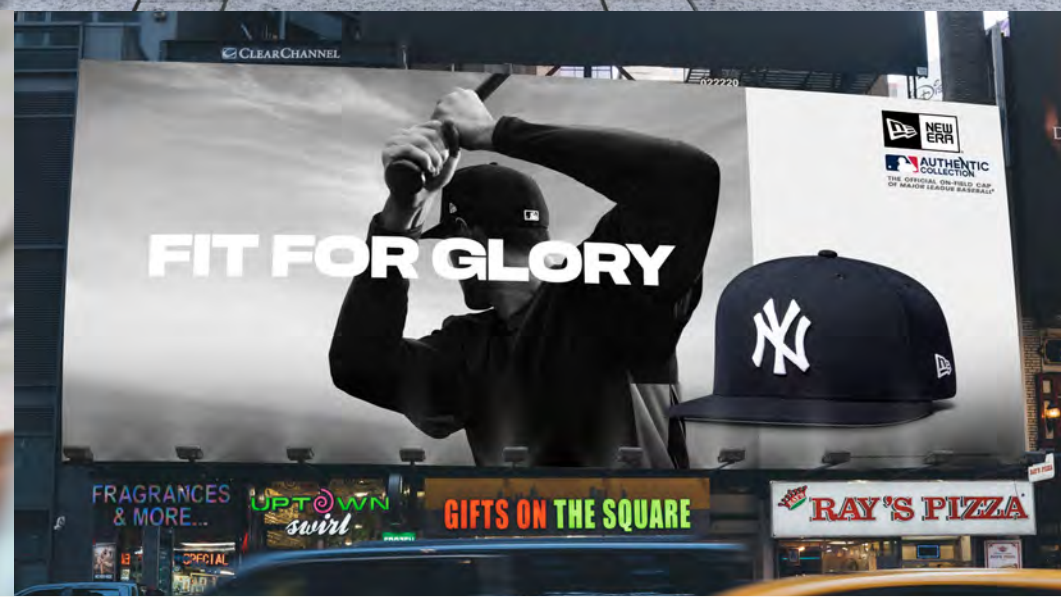
Sports

ASICS // BUSHUA PRODUCT LAUNCH



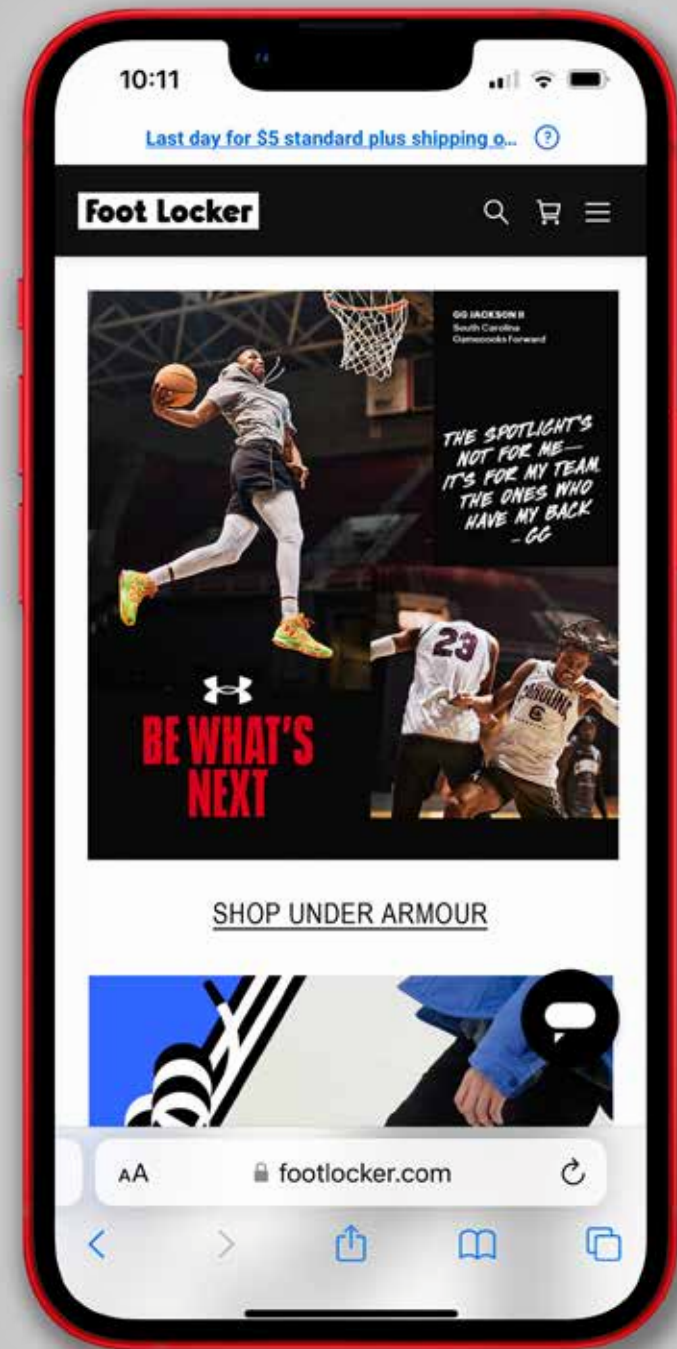
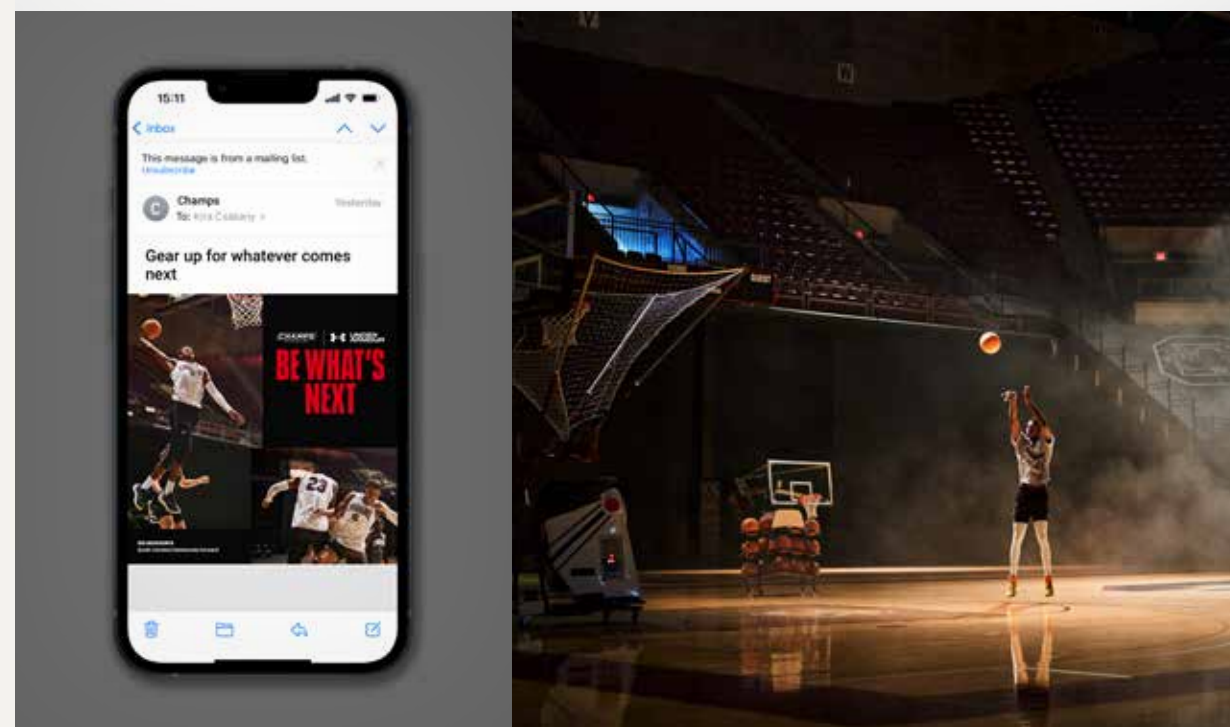
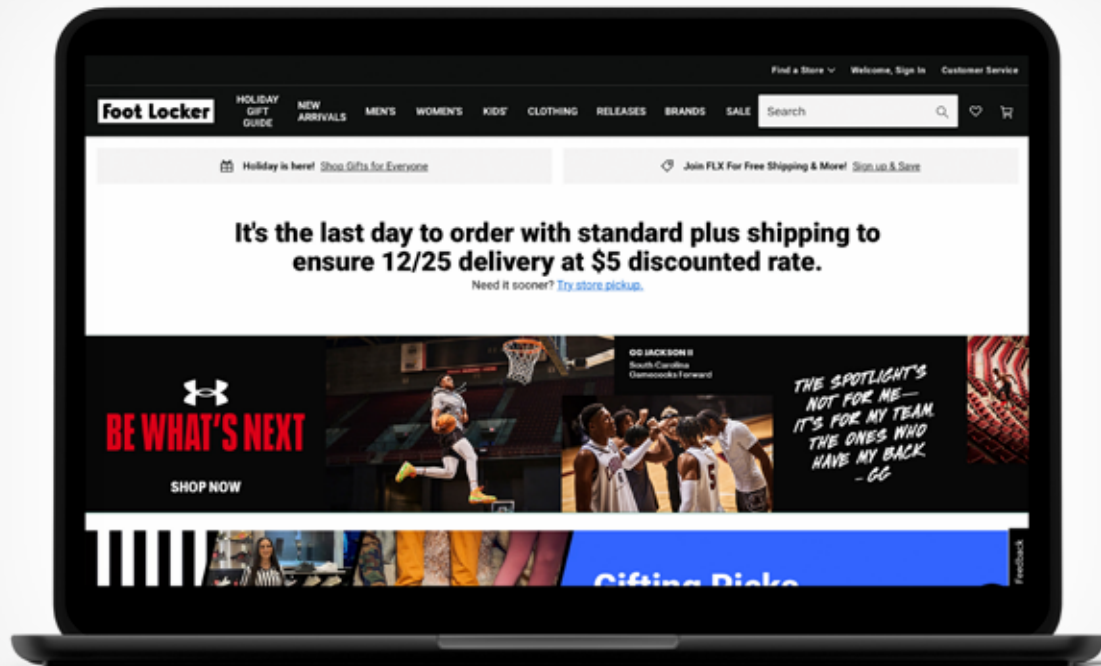
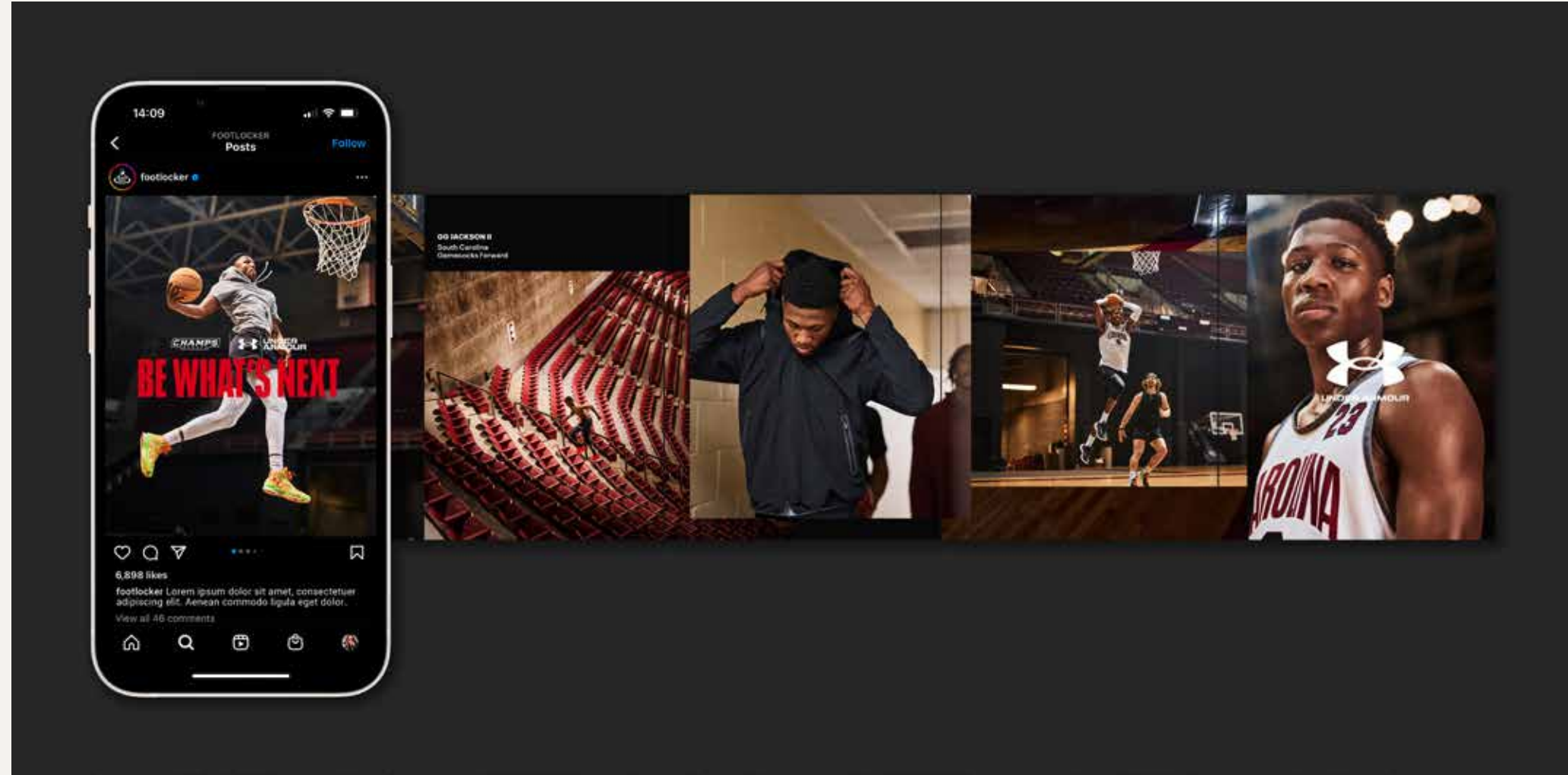
ASICS // THE NEW STRONG ACTIVATION



