

**Directions for completing this form:** Place the title of your workshop in the space indicated, followed by the name and contact information for the presenters. Provide a brief description by placing the cursor on the line below “Brief Description” and commence typing. To complete the “Topical Outline”, place cursor next to each Roman numeral and begin typing. Then place the cursor next to the “a.” to begin listing sub-topics. To list more than one sub-topic, push “Enter” and “b.” should appear on the next line, and so on. Place the cursor on the line under “Notes” to begin providing your notes. To list bibliographic information, place the cursor next to “1.” and start typing. Push “Enter” to move on to “2.” and etc.

## ABA/ NLADA 2007 Equal Justice Conference

### **After the Beginning: Outreach Strategies for Transactional Pro Bono Programs Positioned for Growth**

#### **Panelists**

Anna Dodson – Goodwin Procter LLP

D’Ann Johnson – Legal Services Director, Community Building with Attorney Resources (“Texas C-BAR”)

Lisa LeSage – Assistant Dean, Business Law Program, Lewis & Clark Law School (Small Business Clinic architect / organizer)

Caroline Palmer – Executive Director, LegalCORPS (Minnesota)

Rachel Epps Spears – Executive Director, Pro Bono Partnership of Atlanta

#### **Moderators**

Laurie Hauber – Director, Community & Economic Development Clinic, Vanderbilt University School of Law

Peggy Montgomery – Pro Bono Committee Chair, Exxon Mobil Corporation

#### **Brief Description:**

The key to growing a transactional pro bono program is reaching out to new partners. Experienced members of the transactional pro bono community will talk about the unique partnerships they have developed and the outreach strategies they used to reach eligible client populations and to tap into reservoirs of available volunteers and other resources in order to take their pro bono programs and activities to the next level. Panelists present from the perspective of pro bono programs, law firms and law school clinics.

#### **Topical Outline:**

- 1) Outreach to Clients
  - a) Targeting specific populations
    - i) Limited English proficiency populations
      - (1) Reaching these populations and piquing their interest
      - (2) The need for bilingual staff members
      - (3) Finding bilingual volunteer attorneys

- (a) Law firms / corporate law departments
    - (b) Ethnic bars
    - (c) Immigration bar
  - (4) Other translation resources
    - (a) Immigrant support organizations
    - (b) Law firm / corporate law department staff
    - (c) Law schools
    - (d) Client-identified individuals
  - ii) Reaching clients needing assistance with specific types of businesses (e.g., in-home day care, restaurants / food service, construction, import/export)
    - (1) Connecting with particular industries
    - (2) Services to provide
      - (a) Primers
      - (b) Workshops
  - iii) Reaching nonprofit clients
    - (1) State nonprofit councils
    - (2) Nonprofit resource groups
    - (3) Nonprofit subsectors
      - (a) Identifying subsectors
      - (b) Targeting subsectors for outreach
      - (c) Subsector outreach strategies / developing relationships
  - iv) Local chapters of statewide organizations (e.g. AIDS housing assistance)
    - (1) Identifying organizations
    - (2) Targeting organizations for outreach
    - (3) Organization outreach strategies / developing relationships
  - v) Business planning centers, neighborhood development corporations and/or community development corporations
    - (1) Leveraging the relationship to establish relationships with new client populations
  - vi) Urban-rural relationships and resource leveraging strategies
- b) Expanding the client base
- i) Holding training sessions, workshops, clinics

- (1) Substantive areas to cover
  - (2) Leveraging partner organization relationships in planning and conducting these events
- ii) Advertising in community newspapers or similar publications
- iii) Approaching potential individual nonprofits and/or businesses directly (i.e., “door-to-door” outreach)
  - (1) Branding your program in order to do so
  - (2) Using direct outreach to gain credibility among client populations
- 2) Outreach to Volunteers
  - a) Effective strategies for attracting volunteers
    - i) Recruiting volunteers within law firms
    - ii) Recruiting volunteers from corporate law departments
    - iii) Using a point person at each entity (law firm or corporate law department)
      - (1) Point person’s position / seniority
      - (2) Point person’s resources: enthusiasm, the ability to mobilize people, and the willing ness to make a significant time commitment
    - iv) Generalized outreach to the broader legal community
  - b) Partnering with lawyers who are located in the communities you serve (small law firms, solo practitioners)
    - i) Identifying community lawyer-partners
    - ii) Maintaining quality control
  - c) Targeting lawyers with specialized expertise to meet particular needs of clients (e.g., intellectual property)
    - i) Approaching specialty bars
    - ii) Working with specialists within law firms or corporate law departments with whom you already have a relationship
  - d) Maintaining volunteer interest – taking on a second, third or fourth matter
    - i) Peer pressure
    - ii) Publicity and/or awards
    - iii) Partnerships with opinion leaders
    - iv) Other strategies
- 3) Development of Volunteer Partnerships

- a) Identifying state or local bar organizations, other legal groups that make good partners
  - i) Ethnic bars
  - ii) Immigration bar
  - iii) Law firms with existing relationships with business development centers
  - iv) Community lawyers
  - v) Association of Corporate Counsel
  - vi) Law schools
- b) Non-legal partner organization relationships
  - i) Political organizations / leaders
  - ii) Commercial organizations / leaders
- c) Types of partner relationships
  - (1) Monetary / funding source
  - (2) Referral network
  - (3) Sharing information / results
  - (4) CLE credit
  - (5) Political / business community support
- d) State-wide business program / local volunteer lawyer program partnerships
- e) Law firm / corporate law department partnerships
  - i) For training / workshops
  - ii) To develop primers
- 4) Reaching out for resources
  - a) Outreach to other pro bono programs
    - i) For consultation
    - ii) For resource-sharing
  - b) Funding from sources other than foundations and bar associations
- 5) Any other unique partnerships

**Notes:**

**Bibliography & Website Links:**