

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

So You Want to Start a Business Law Pro Bono Program?

Panelists

Haydée Alfonso

Haydée Alfonso is the Supervising Attorney for the Community Organization Representation Project of the Volunteer Legal Services Program. She created, implemented and managed the growth strategy of the project since 1998, resulting in program output growth of 45 – 65% annually. Ms. Alfonso received her Juris Doctor and Masters in Business Administration from Santa Clara University in 1992. Before joining VLSP in 1996, she was a transactional attorney with the law firm of Gordon & Rees, LLP. Ms. Alfonso received her undergraduate degree from the University of California at Berkeley.

Sharon Browning , Esq.

Sharon Browning is the Executive Director of Philadelphia VIP (Volunteers for the Indigent Program), the hub of pro bono legal services in Philadelphia. Former positions include Managing Attorney of OPLS (Older Philadelphians Legal Services) and Staff Attorney with Temple University School of Law LEAP (Law, Education, and Participation). She has served on numerous Boards and as a volunteer in multiple organizations. Prior to her current position, Ms. Browning taught in the Sociology Department at Chestnut Hill College, Philadelphia, concentrating on global, women’s, and peace issues; she continues to lecture and speak on these and other topics. She is also a spiritual director and supervisor. Ms. Browning received her J.D. from Temple University School of Law and her B.A. from the University of Delaware.

Brief Description:

This workshop will present the nuts and bolts of starting a business law pro bono program. These programs serve the business law needs of community-based organizations in metropolitan and rural communities. Business law pro bono programs allow maximum leverage of legal resources available to serve the organizations that are the safety net to the poor and underserved communities. Workshop participants will learn about service delivery models, outreach, client intake, volunteer lawyer recruitment, and case placement practices.

Topical Outline:

I. Introductions

- A. Community Organization Representation Project (“CORP”)
 - 1. About CORP (nonprofits)
 - 2. CORP genesis / start
- B. Philadelphia LawWorks
 - 1. About Philadelphia LawWorks (nonprofits, small businesses, homeowners)
 - 2. Philadelphia LawWorks genesis / start

II. Volunteers

- A. Finding volunteers
 - 1. Sources of qualified volunteers
 - a. Law firms
 - b. Corporate law departments
 - c. State and local business bar
 - 2. Marketing business law pro bono to volunteer sources
 - a. Key leadership buy-in
 - b. Pro bono committee
 - c. Dog-and-pony show
- B. Preparing volunteers
 - 1. Materials, manuals, training videos
 - 2. Experts referrals / consultation network
 - 3. Website
- C. Using volunteers
 - 1. Workshops

2. Client training
 3. Legal audits
 4. Discrete client matters
 5. General counsel model
- D. Communicating volunteer opportunities
- E. Keeping volunteers
1. Recognition, awards
 2. Publicity

III. Clients

- A. Identifying potential clients
- B. Locating clients
1. Partner with nonprofit councils / technical assistance providers
 2. Target community-based organizations
- C. Service delivery systems
1. Hotlines / staffed desk
 2. Workshops
 3. Discrete client matters
 4. General counsel model
- D. Client recruitment techniques
1. Collaborations
 2. Summit sponsorships
 3. Education
 4. Site visits
- E. Screening potential clients

1. Intake packet / information gathering
2. Follow-up for additional information / documents
3. Issue conflict identification
4. Client conflict identification

IV. Funding

- A. Startup expenses and costs
- B. Ongoing expenses and costs
- C. Funding sources
 1. Firms
 2. Foundations
 3. Individual donors
 4. Government

V. Staffing

- A. Full-time / part-time numbers
- B. Staff qualifications
 1. Staff learning curve

I. VI. Outcome Assessment / Evaluation

Notes:

Bibliography & Website Links:

CORP

<http://www.sfbar.org/volunteer/opportunities.aspx#anchor04>

Philadelphia LawWorks

<http://www.philadelphialawworks.org/>