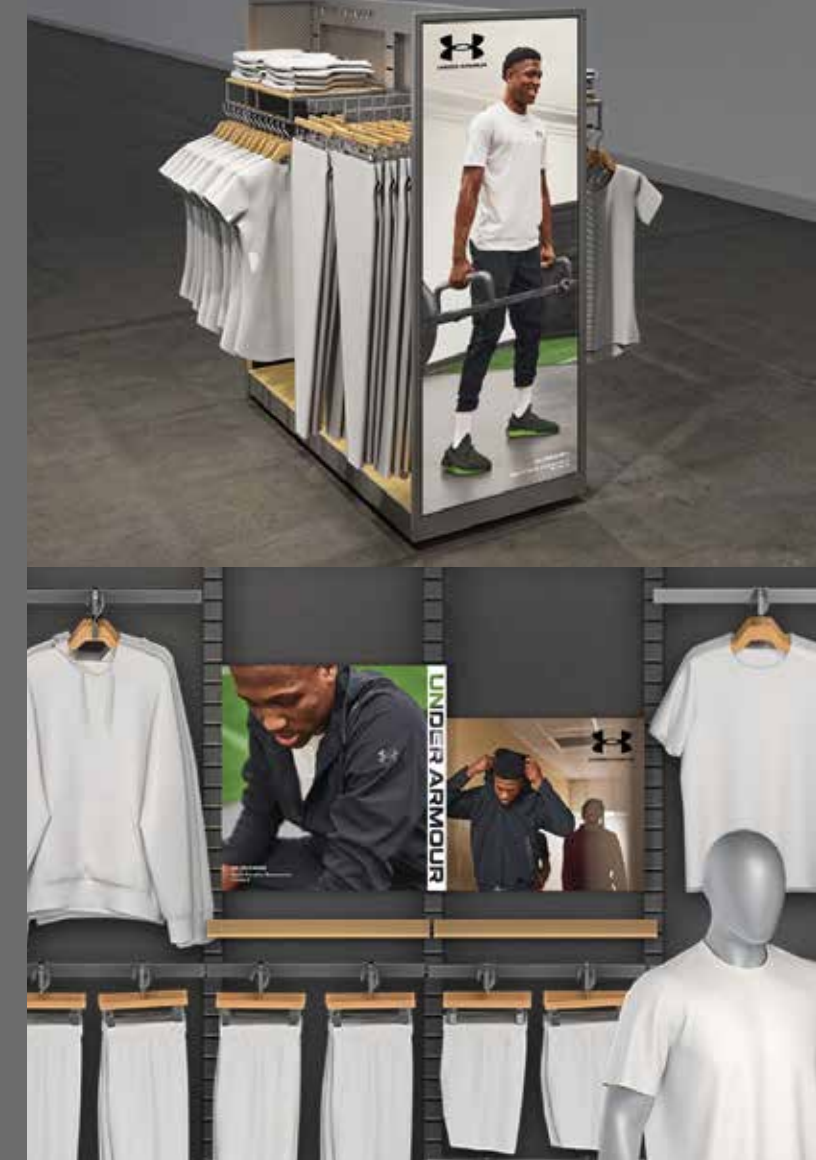
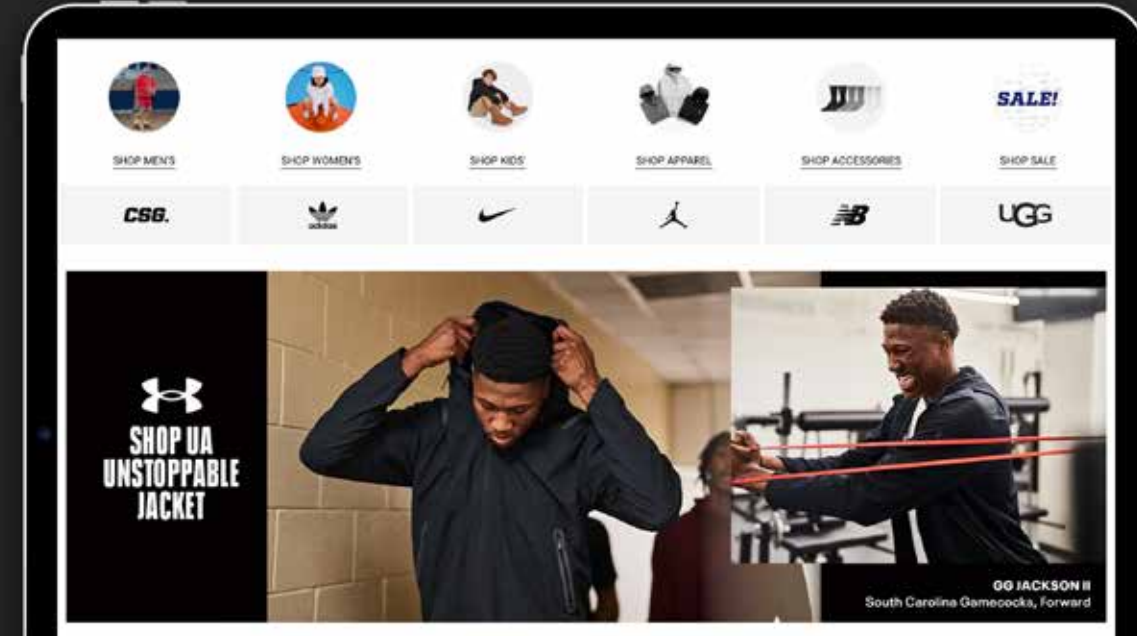
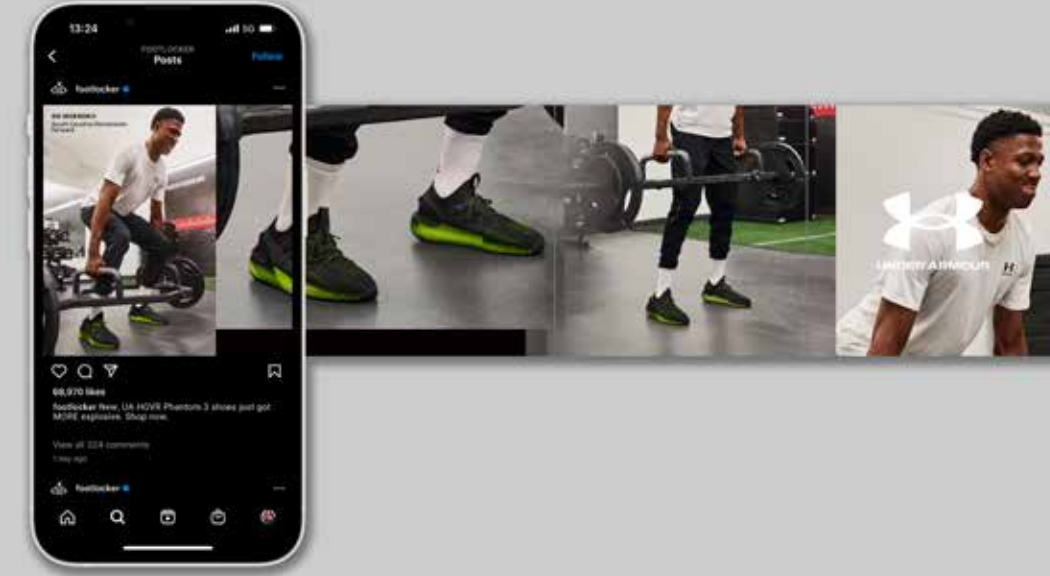
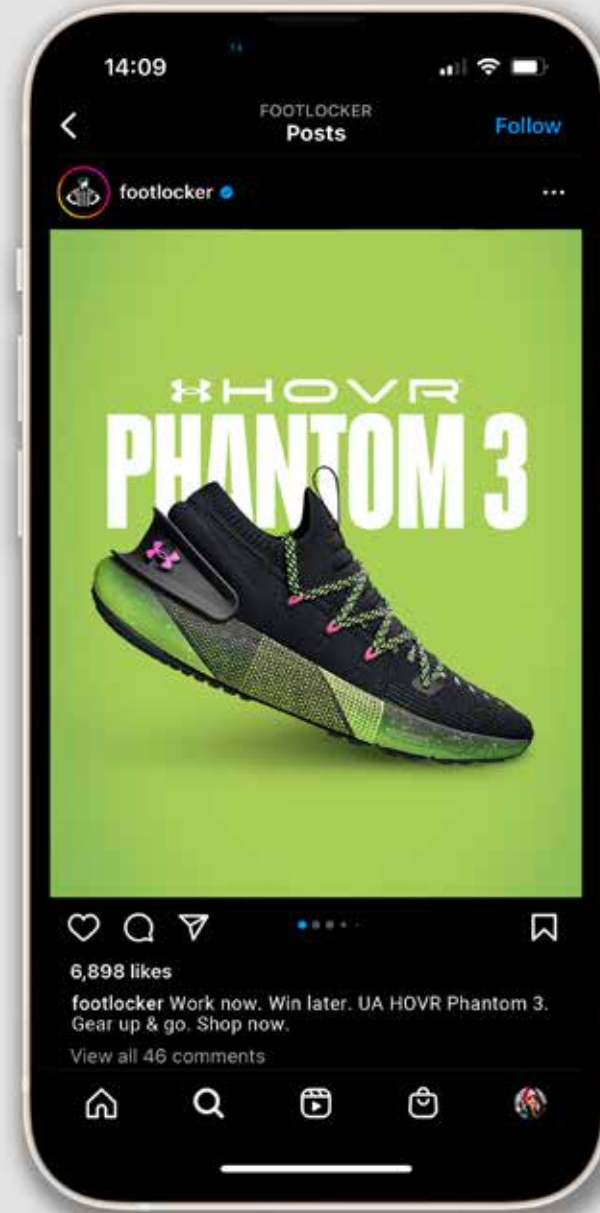


Sports

UNDER ARMOUR // UA X FOOT INC. RE-INTRO CAMPAIGN

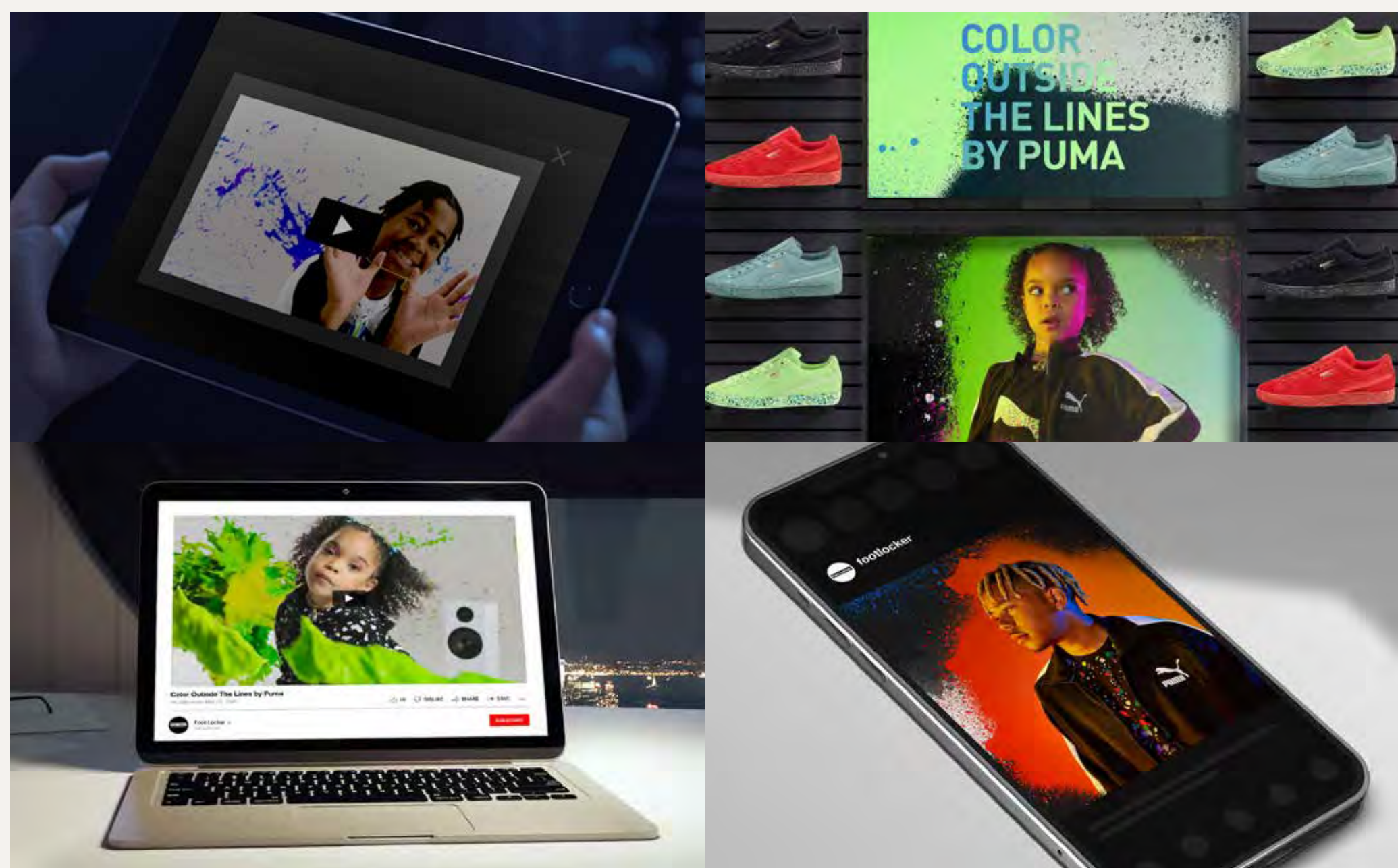


UNDER ARMOUR // UA X FOOT INC. PRODUCT CAMPAIGN

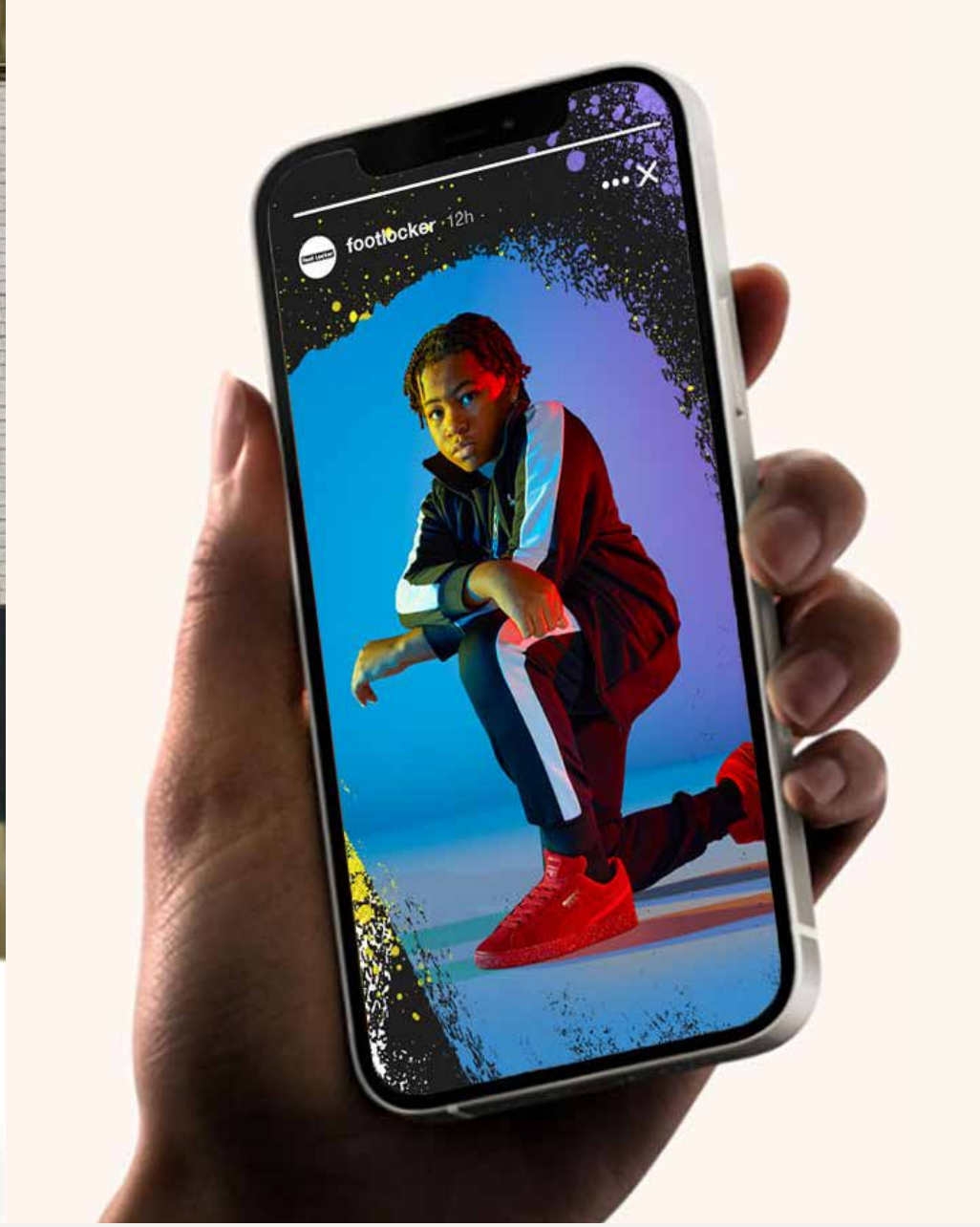
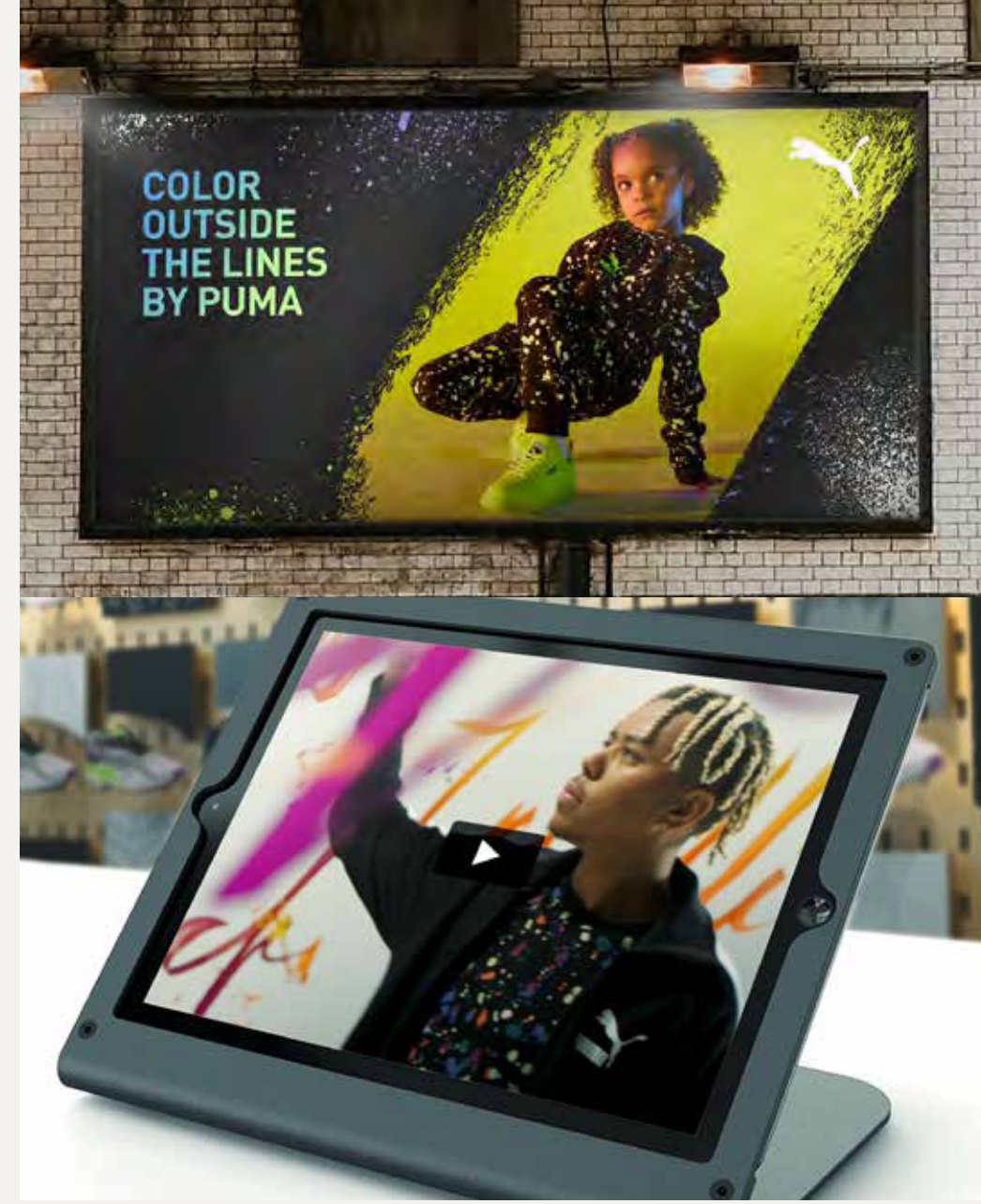


