

ABA/ NLADA 2005 Equal Justice Conference

Older & Wiser: Seminars for Seniors and Their Families on Crucial Legal Issues

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Brief Description:

Neighborhood Legal Services Association, Western PA state legislators, the private bar and the PA Attorney General's office have collaborated to develop and present free seminars on powers of attorney/living wills, healthcare facilities, retirement benefits, last wills/living trusts and senior fraud. This program is unprecedented in the diversity of its collaborators, in addition to addressing the needs of not only seniors, but their families and caregivers as well.

Topical Outline:

LOGISTICS AND COORDINATION

- I. Getting Started
 - A. Develop promotional brochure for legislators/volunteer attorneys
 - B. Contact legislators to determine interest
 - a. Mail
 - b. Personal visits to state capitol
 - C. Develop public promotional brochure
 - D. Develop publicity materials for legislator's use
 - E. Presentations to local bar committees/sections
 - F. Web site presence (information and schedule)
 - G. Press conference to kick off program
 - H. Call and e-mail legislators about scheduling a seminar
 - I. Contact and develop relationship with legislator's aide
- II. Logistics
 - A. Work with legislative aide to ensure appropriate location, time, date, topic and refreshments
 - B. Send publicity CD to legislator's aide
 - C. Place seminar in calendar section of major newspapers

- D. Maintain e-mail contact with legislator's aide to reconfirm logistics
 - E. Locate volunteer speaker and send presentation materials
 - F. Prepare legislator's and speaker's biographies
 - G. Obtain and send directions to seminar
 - H. Prepare legislator's gift
- III. Publicity
- A. CD: flyer, poster and press release
 - B. Legislator's newsletter
 - C. Direct mailing by legislator
 - D. Radio, cable TV and local newspapers
- IV. Seminar
- A. Set up room and equipment
 - B. Place sign in sheet near door
 - C. Distribute O&W promotional materials, takeaways and surveys to attendees
 - D. Introduce legislator and present gift
 - E. Introduce speaker
 - F. Keep an eye on time
 - G. Determine if break is necessary
 - H. Collect surveys
- V. Follow up
- A. Compile survey results and e-mail results internally and to speaker
 - B. E-mail survey results to legislator/aide along with a thank you
 - C. Maintain contact with legislators/aides via e-mail