**Phone Talking Points**

# Hi, this is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ calling on behalf of the National LGBT Bar Association, is \_\_\_\_\_\_ available? How are you today?

1. If they answer, proceed with talking points below, continue with responses.
2. If voicemail, proceed with the first section of talking points

The LGBT Bar’s Annual Lavender Law Conference and Career Fair is coming up in just a few months. As a member of the Lavender Law Local Host Committee, I am reaching out to you today to see if <company> is interested in participating <again> this year. This year’s conference is taking place August 23-25, 2012 at the Washington Hilton Hotel in Washington, DC.

# As you know, Lavender Law is a great forum for your firm to reach out to a wide array of top-notch candidates and showcase your commitment to diversity. We’ll be welcoming h**undreds of practicing attorneys, corporate counsel, students and many leading members of the judiciary to Washington for this year’s conference.**

We will be featuring workshops and plenary sessions on such topics as family law, real estate, intellectual property, patents, transactional business practice, family law, immigration, trademarks, corporate governance, complex business litigation and employment law, as well as workshops on how to become a judge or law professor. This year’s event is definitely shaping up to be our best yet.

We truly appreciate <company>’s previous support of our conference. Last year, <company> sponsored the event. Would you be able to renew your support again this year?

IF YES:

The easiest way to renew is to go online to lgbtbar.org (SEE RESPONSES SECTION). Or, if you prefer to renew over the phone or have any questions, I am happy to connect you with Kelly Simon, the LGBT Bar’s Development Director. (If voicemail: please call Kelly Simon at the LGBT Bar at (202) 637-7661).

Also, stay tuned to lgbtbar.org for updated information regarding our Annual Conference and Career Fair, local events, networking opportunities, and much more. We look forward to seeing you in August!

IF NO:

We truly appreciate <company>’s previous support of our event. Is there anything we can do in the future to improve your experience? Will you consider joining us next year for the LGBT Bar’s 25th Anniversary Conference in San Francisco?

##### RESPONSES

1. Renewing sponsorship online: Proceed with providing web address: lgbtbar.org/annual. They can register under the ‘Sponsors’ tab.
2. Renewing over the phone: Send contact information to Kelly Simon at Kelly@LGBTbar.org
3. Renewing by mail: Make sure s/he knows our address (1301 K Street NW, Suite 1100, East Tower, Washington DC 20005), proceed with closing.
4. Does not want to Renew: Ask if there is anything we can do to make their sponsorship work better for them, ask to reconsider, then proceed to closing.

###### CLOSING

Thanks once again for your time and continued support, have a great day!