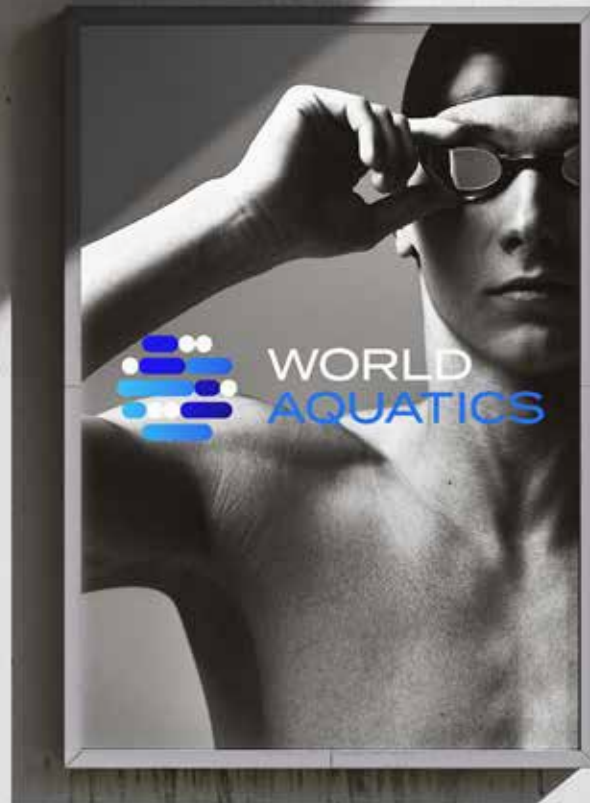
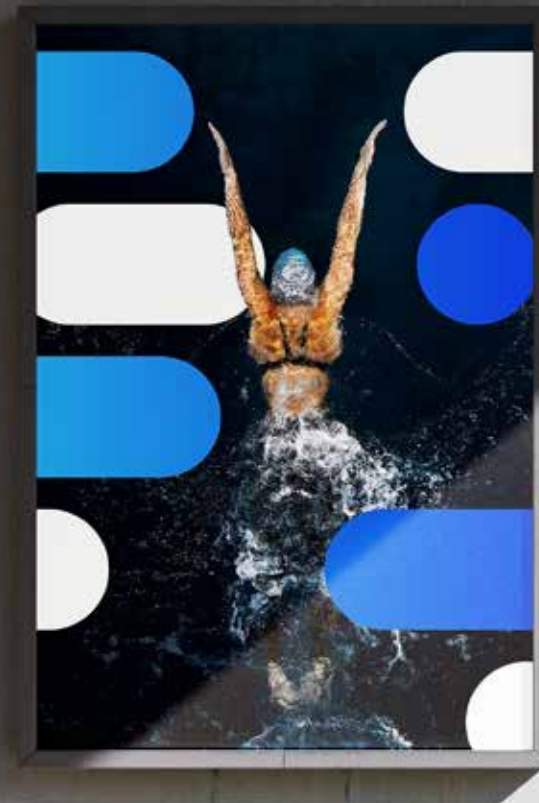
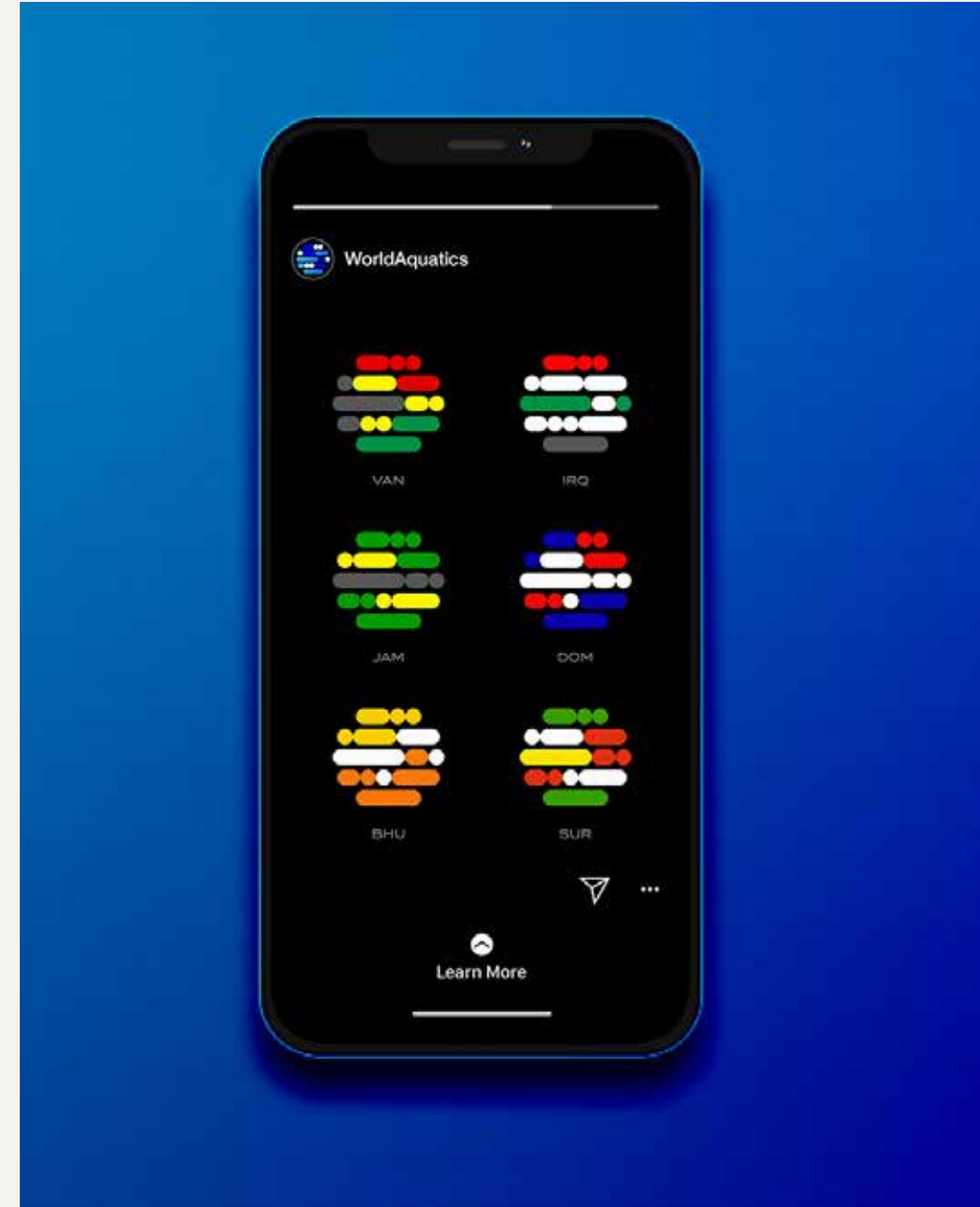
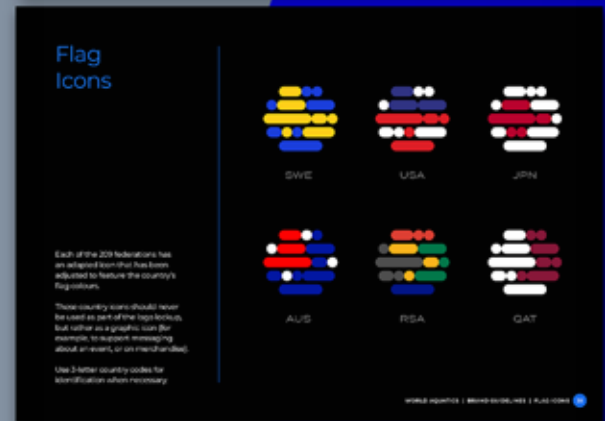
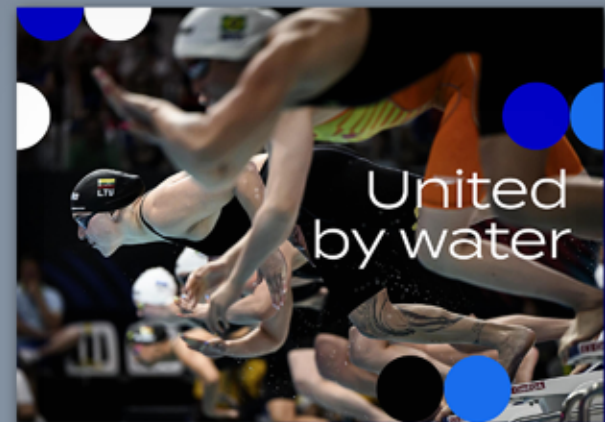
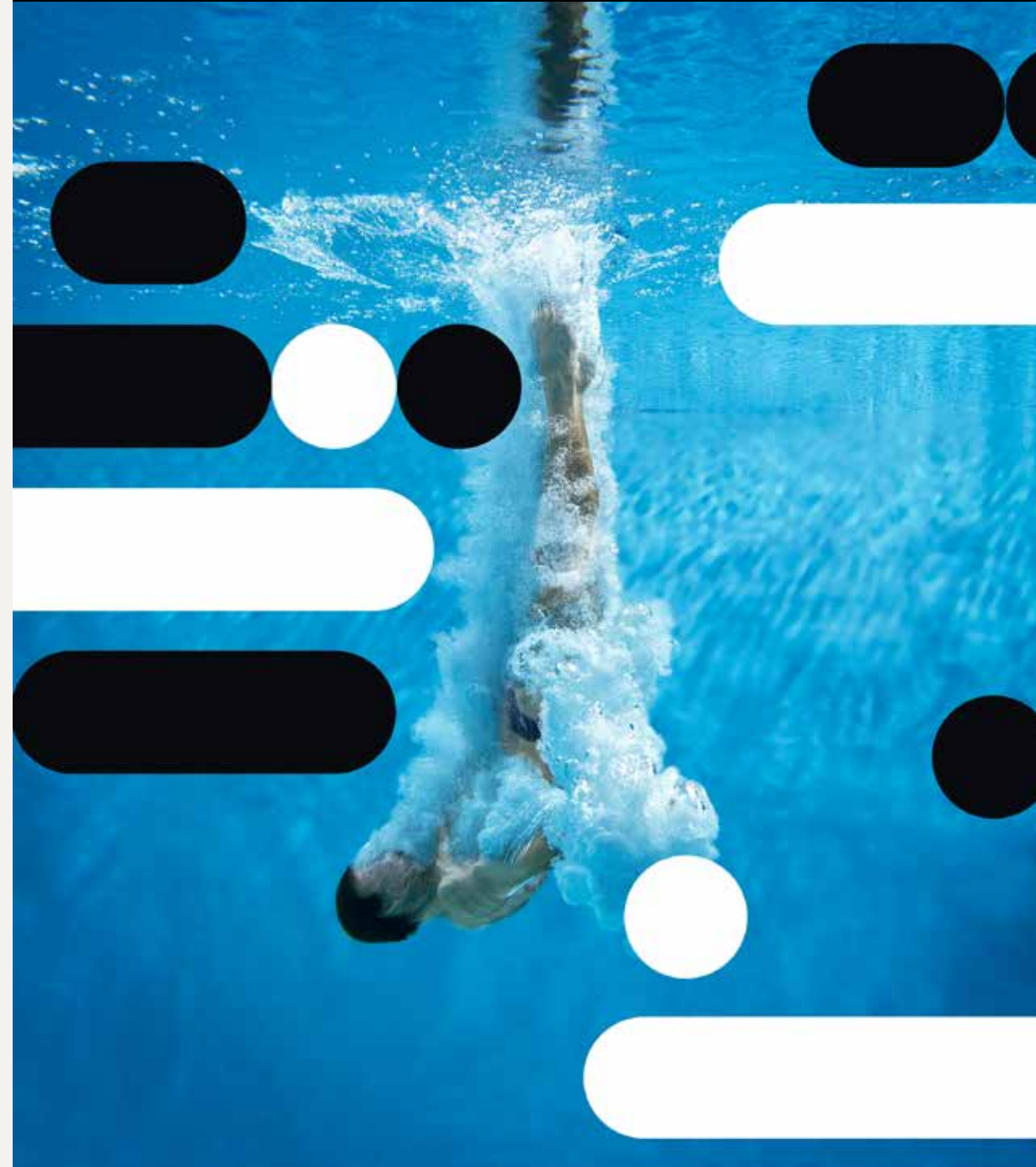
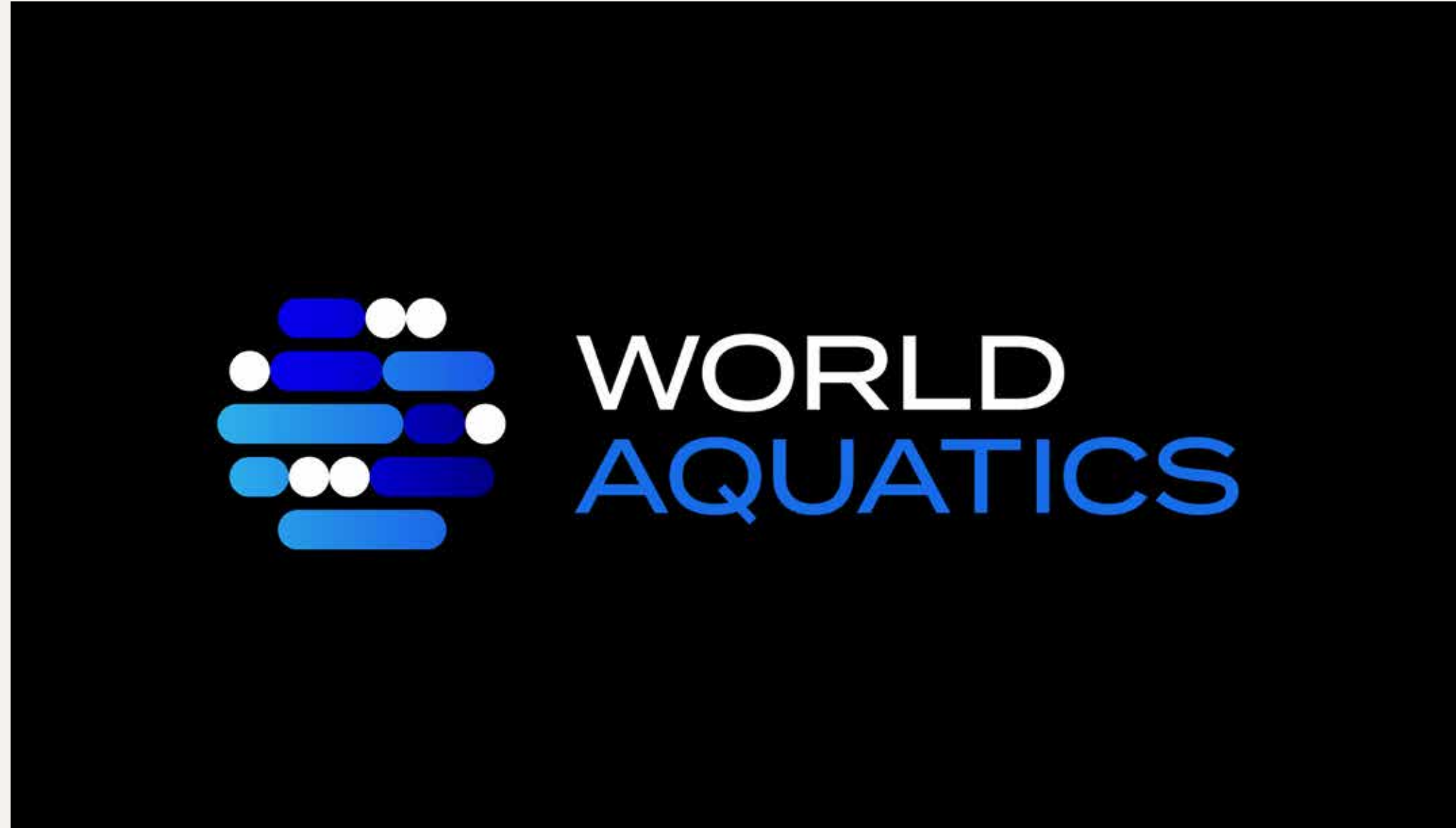
Sports

