

# *PRO BONO OREGON LIST SERVE MARKETING PLAN*

## GOALS

- Provide project information to listing agencies.
- Provide project information to attorneys performing pro bono service.
- Provide project information to other programs with a pro bono aspect, such as state and federal courts, Oregon State Bar committees, Multnomah County Bar Association committees and others.

## AUDIENCES

- Certified pro bono agencies, including Legal Aid offices and non-profit legal services organizations such as Oregon Advocacy Center
- Attorneys interested in receiving pro bono opportunities
- Pro bono coordinators within law firms
- State and local bar organizations
- Legal professionals in other geographic areas seeking to replicate the list serve model
- Judges and court staff using a pro bono system to assist the courts
- In-house counsel in interested corporations

## METHODS

### *Listing Agencies:*

1. Initial contact ('touch') with identified pro bono agencies to explain the list serve concept and the benefits it offers. This initial contact is by phone or in person.
2. Sending materials to an agency explaining the mechanics of the list serve and eliciting their cooperation. The materials will be sent under an introductory cover letter from a member of Oregon Law Center's Board of Directors or a State Bar Board of Governors member from the area to establish a link between the agency and a person the agency has a relationship with.
3. Follow-up calls to ensure that the agency is participating in the list serve, and to encourage its continued use of the list serve. This follow-up serves two aims. First, it encourages an agency to initiate the process of using the list serve and resolve any difficulties it may have encountered. Second, it encourages the agency to continue using the list serve even though it may not see listed cases being accepted immediately.
4. Personal meetings between the list serve moderator and agency staff as needed.

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### *Pro Bono Attorneys and Firms*

1. Announcements in publications including the Oregon State Bar Bulletin and the Multnomah County Bar Association Journal.
2. Informational materials sent under a cover letter from a Board of Governors member to county bar associations in every county.
3. Permanent 'advertisement' in the pro bono section of the Oregon State Bar web site.
4. Placement on the Oregonadvocates.org web site.
5. Personal contacts with interested individuals within firms.

### MATERIALS

- Personalized introductory cover letter
- "How-To" sheet and Power Point presentation
- Announcements tailored to listing agencies and attorneys explaining the functioning of the list serve in detail, including benefits, rules, ways to tailor postings to draw attention, and how to handle the mechanics of accepting a pro bono case.
- Sample postings to ensure that postings follow a standard, easy-to-read format. The standard format ensures that confidentiality and conflicts concerns are addressed and answers attorney concerns about ease of use. (Listing agencies only)