

Marketing Strategies for Pro Bono Opportunities: Meeting the Challenges of the Changing Legal Landscape

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In this article, Kathleen Wach and her co-authors discuss the importance of marketing pro bono initiatives to attorneys and tactics to do so effectively, including making pro bono work manageable, strategically placing cases, and recognizing attorney contributions. "This is a moment in time when motivation to do pro bono and contribute to the community is high. Marketing is the key to ensuring that you capitalize on that most effectively," Wach and her co-authors wrote. "Some key concepts to remember, whether you are a pro bono professional in the private law setting or at a legal services provider: know your volunteers, the more personal, the better; use what motivates your firm or attorneys, including advancing professional skills and business goals; be strategic and creative; and most importantly, ensure that pro bono attorneys feel part of a collective movement towards access to justice."

Ms. Wach's co-authors were David Daniels, Pro Bono Director at Public Counsel; Nancy Drane, Executive Director of the District of Columbia Access to Justice Commission; and Susan M. Hoffman is Public Service Partner at Crowell & Moring LLP.