PUMA // FOOT LOCKER "COLOR OUTSIDE THE LINES" CAMPAIGN



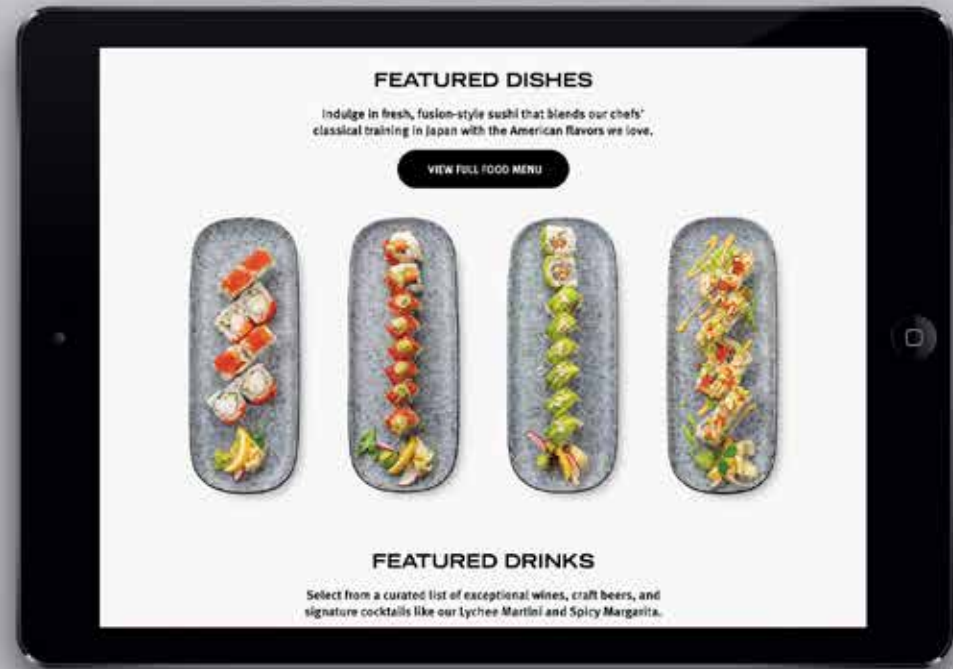
PUMA // FOOT LOCKER "COLOR OUTSIDE THE LINES" CAMPAIGN



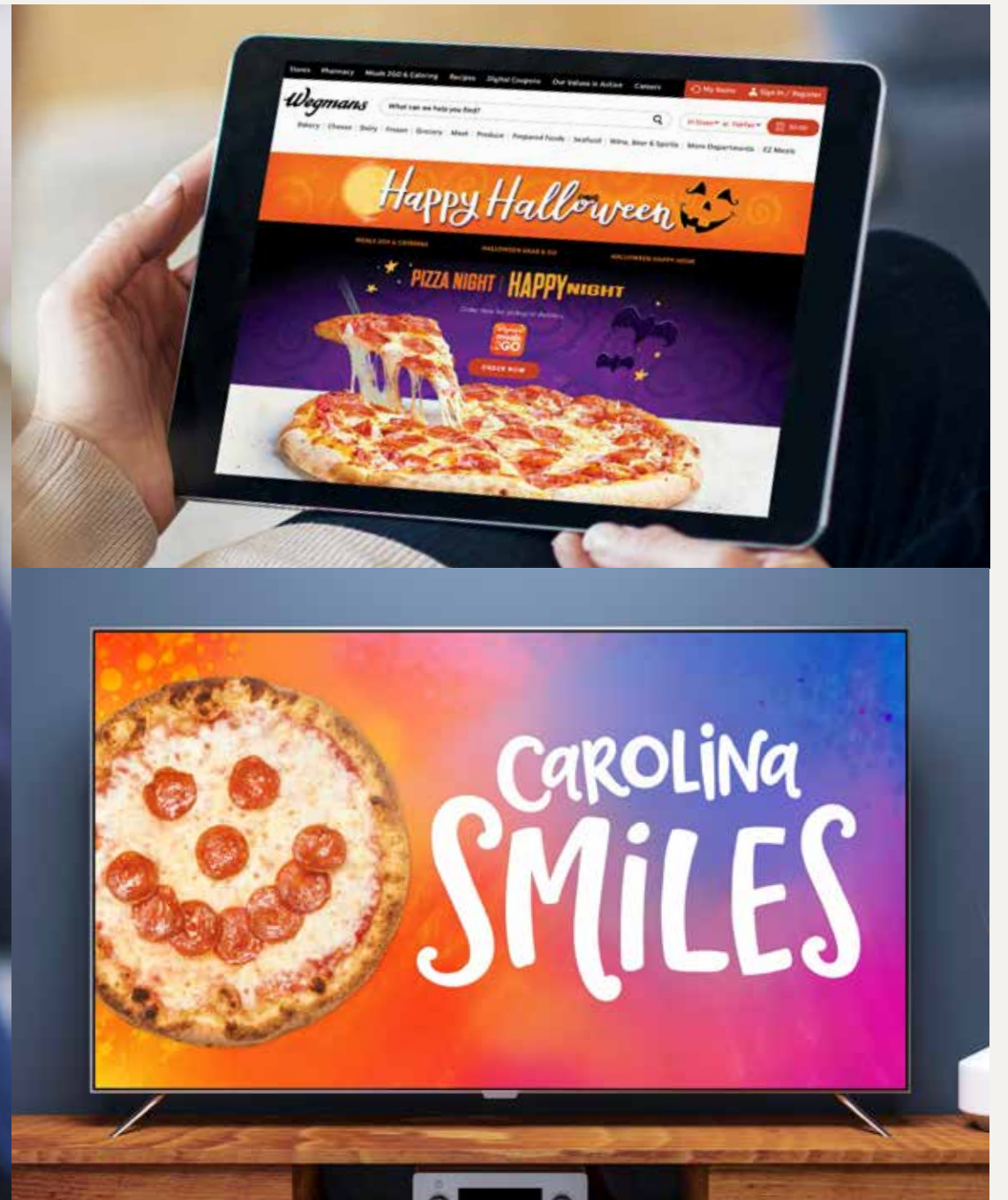
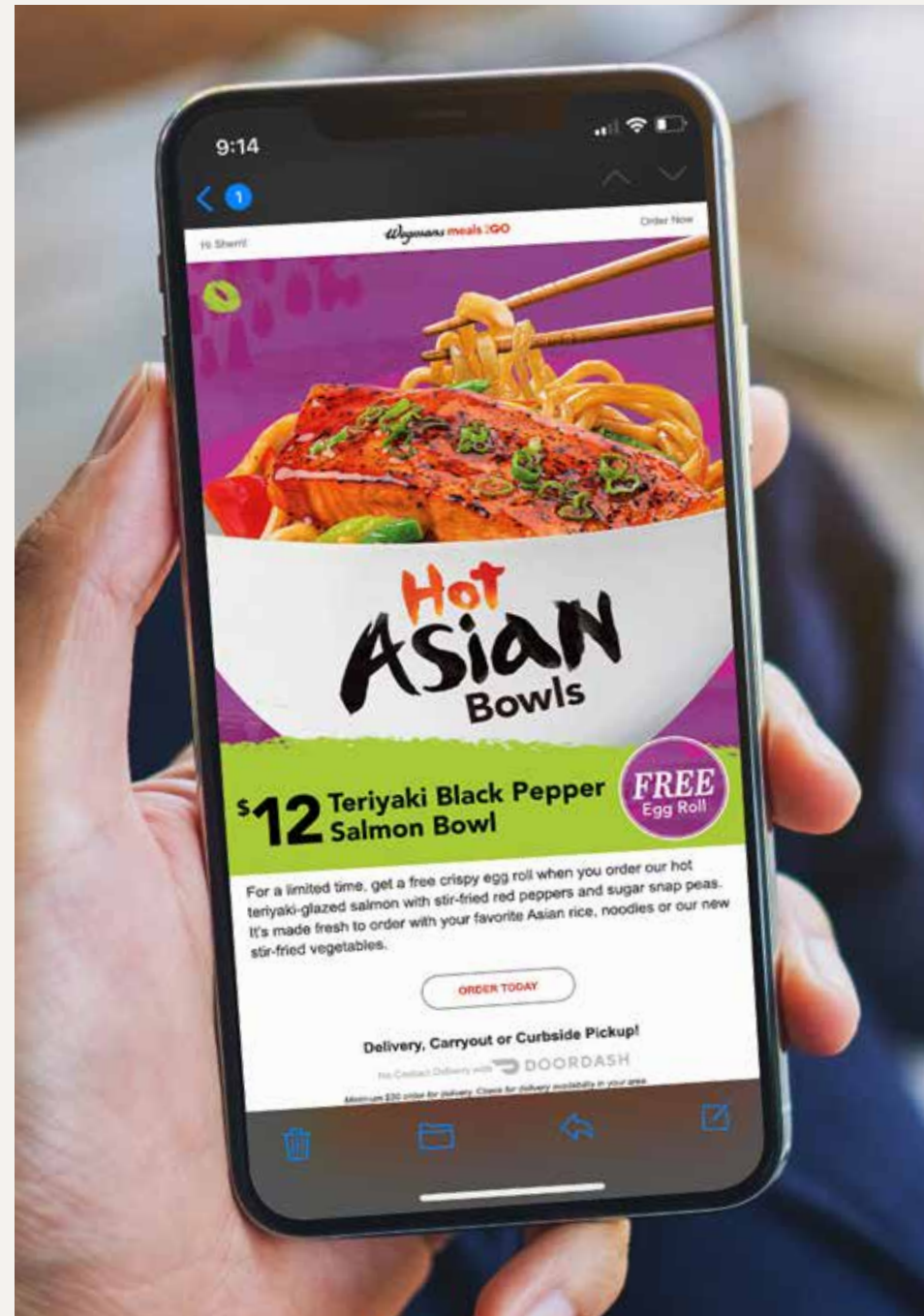


Food & Beverage

WEGMANS // DIGITAL WORK

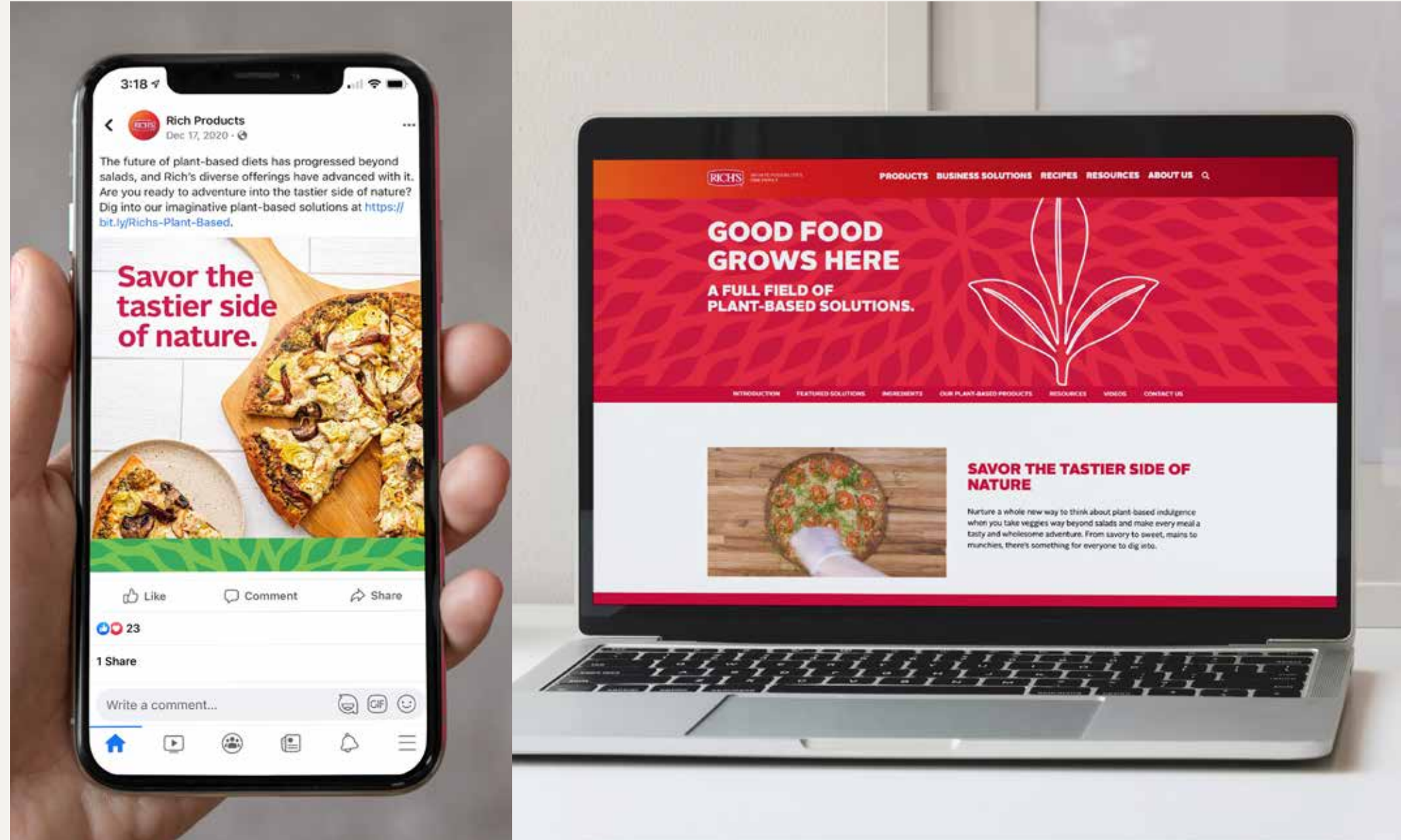


WEGMANS // DIGITAL WORK

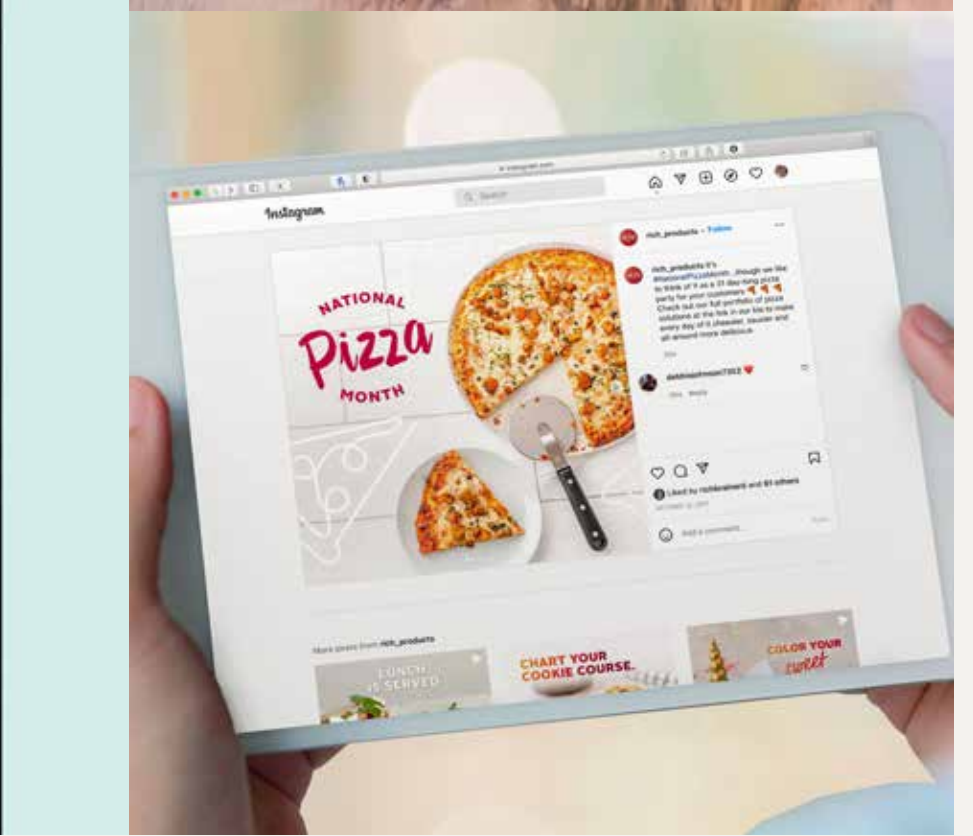
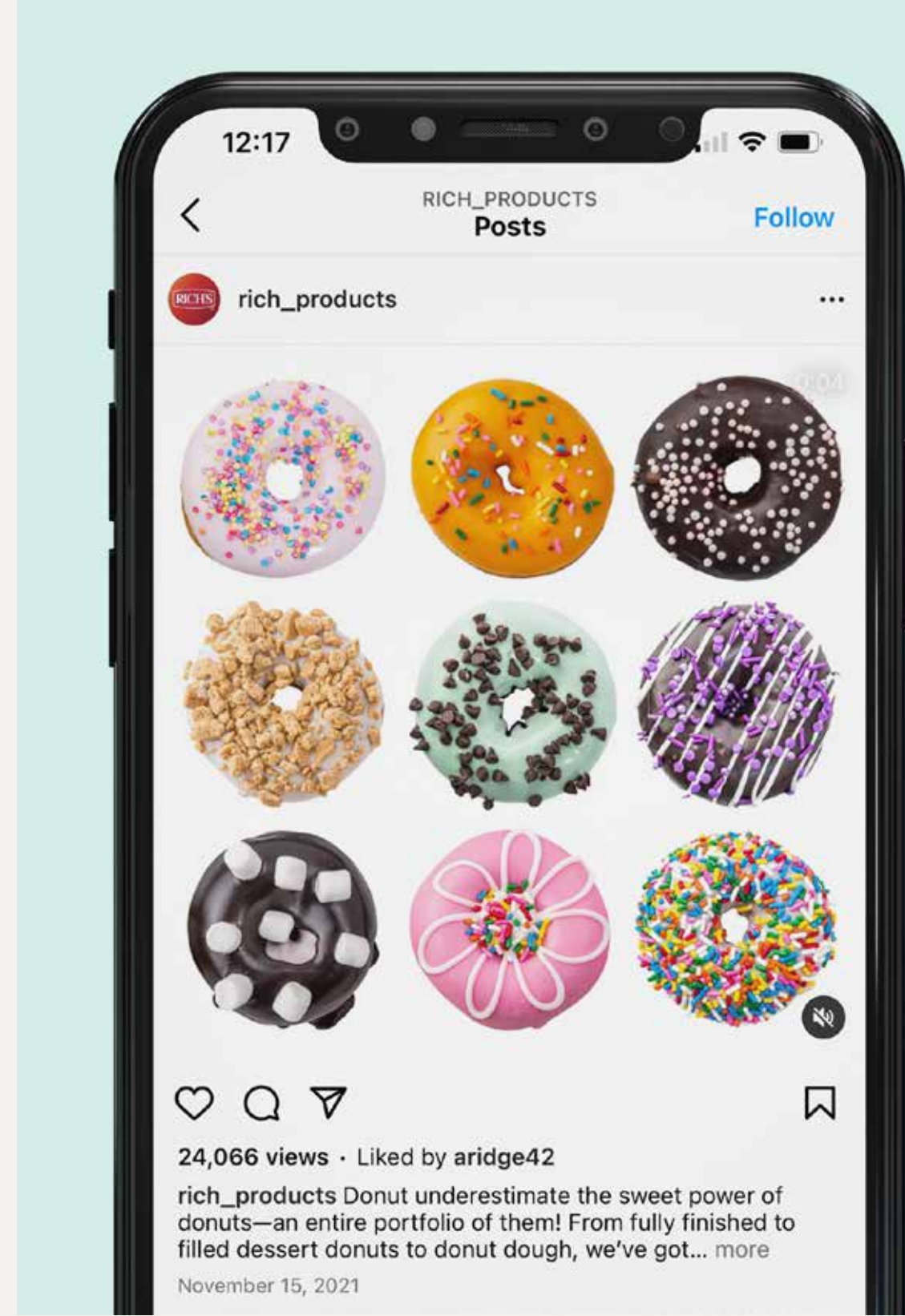


