

## COMMUNICATE WITH THE PUBLIC

Use this press release template to alert local media to your achievement and the importance of hiring a fellow of the College of Community Association Lawyers. Simply fill in the information requested in brackets, print the release on your letterhead and distribute it to media outlets in your area.

FIRM CONTACT:

[full name]

[phone]

[email]

FOR IMMEDIATE RELEASE

### **[LAST NAME] Admitted to College of Community Association Lawyers**

[YOUR CITY, STATE, DATE]—[FULL NAME], Esq., [TITLE, COMPANY], has been granted membership in the College of Community Association Lawyers (CCAL)—one of fewer than 150 attorneys nationwide to be admitted to the prestigious organization. Fellows of the College are among the most respected community association attorneys in the country.

CCAL was established in 1993 by Community Associations Institute (CAI), with membership consisting of attorneys who have distinguished themselves through contributions to the evolution and practice of community association law. CCAL fellows are also recognized for committing themselves to high standards of professional and ethical conduct.

[LAST NAME.... 3–4 SENTENCES OF PROFESSIONAL BACKGROUND, INCLUDING CURRENT OR PAST CAI POSTS (NATIONAL AND CHAPTER) ... 1 OR 2 SENTENCES SUMMARIZING YOUR FIRM]

CCAL provides a forum for the exchange of information among experienced legal professionals working for the advancement of community association governance. Its goals include promoting high standards of professional and ethical responsibility, improving and advancing community association law and practice, and facilitating the development of educational materials and programming pertaining to legal issues.

CAI is a national membership organization dedicated to helping homeowner and condominium associations meet the expectations of their residents. The organization accomplishes this mission by providing information, tools and resources to homeowner volunteer leaders and community managers who govern and manage common-interest communities. By helping its members learn, excel and achieve, CAI strengthens the governance and management of community associations throughout the country, making them better places to live.

More than 62 million Americans live in an estimated 325,000 homeowner and condominium associations, cooperatives and other planned communities.

# # #

CAI Media Contact: Frank Rathbun (703-970-9239; frathbun@caionline.org)

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To download this template, visit [www.caionline.org/ccal](http://www.caionline.org/ccal).

## COMMUNICATE WITH CURRENT AND POTENTIAL CLIENTS

Tailor these emails to communicate with current and prospective clients within the guidelines set forth by your local bar association and federal e-mail regulations. Your CCAL membership places you in the ranks of elite community association attorneys in the United States.

### FOR CURRENT CLIENTS

Subject Line: **Elevating Your Legal Representation**

Dear [Client Name]:

You are a valued client, so I wanted to share some important news—my recent admittance to the College of Community Associations Lawyers (CCAL), an elite organization of attorneys established by Community Associations Institute (CAI).

Of the thousands of attorneys practicing community association law in the United States, fewer than 150 have been granted CCAL membership. Since 1993, CAI has recognized excellence in the practice of community association law through CCAL.

Fellows of the College distinguish themselves through contributions to the development of community association law. Their service is demonstrated by a commitment to educate and empower boards and residents of the more than 325,000 community associations across the country. CCAL fellows commit themselves to high standards of professional and ethical conduct and work to create a community of experienced legal professionals to advance community association law for the betterment of the communities they serve.

My involvement with CCAL will allow me to continue to further develop my legal skills by interacting with leading community association attorneys from across the country. I look forward to continuing to put that expertise to work for you.

Best Regards,

[File name: CCAL\_Email\_current client.doc]

### FOR PROSPECTIVE CLIENTS

Subject Line: **Why a CCAL Attorney**

Dear [Prospect Name]:

As a community association board member or trustee, your fiduciary duty compels you to make decisions that can have profound financial and social impacts on your association. It's critical that you hire an attorney with the experience and expertise your association needs.

As a fellow of the College of Community Association Lawyers (CCAL), I've been recognized by Community Associations Institute for my work and experience in the field of community association law.

CCAL fellows distinguish themselves through contributions to the development of community association law. Their service is demonstrated by a commitment to educate and empower boards and residents of the more than 325,000 community associations across the country. CCAL fellows commit themselves to high standards of professional and ethical conduct and work to create a community of experienced legal professionals to advance community association law for the betterment of the communities they serve.

My involvement with CCAL will allow me to continue to further develop my legal skills by interacting with other leading community association attorneys from across the country. I look forward to putting that expertise to work for you.

*NOTE: Add appropriate disclaimer language regarding advertising, email, etc.*

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## WHY HIRE A CCAL ATTORNEY?

Educate your clients and celebrate your achievement. CAI is using these advertisements in *Common Ground* and chapter publications to promote the professional expertise of fellows in the College of Community Association Lawyers.

Help spread the word. You can communicate the value of this prestigious membership by sharing these advertisements with others.

To download these advertisements, visit [www.caionline.org/ccal](http://www.caionline.org/ccal).

## Is your community facing tough legal issues?

Save time, money and frustration by hiring an attorney who's a specialist! Discover fellows of the College of Community Association Lawyers (CCAL). You'll know you're being represented by one of the best community association lawyers in the country.

Find a roster of CCAL fellows online at [www.caionline.org/ccal](http://www.caionline.org/ccal) or call (888) 221-4321 (M-F, 9-6 p.m. ET).



## Is your community facing tough legal issues?

Save yourself time, money and frustration by hiring an attorney who specializes in community association law. Discover fellows of the College of Community Association Lawyers (CCAL).

When you hire a CCAL fellow, you'll know you're being represented by one of the best community association lawyers in the country. CCAL fellows are leaders committed to

creating and improving communities and the legal structures that define them.

Find a roster of CCAL fellows online at [www.caionline.org/ccal](http://www.caionline.org/ccal) or call CAI at (888) 221-4321 (M-F, 9-6 p.m. ET).



**You'll be on top of all your legal needs!**

# The College of Community Association Lawyers



Since 1993, Community Associations Institute (CAI) has recognized excellence in the practice of community association law through the College of Community Association Lawyers (CCAL). Of the thousands of attorneys practicing community association law in the United States, fewer than 150 have been granted membership in CCAL. Fellows of the College distinguish themselves through contributions to the development of community association law. Their service is demonstrated by a commitment to educate and empower boards and residents of the more than 325,000 common-interest communities across the country. CCAL fellows commit themselves to high standards of professional and ethical conduct and work to create a community of experienced legal professionals to advance community association law for the betterment of the communities they serve.

CCAL goals include:

- Promoting high standards of professional and ethical responsibility in the practice of community association law
- Educating and inspiring attorneys working in the field of community association law
- Facilitating the development of legal-related educational materials and programming to guide other professionals and homeowners
- Cooperating with international, national, state and local organizations, government agencies and other groups with an interest in community association law
- Working with their peers within CCAL, fellows help community associations maximize effective governance practices
- Creating a community of scholars to promote the professional development needs and career goals of CCAL fellows
- Helping implement the goals and objectives of CAI and its members