



Finding Your Benchmarks Audience!

In addition to The Florida Bar Speakers Bureau, one of the best ways to get Benchmarks speaking engagements is through the groups to which you already belong that have meetings for which they seek guest speakers. Reach out to your affiliated groups such as:

- ★ Churches, temples, etc. which have adult education programs;
- ★ Condominium and homeowner association meetings;
- ★ High school evening classes;
- ★ Community college classes;
- ★ Community Center meetings and classes;
- ★ Senior living centers, assisted living facilities and similar locations.

Here are some other suggestions for civic groups that bring in speakers:

BENEVOLENT AND PROTECTIVE ORDER OF THE ELKS

- <https://www.elks.org/>
- **FIND A CHAPTER:** From the menu across the top of the webpage, click on "Who We Are" then "Local Lodges."
- **About The Elks:** The first Elk Lodge opened in New York in 1871. Today Elks invest in their communities through programs that support children's help, address community needs and honor veterans. The Elks have more than 850,000 members and 2,000 lodges nationwide.

FLORIDA ASSOCIATION OF WOMEN LAWYERS

- <http://www.fawl.org/>
- **FIND A CHAPTER:** At the top of the web page, click on "FAWL Chapters."
- **About FAWL:** Founded in 1951, the Florida Association for Women Lawyers works to promote gender equality and leadership roles of members in the legal profession, judiciary and community.

KIWANIS INTERNATIONAL

- <http://www.kiwanis.org/>
- **FIND A CHAPTER:** Go to "Clubs for Every Age" near the top of the page, then pull down to "Find a Kiwanis Club."
- **About Kiwanis:** Kiwanis International was founded in 1915 in Detroit, Mich., to promote business networking. In 1919, the organization changed its focus to service. The motto of the organization today is "Serving the Children of the World."

JAYCEES

- <http://jciflorida.org/>
- **FIND A CHAPTER:** From the webpage, pull down to local organizations under "About Us."
- **About Jaycees:** The Jaycees movement began in 1915 in St. Louis, Missouri, with the Young Men's Progressive Civic Association. In 1916, the YMPCA changed its name to Junior Citizens, from which evolved the nickname of JC, which was later spelled out to read Jaycees. Today there are more than 60,000 Jaycees in close to 1,700 U.S. chapters.

JUNIOR LEAGUE

- <http://www.ajli.org/>
- **FIND A CHAPTER:** From the menu at the top of the page, open "Find a League" and then enter your ZIP code.
- **About the Junior League:** Since its founding in 1901, the Junior League has evolved into a women's volunteer organization encompassing 150,000 women in 292 Leagues in four countries. The organization promotes voluntarism, developing the potential of women and improving communities.

LIONS CLUBS

- <http://www.lionsclubs.org/>
- **FIND A CHAPTER:** At the top of the Lions Clubs webpage, click "Club Locator." Enter your city or county name in the search field.
- **About Lions Clubs:** In 1917, a Chicago businessman urged his local business club to reach beyond business issues and help improve the community. That group joined with others to form the Association of Lions Clubs Today, Lions Clubs International is the world's largest service club organization, with 1.35 million members.

ROTARY INTERNATIONAL

- <https://www.rotary.org/>
- **FIND A CHAPTER:** From the Club Finder feature at the top of the Rotary webpage, find a club close to you.
- **About Rotary:** In 1905, a Chicago attorney began Rotary as a place where professionals could exchange ideas and form friendships. Today with 1.2 million members, Rotary Clubs support humanitarian projects and promote growth in local economies.