Food & Beverage

RICH PRODUCTS // PLANT-BASED CAMPAIGN



RICH PRODUCTS // SOCIAL MEDIA

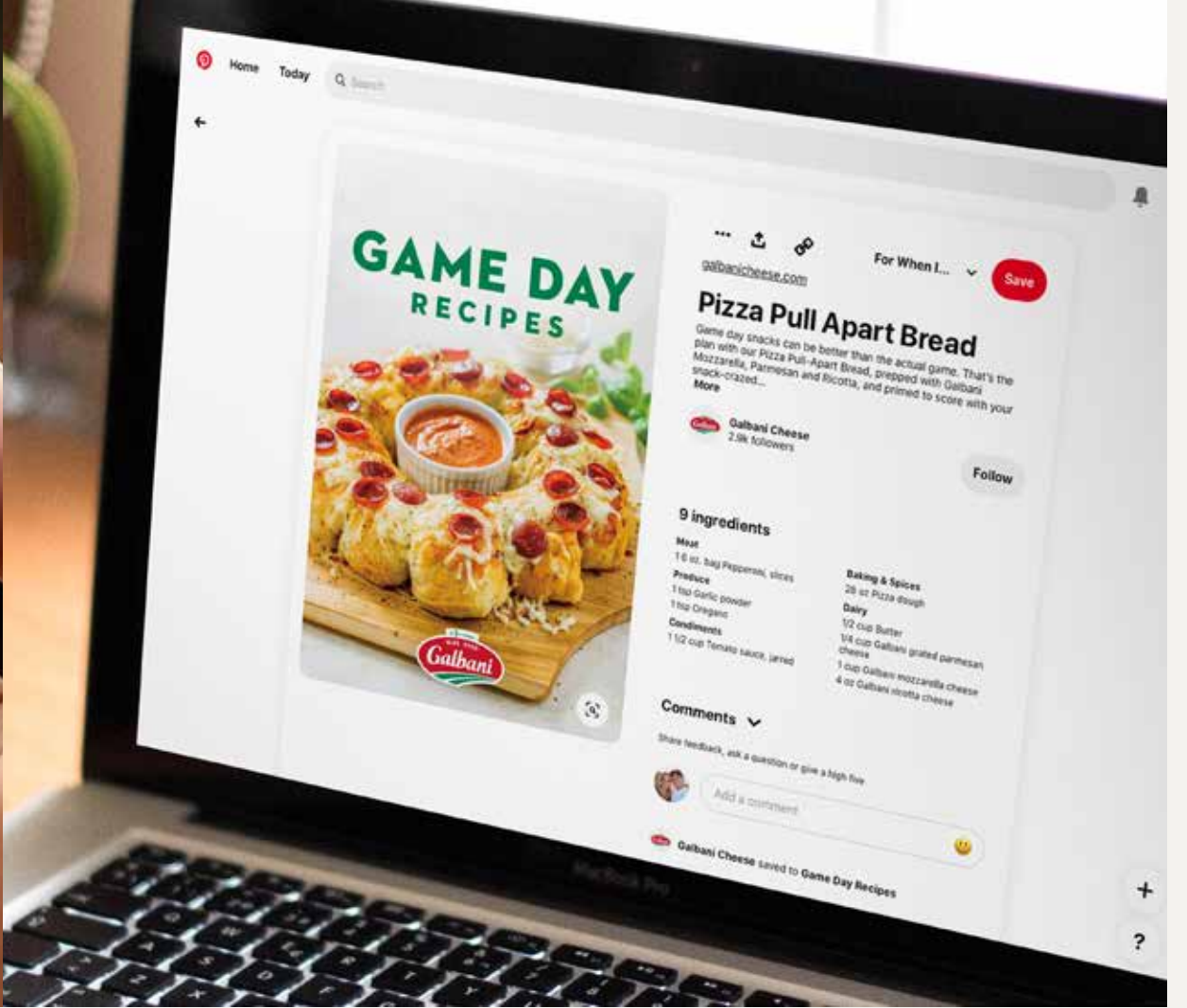
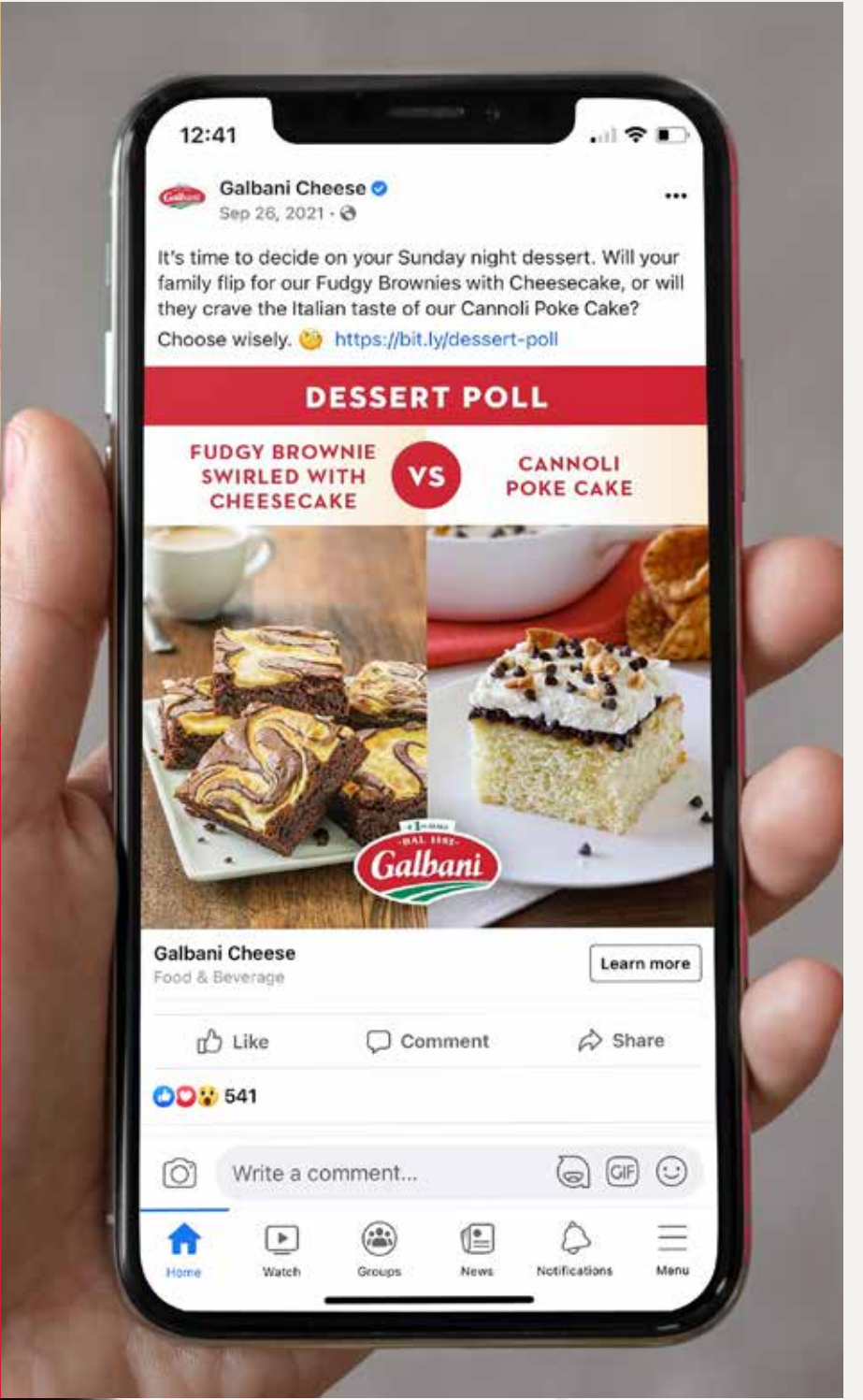
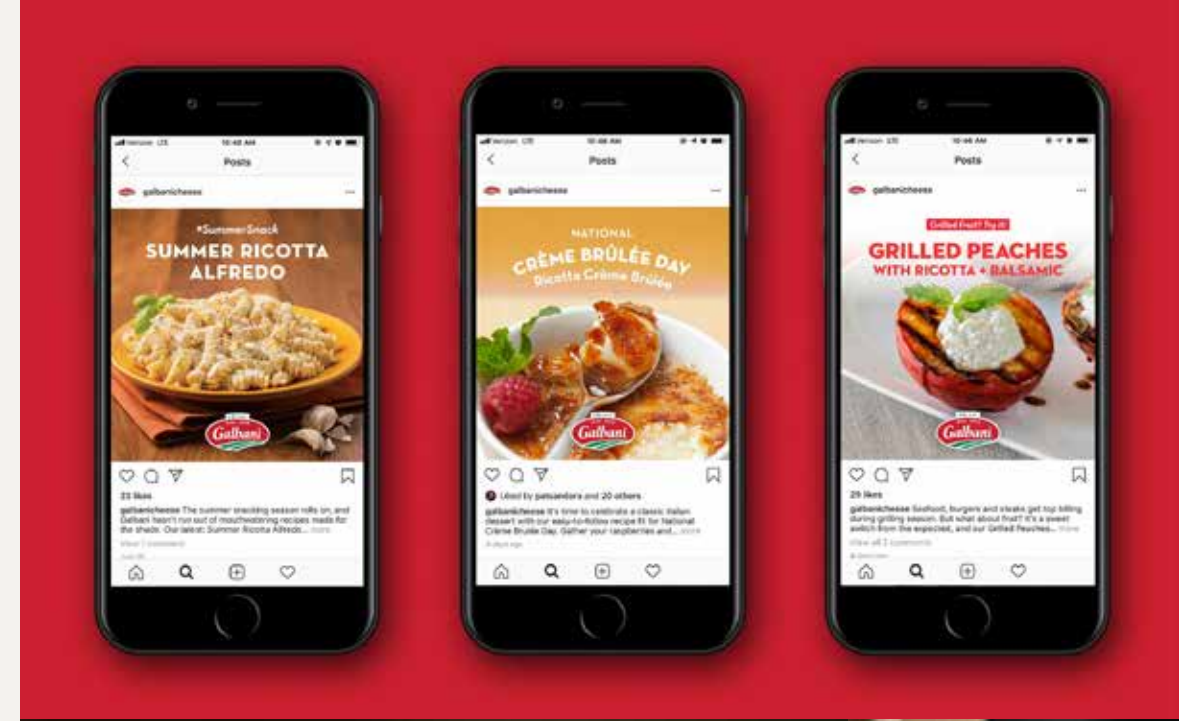
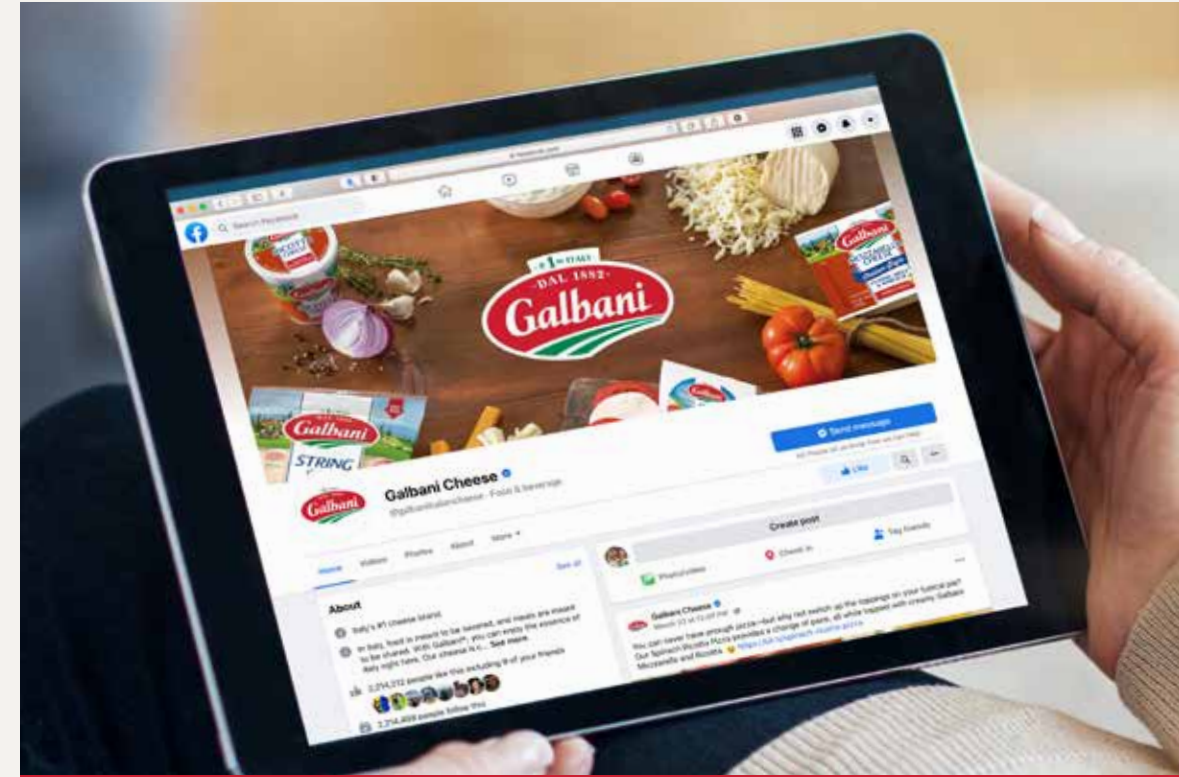


Food & Beverage

GALBANI // RICOTTA AND MOZZARELLA CAMPAIGNS

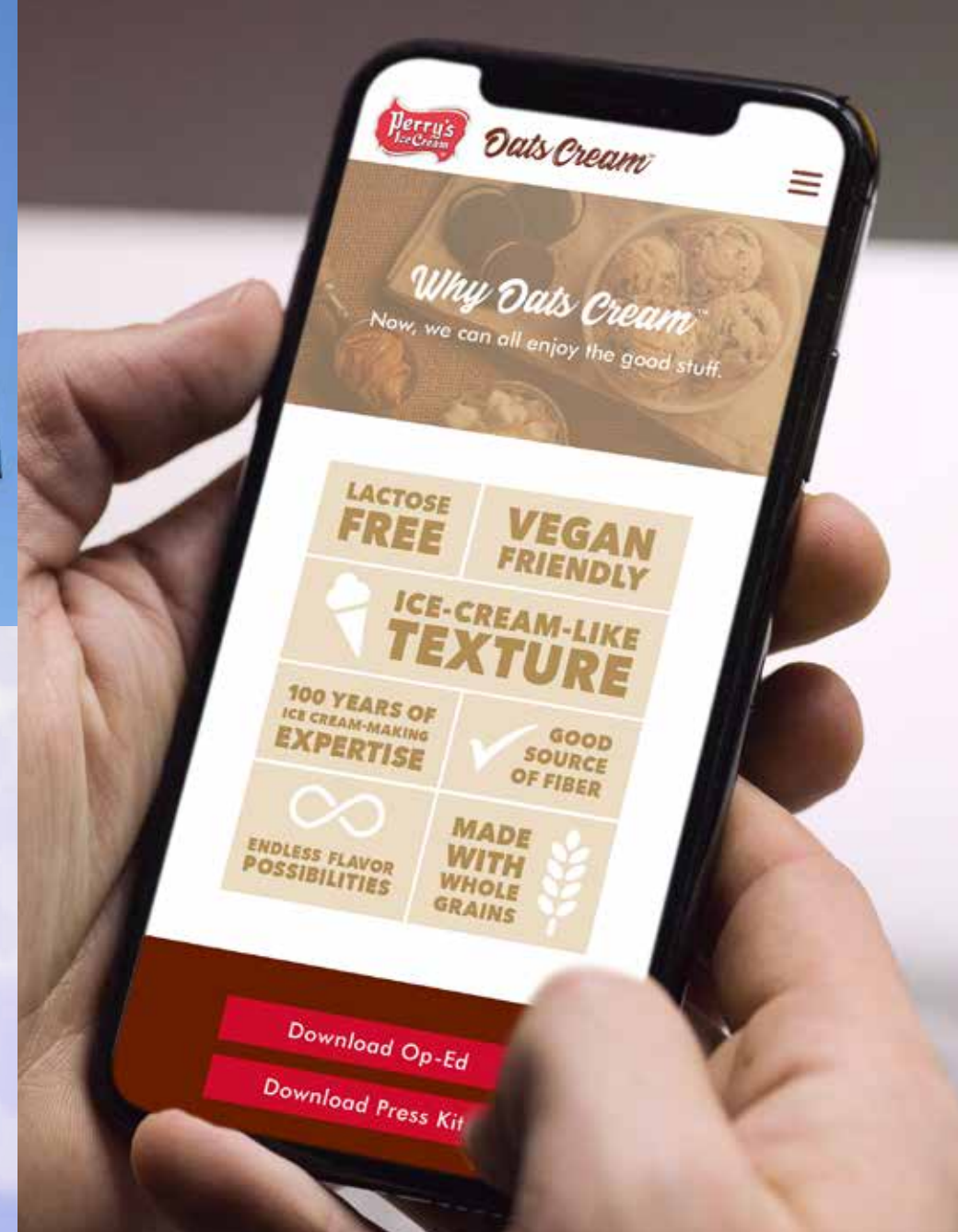
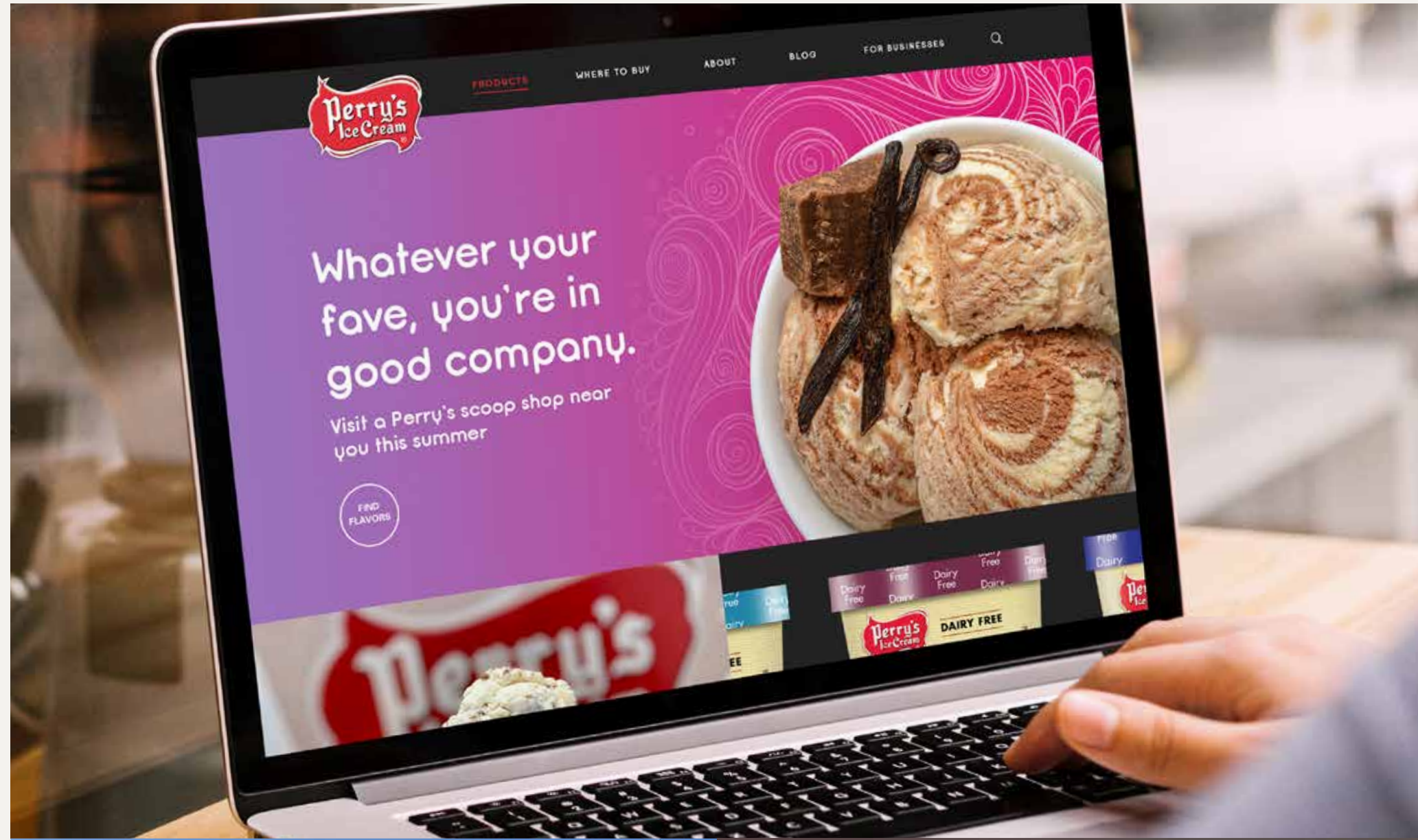


