



Talking Points— Prospective Members



The following is a list of suggested topics to discuss when contacting prospective DRI members:

- Tell them how DRI allowed you to create **business opportunities** that helped build your practice and let them know they can network with potential clients and attorneys for business referrals.
- Tell them about **why you value your DRI membership** (when you joined, what your position is now, what activities you have participated in). Mention that DRI is a group in which even “passive membership” (i.e., just getting the publications and using the resources) is of high value but getting involved yields even greater benefits.
- Ask prospective members about **their practices and what they need to improve them**.
- Tell them about **DRI assets and activities** that fit their needs and interests and ask if they need assistance in selecting a committee to join, or in finding other ways to get involved.
- Tell them what committees you belong to and how **committee membership has helped your practice**.
- Tell prospective members about the **things DRI is doing to improve the civil justice system** so their clients will be treated more fairly in state and federal courts such as:
 - **The National Foundation for Judicial Excellence** annual symposium for state appellate judges, which is designed to make certain that the bench understands the defense perspective on various issues;
 - The filing of **amicus curiae briefs** to protect our clients and their rights;
 - **Educational presentations** on the new Restatement Third, Torts that will radically change theories of legal duty, foreseeability, causation and others in our states.
- Tell them about the **publications and newsletters** they will receive (*For The Defense* and *The Voice* every month). Emphasize that the value of the publications they would receive is alone worth far more than the \$335 annual membership fee.



Talking Points—Prospective Members *continued*

- Review a list of some of the **DRI benefits** and ask prospective members if they would like information about how to take advantage of these opportunities:
 - **[DRI.org](#)**—The home page for the defense bar
 - **Seminars**—The profession’s best legal education and a chance to network with lawyers and corporate counsel who will send you work. Client exposure, topic specific education, networking and social networking at seminars; Registration is now open for all seminars. (*You can view the full list and details [here](#).*)
 - **DRI Annual Meeting**—The nation’s premiere gathering of the defense bar
 - **Webinars**—Cutting-edge legal education delivered to your desktop at affordable prices
 - **Membership Directory**—Providing all the benefits of other legal directories, included in your membership costs
 - **LegalPoint** is a members-only service providing DRI members with exclusive access to a vast online library of DRI articles, books and materials. Members can search thousands of documents and filter them by practice area and resource. LegalPoint includes content from:
 - *For the Defense*
 - *In-House Defense Quarterly*
 - Committee Newsletters
 - Defense Library Series (DLS)
 - Seminar Materials
 - DRI Defense Wins Reporter
- The **DRI Community** is a great way for members to connect with other members online. By opt-ing to join any of our 30 Substantive Law Committee communities put you in touch with others and on a path to leadership. You may join as many committees as you like, putting you in touch with members and discussions relevant to you as a member.
- Invite prospective members to **contact you at any time if they have any questions** about DRI or DRI member benefits.
- Direct them to **[dri.org](#)** and **[dri.org/membership](#)** for more information.