GALBANI // SOCIAL MEDIA

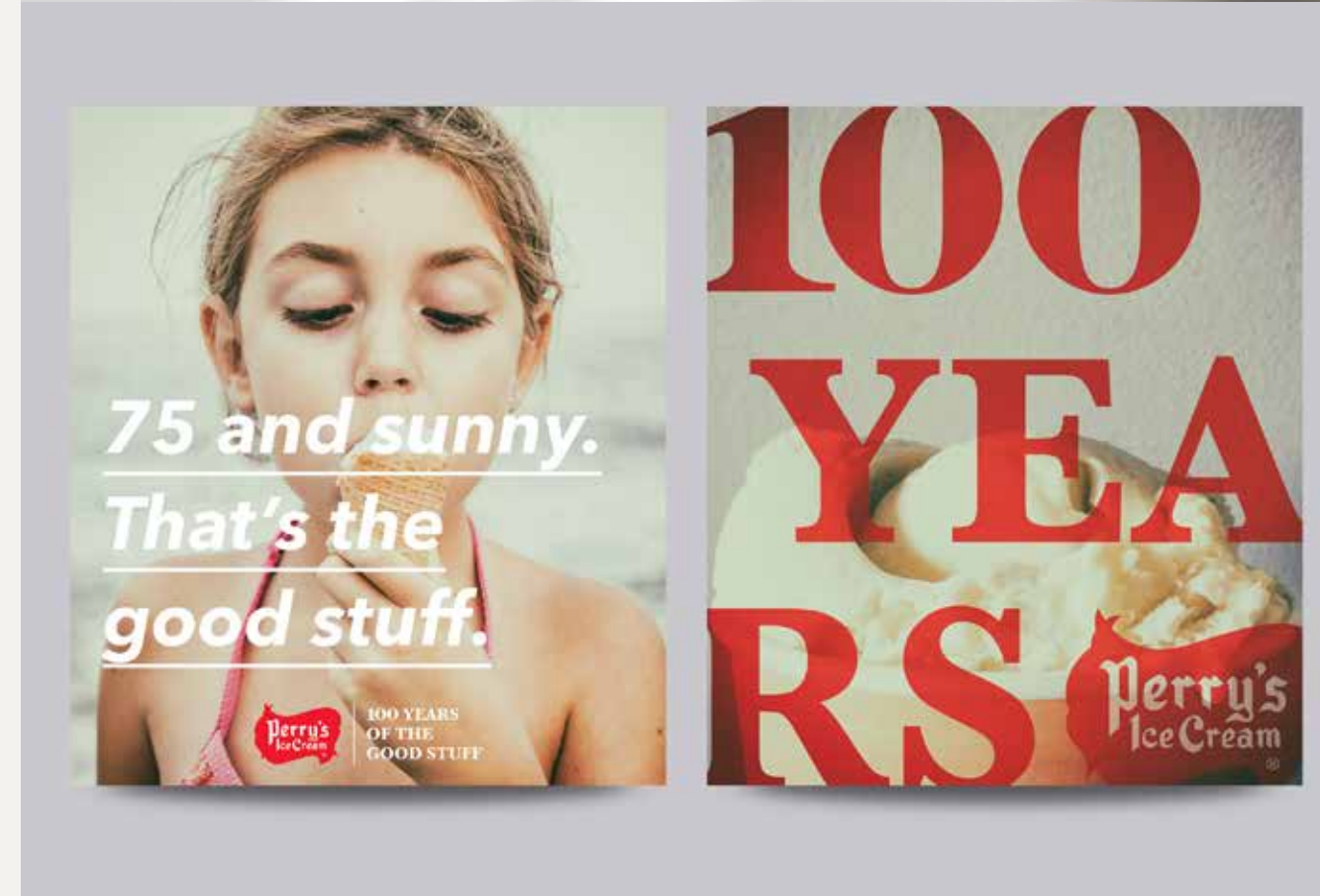
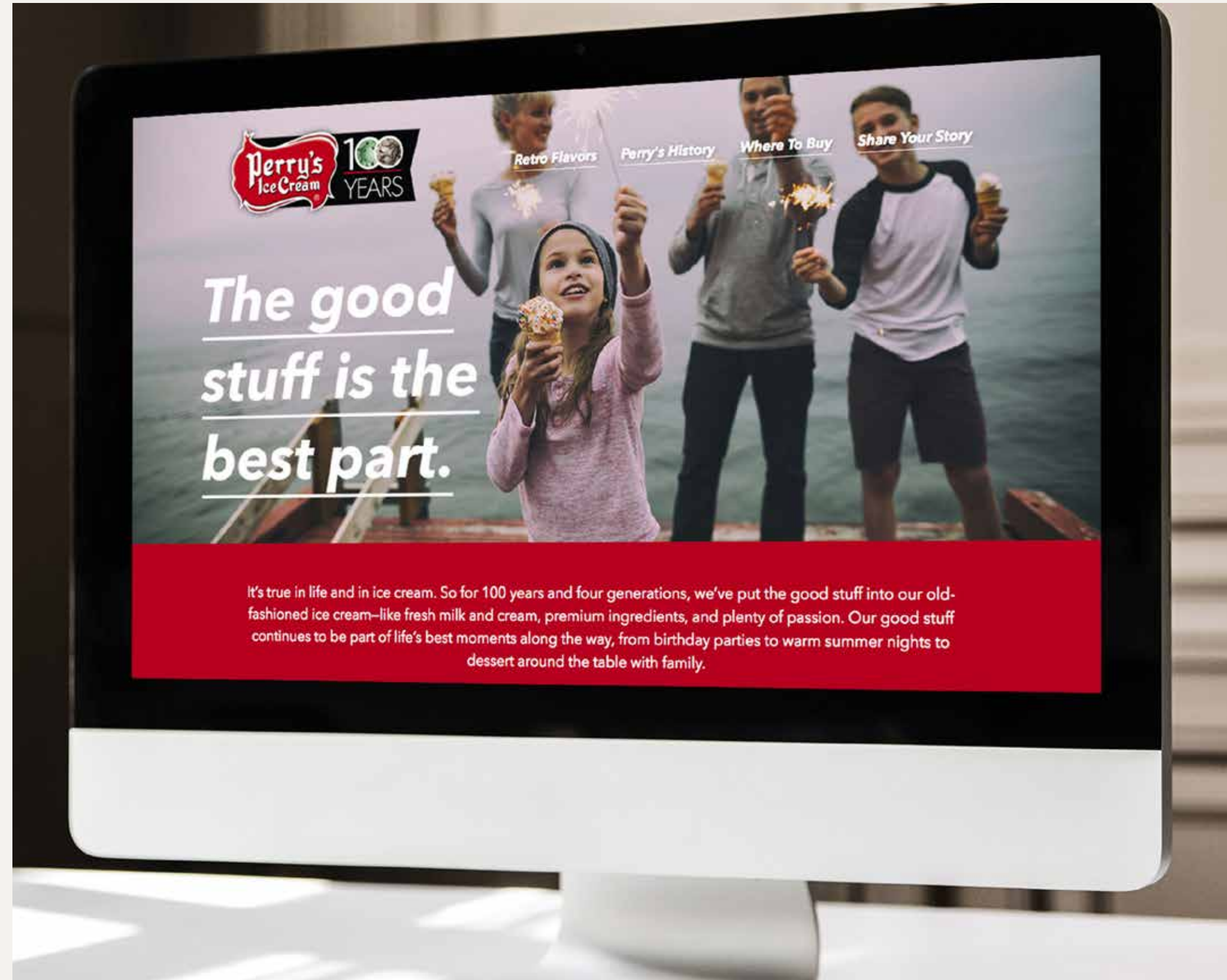


Food & Beverage

PERRY'S ICE CREAM // BRAND CAMPAIGN AND WEBSITE DEVELOPMENT

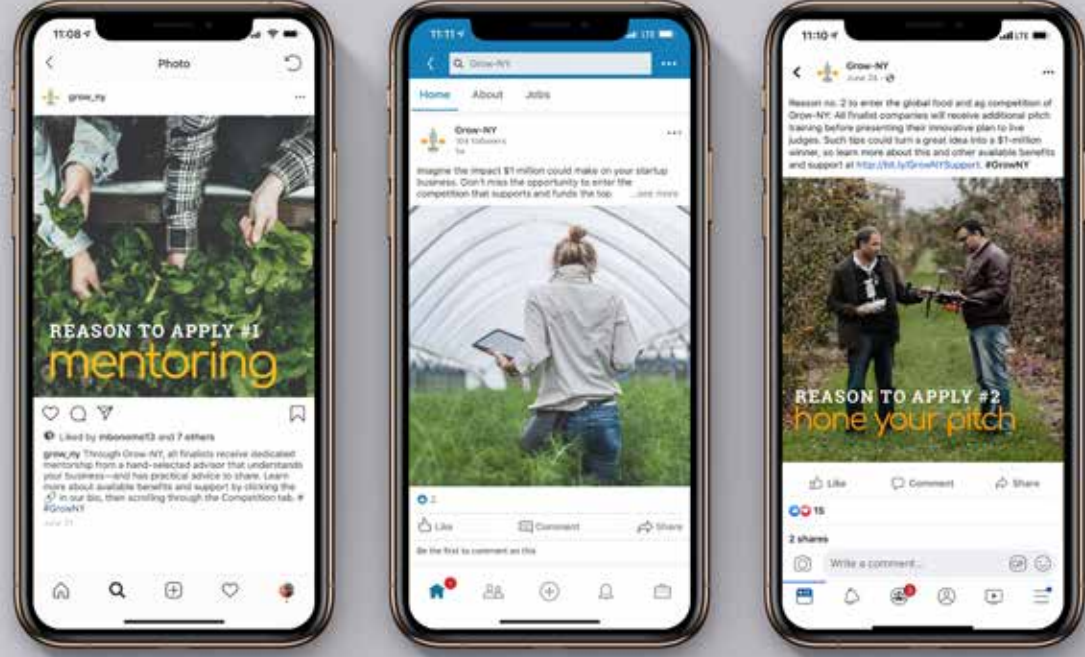


PERRY'S ICE CREAM // 100TH ANNIVERSARY CAMPAIGN



Food & Beverage

GROW-NY FOOD & AG COMPETITION // BRAND DEVELOPMENT, PUBLIC RELATIONS, AND SOCIAL MEDIA



THREE BROTHERS WINERIES AND ESTATES // PACKAGING DESIGN

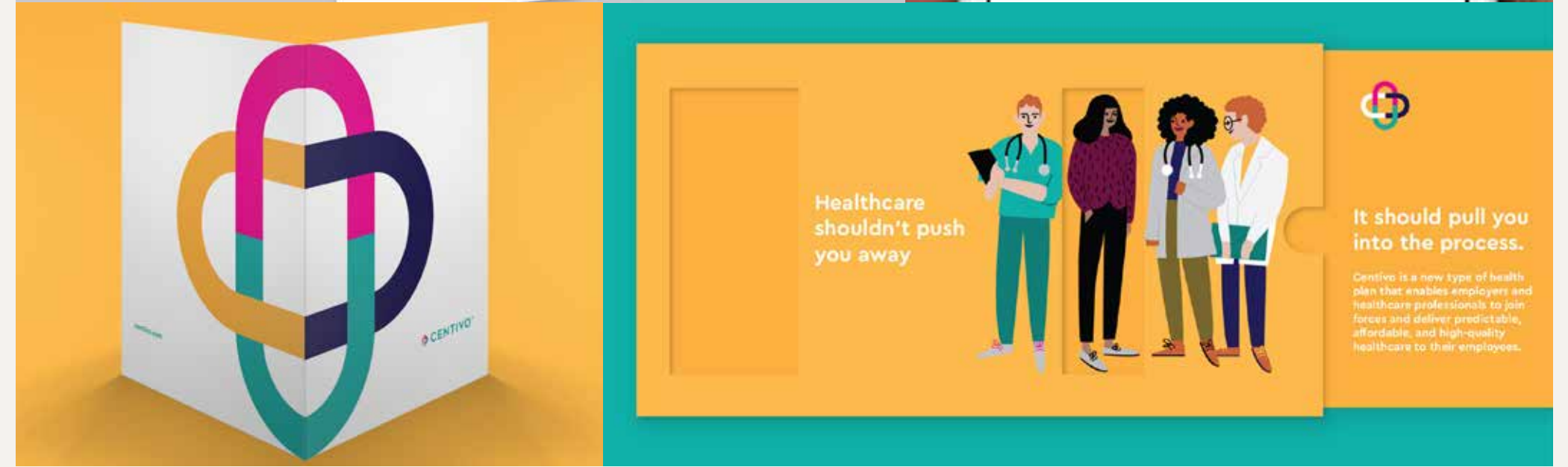
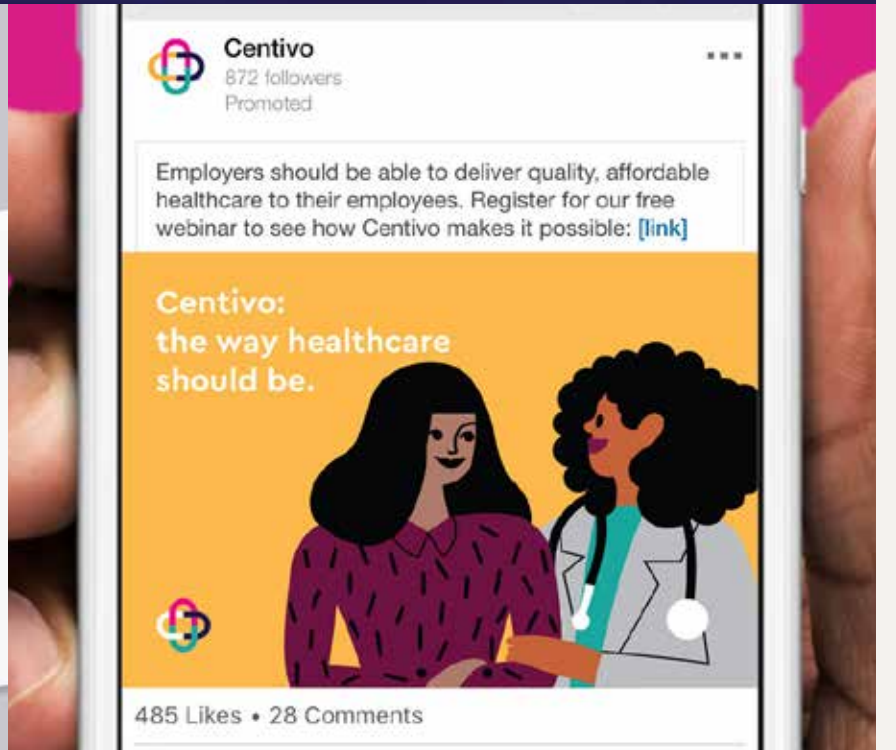
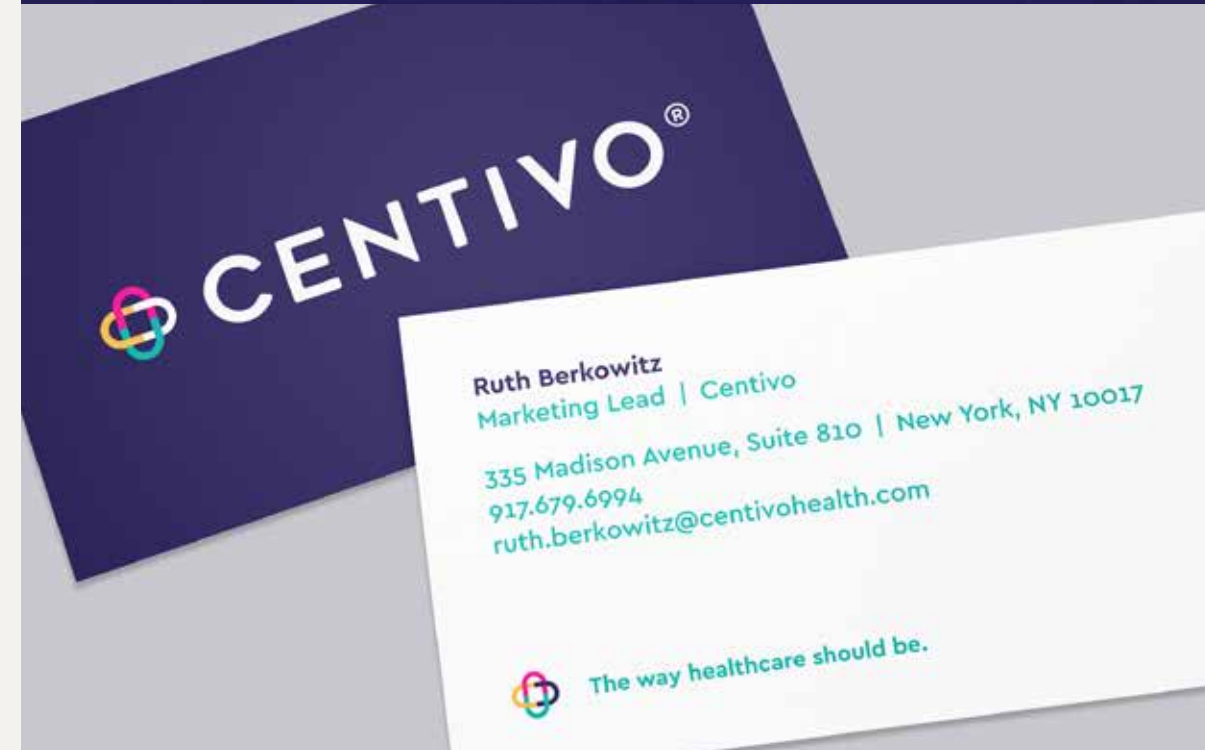


Healthcare

BUFFALO MEDICAL GROUP // BRAND CAMPAIGN



CENTIVO // BRAND CAMPAIGN

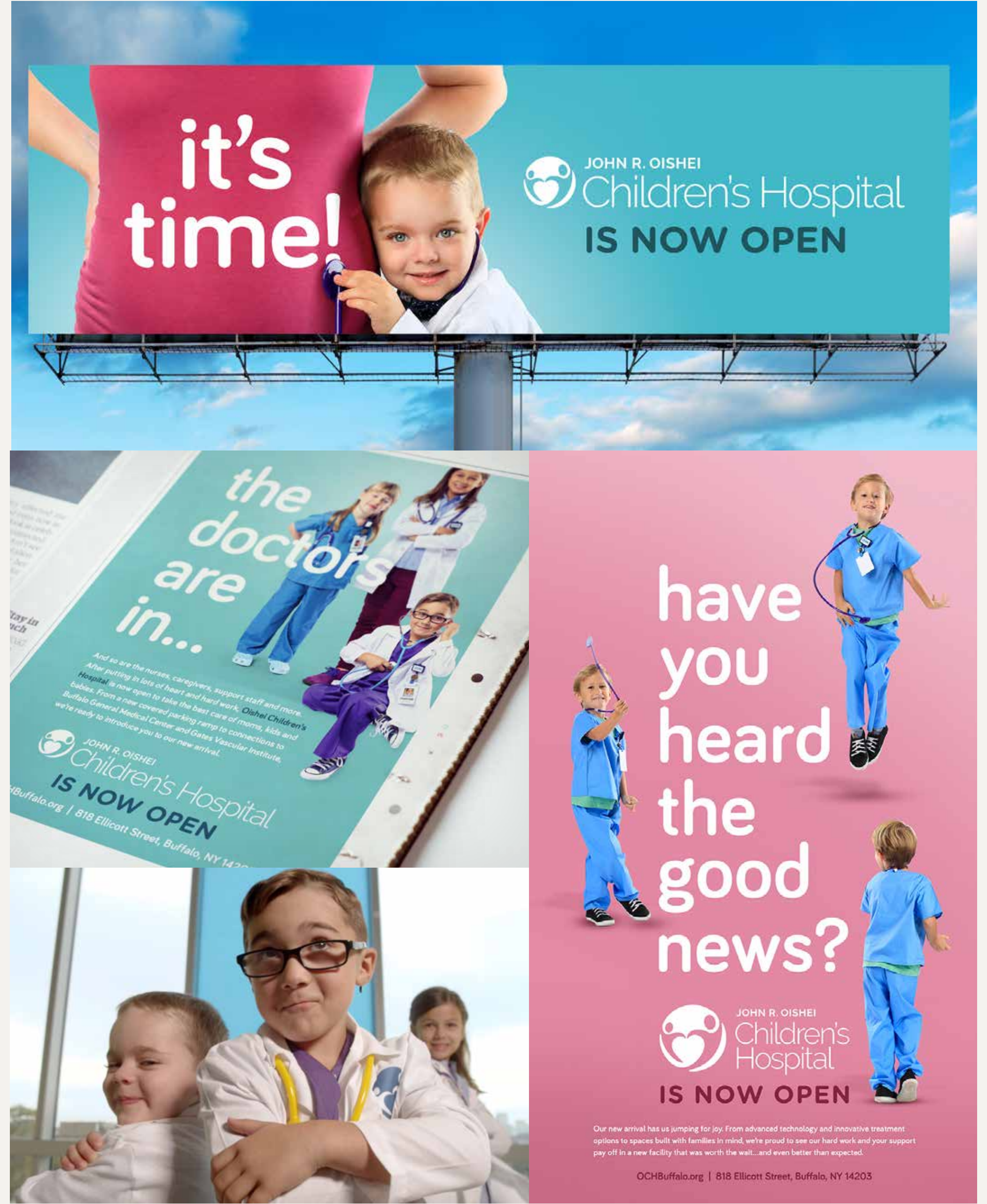


Healthcare

JOHN R. OISHEI CHILDREN'S HOSPITAL // "CHILDREN'S IS MOVING" CAMPAIGN: PHASE III

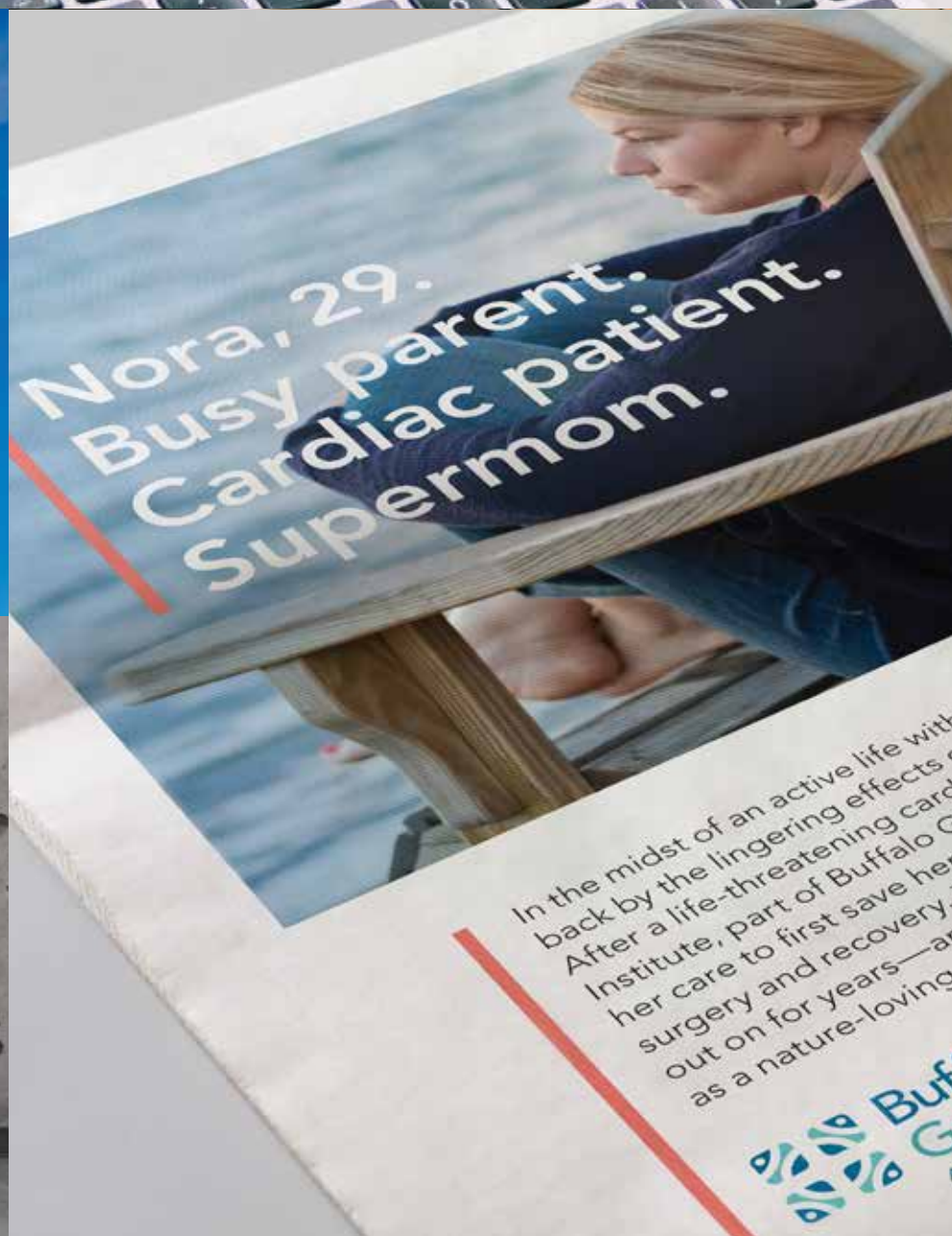
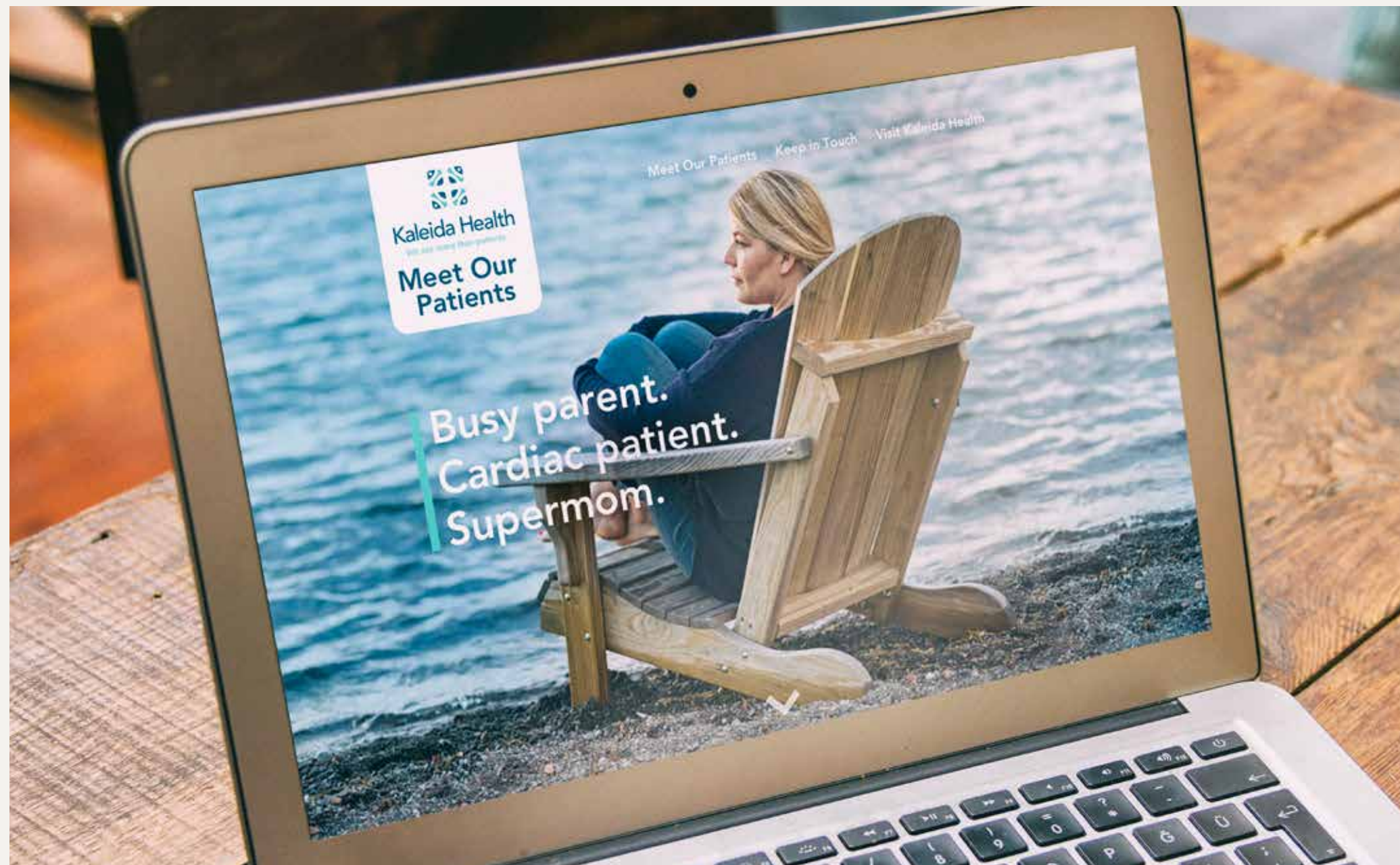


JOHN R. OISHEI CHILDREN'S HOSPITAL // "CHILDREN'S IS MOVING" CAMPAIGN PHASE IV



Healthcare

KALEIDA HEALTH // "MEET THE PATIENTS" CAMPAIGN



KALEIDA HEALTH // "MEET THE PATIENTS" CAMPAIGN

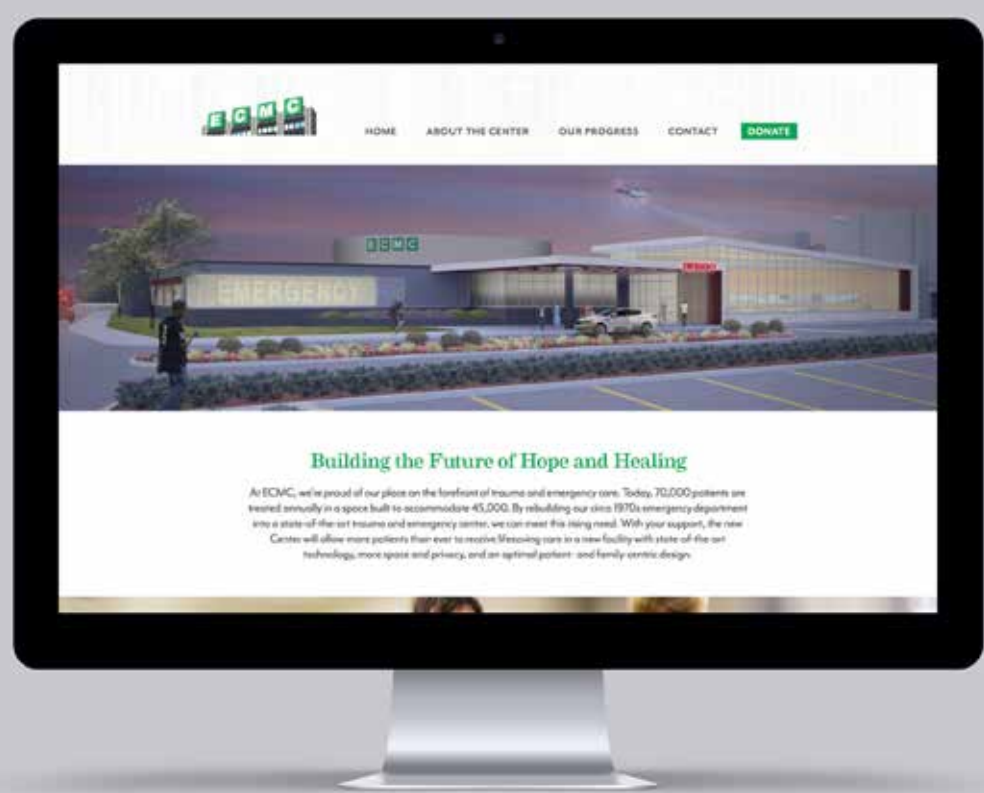
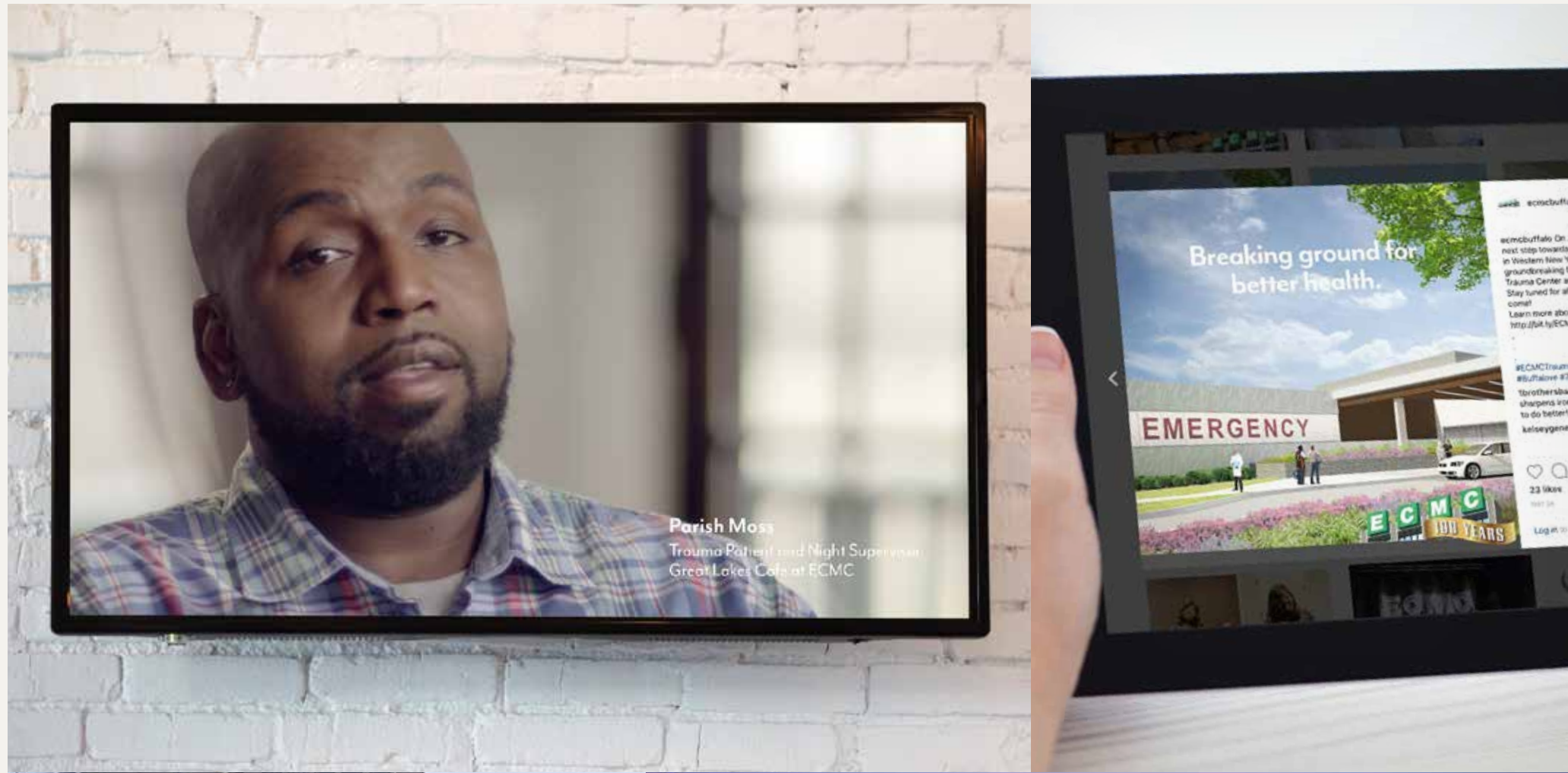


Healthcare

ECMC // "WHAT'S OURS IS YOURS" CAMPAIGN

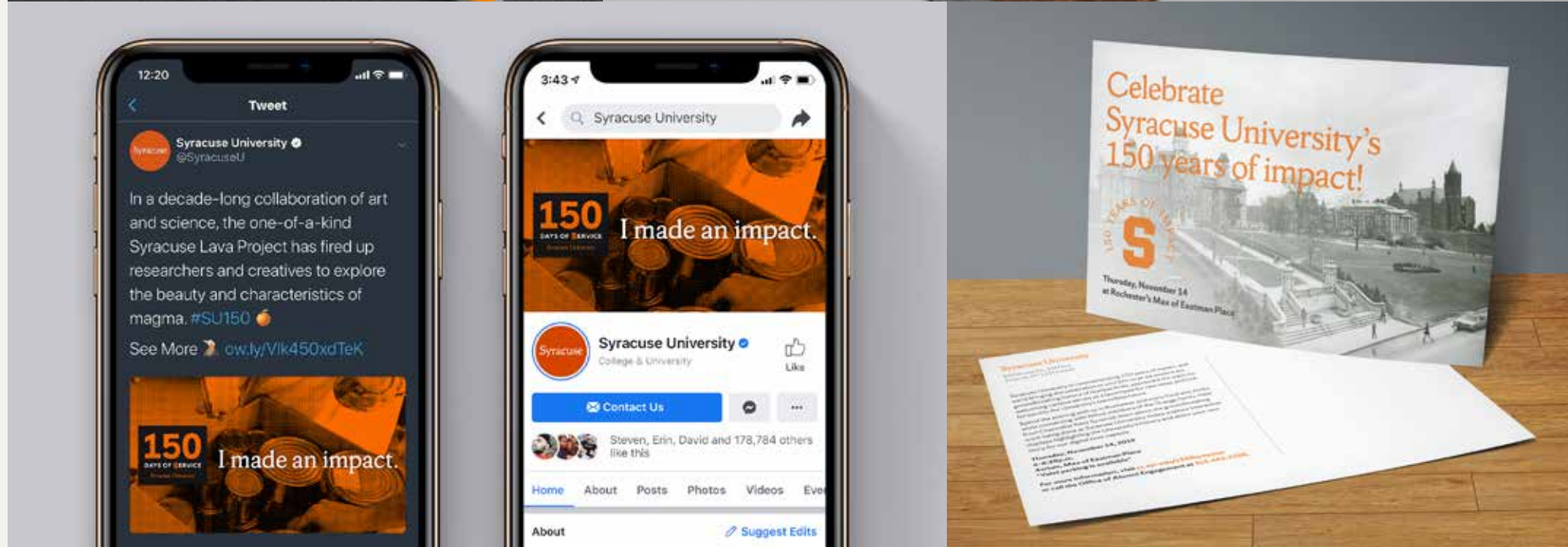


ECMC // FUNDRAISING CAMPAIGN FOR NEW EMERGENCY DEPARTMENT



Education

SYRACUSE UNIVERSITY // 150 YEAR ANNIVERSARY CAMPAIGN

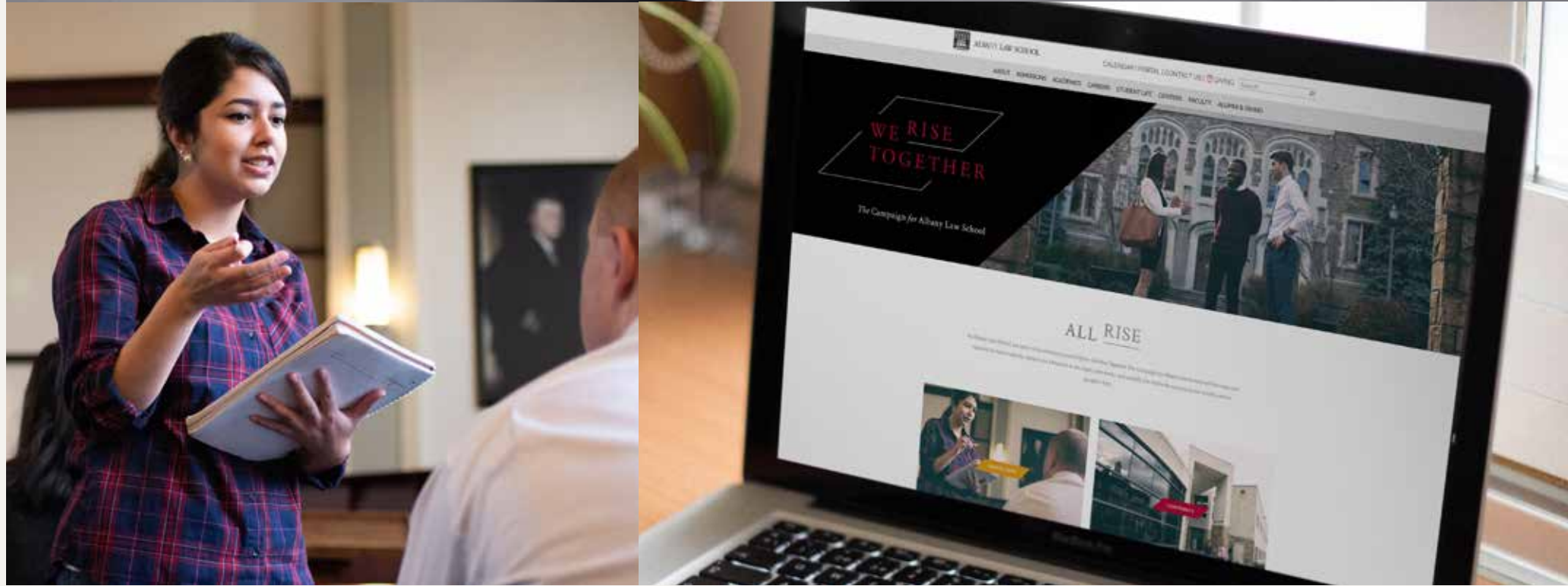


UNIVERSITY AT BUFFALO // INNOVATION HUB CAMPAIGN

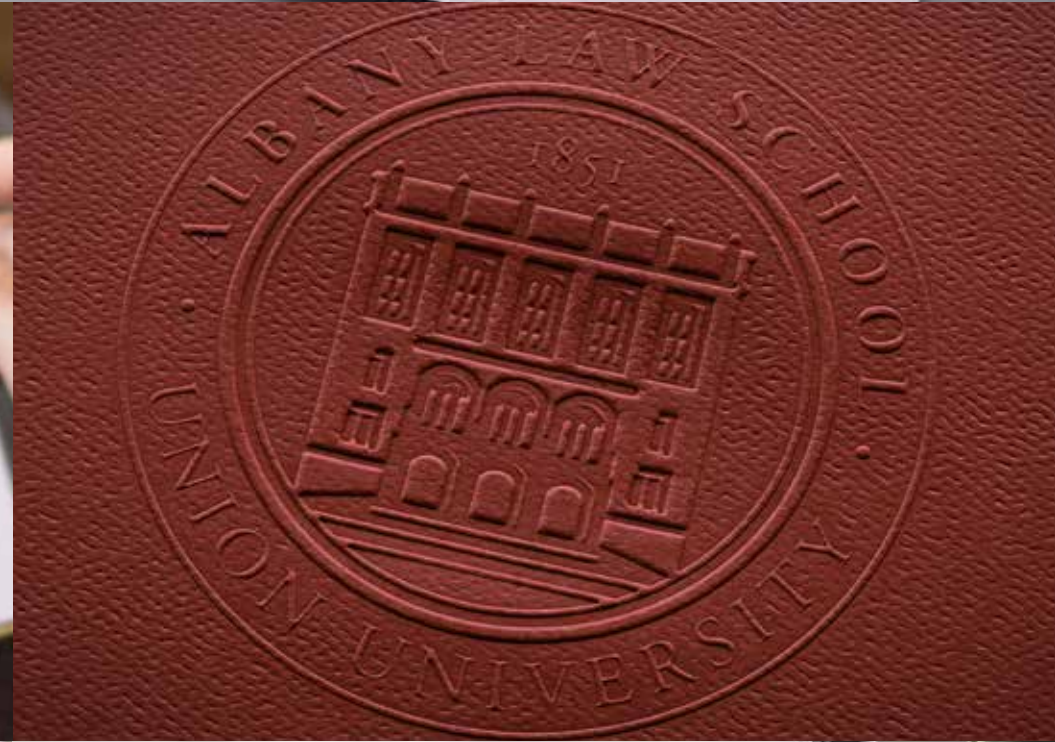


Education

ALBANY LAW SCHOOL // DEVELOPMENT CAMPAIGN



ALBANY LAW SCHOOL // DEVELOPMENT CAMPAIGN



Education

CANISIUS COLLEGE // ENROLLMENT CAMPAIGN

YOU CAN
(CHALLENGE YOURSELF AND THE STATUS QUO)

At Canisius College, there are things we don't accept. The status quo tops the list. Through a highly personalized education with extraordinary opportunities for hands-on learning, you'll discover and prepare for what you want to do in this world. And by encouraging you to challenge yourself and conventional wisdom, you'll gain a new perspective on how to change it - for the greater. **DISCOVER WHAT YOU CAN DO.**

Join us for Undergraduate **OPENHOUSE**.
Sunday, November 13
10:00am - 12:00pm
@canisius
CanisiusYOUCAN.com

YOU CAN
(CHALLENGE YOURSELF AND THE STATUS QUO)

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YOU CAN
(LEARN GREATER)

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YOU CAN
(EXPLORE YOUR PASSIONS)

CANISIUS COLLEGE // TUITION ROLLBACK CAMPAIGN

Canisius

A LEGACY OF LEADERSHIP

EXCELLENCE WITHIN REACH

Costs are increasing at more than **2x the rate of inflation**

SETTING A NEW STANDARD IN AFFORDABILITY
Undergraduate Tuition Reduced by 23% Beginning Fall 2018

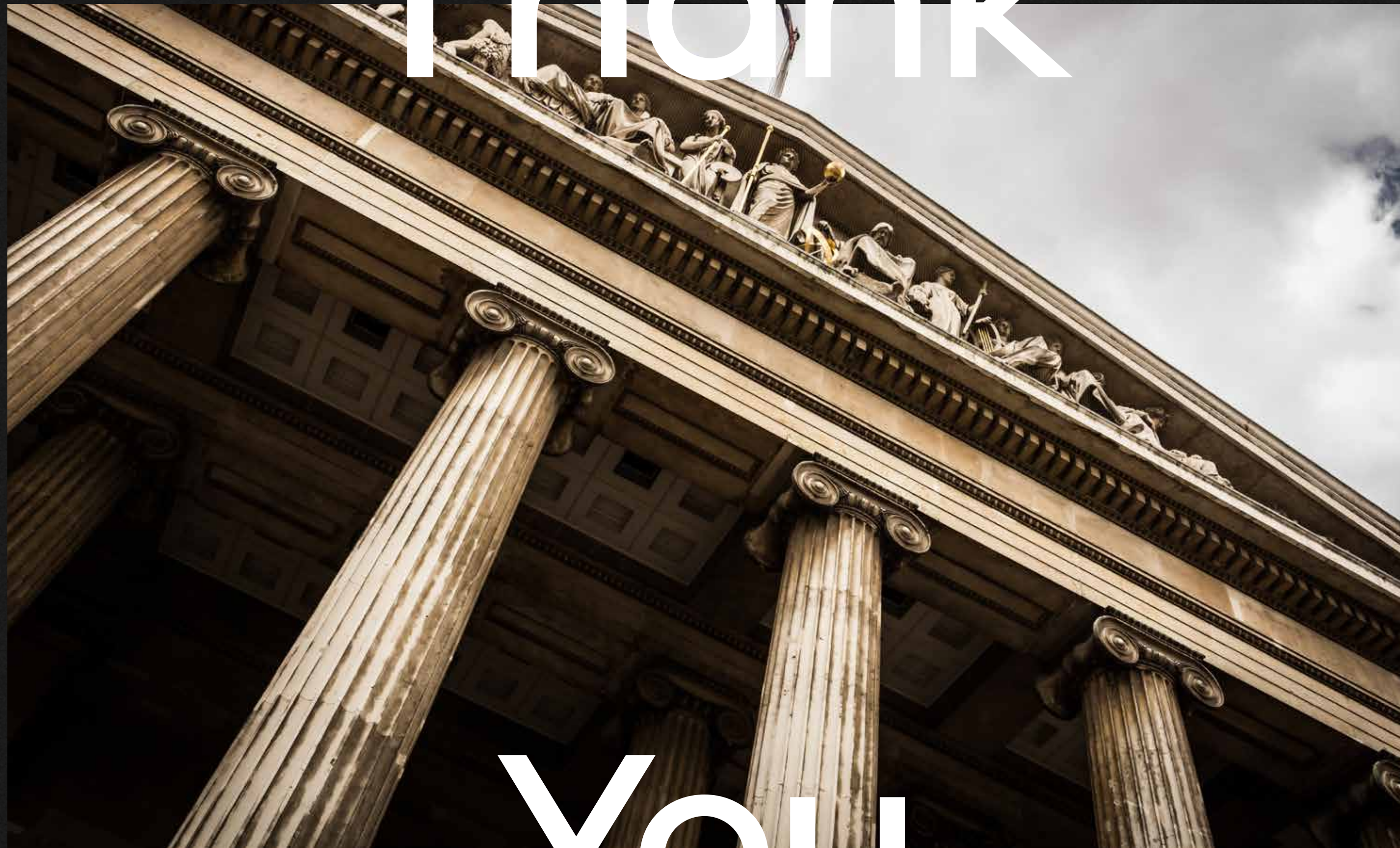
Canisius College
Yesterday at 1:54 PM

Each year Canisius earns high marks for excellence and value. Here's a snapshot of the latest accolades from leading publications.

#9 Best Value Colleges
Regional Universities North
U.S. News & World Report 2018

EXCELLENCE WITHIN REACH

Thank



You