

LEGAL SERVICES CORPORATION  
BOARD OF DIRECTORS

MEETING OF THE  
INSTITUTIONAL ADVANCEMENT COMMITTEE  
OPEN SESSION

Saturday, January 25, 2014

9:40 a.m.

Hilton Garden Inn Downtown Austin  
500 North Interstate 35  
Austin, Texas 78701

COMMITTEE MEMBERS PRESENT:

John G. Levi, Chairperson  
Martha L. Minow  
Robert J. Grey Jr.  
Charles N.W. Keckler  
Father Pius Pietrzyk, O.P. (by telephone)  
Herbert S. Garten (Non-Director Member)  
Frank B. Strickland (Non-Director Member)

OTHER BOARD MEMBERS PRESENT:

Sharon L. Browne  
Victor B. Maddox  
Laurie Mikva  
Julie A. Reiskin  
Gloria Valencia-Weber

## STAFF AND PUBLIC PRESENT:

James J. Sandman, President

Lynn Jennings, Vice President for Grants Management

Wendy Rhein, Chief Development Officer

Rebecca Fertig, Special Assistant to the President

Ronald S. Flagg, Vice President for Legal Affairs,  
General Counsel, and Corporate Secretary

Carol A. Bergman, Director, Office of Government  
Relations and Public Affairs

Carl Rauscher, Director of Media Relations, Office of  
Government Relations and Public Affairs

Jeffrey E. Schanz, Inspector General

Ronald "Dutch" Merryman, Assistant Inspector General  
for Audit, Office of the Inspector General

Thomas Coogan, Assistant Inspector General for  
Investigations, Office of the Inspector General

David Maddox, Assistant Inspector General for  
Management and Evaluation, Office of the  
Inspector General

Lora M. Rath, Deputy Director, Office of Compliance  
and Enforcement

Don Saunders, National Legal Aid and Defenders  
Association (NLADA)

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## 1 P R O C E E D I N G S

2 (9:40 a.m.)

3 CHAIRMAN LEVI: We're calling the  
4 Institutional Advancement meeting, the public session  
5 of it, to order. And could I have a motion to approve  
6 the agenda of the open session?

7 M O T I O N

8 DEAN MINOW: So moved.

9 CHAIRMAN LEVI: Second?

10 MR. STRICKLAND: Second.

11 CHAIRMAN LEVI: All in favor?

12 (A chorus of ayes.)

13 CHAIRMAN LEVI: Could I have a motion to  
14 approve the two sets of minutes?

15 M O T I O N

16 DEAN MINOW: So moved.

17 MR. STRICKLAND: Second.

18 CHAIRMAN LEVI: Any issues with the minutes?

19 (No response.)

20 CHAIRMAN LEVI: All in favor?

21 (A chorus of ayes.)

22 CHAIRMAN LEVI: And now we're on item 10, the

1 Committee's evaluation and goals. Did anybody see  
2 anything in those? I think, as a new Committee, they  
3 were reasonably upbeat and appropriate. I didn't have  
4 any significant takeaway from it other than as we get  
5 ourselves moving here, that we want to make sure that  
6 everybody feels well-involved and well-utilized.

7 Wendy, did you have anything you wanted to  
8 comment? Any other comments from the Committee?

9 (No response.)

10 CHAIRMAN LEVI: And thank you all for filing  
11 them out.

12 Well, then we're going to have a presentation  
13 now on the online giving portal, which I hope you'll  
14 all utilize. And those of you on the open line, you're  
15 also free to utilize it.

16 Can they see it, the portal?

17 MS. RHEIN: The easiest way to see it is to  
18 log onto LSC.gov, on the home page, and then you can  
19 see it.

20 CHAIRMAN LEVI: Right. So if you're dialing  
21 in and you want to pull this up, if you have a computer  
22 handy, go to LSC.gov as Wendy walks us through the

1 online giving portal, I hope.

2 MS. RHEIN: Getting to it.

3 CHAIRMAN LEVI: We're having a slight delay  
4 here. But she will discuss the choice of technology.

5 (Laughter.)

6 MS. RHEIN: As I learn them. Thank you.

7 There we go.

8 CHAIRMAN LEVI: But I just want to say that at  
9 the end of the year --

10 FATHER PIUS: Is it the "Donate" button,  
11 Wendy?

12 MS. RHEIN: Yes.

13 CHAIRMAN LEVI: At the end of the year, I used  
14 the portal to make a contribution. And I gather it was  
15 received because I got a note. And so it works.

16 MS. RHEIN: It does work. Thank you, John.

17 So as you can see on the screen, and if you  
18 are on the phone if you log into LSC.gov, on the far  
19 right side now of the landing page template bar you'll  
20 see a red button that's new that says, "Donate." And  
21 if you click on that button, it takes you to the  
22 donation page for the 40th anniversary.

1           So the text just briefly discusses what we're  
2 raising money for, for the 40th anniversary. And we  
3 have selected PayPal as our vendor to be able to  
4 process the donations. It saved LSC from needing to  
5 have a separate merchant account of its own and incur  
6 those additional expenses. So anyone can easily make a  
7 donation to LSC by clicking on the "Donate" button.  
8 And it will take you directly to the LSC PayPal  
9 account.

10           We've already had, as John mentioned, a  
11 handful of donations, and we've just made this public  
12 on the home page at the middle of December. We've  
13 recently received a \$500 donation from someone that we  
14 don't even know, so that's a wonderful thing.

15           We're going to start steering more in our  
16 communications, steering people to this portal, because  
17 it is an easy and fast way for someone to make a  
18 contribution.

19           There's of course on the bottom of this page  
20 still the opportunity to be able to send in a  
21 contribution if they would prefer to do that as well.  
22 There's a way of saying -- I think it's on the other

1 page, I'm sorry -- that has the mailing address as well  
2 as being able to say, if you want to send a check.  
3 We're taking Visa, MasterCard, American Express, of  
4 course, and Discover.

5           There is a 3 percent -- yes, Sharon?

6           MS. BROWNE: The payment type can be PayPal.  
7 But you only have that if you already have a PayPal  
8 account?

9           MS. RHEIN: If someone has a PayPal account,  
10 they can do that. But if you also see "Payment type"  
11 on the left-hand side, you don't have to have a PayPal  
12 account to use this.

13           MS. BROWNE: Okay. It's in the alternatives.

14           MS. RHEIN: Yes. It's an option. So for  
15 those that already have a PayPal account, it's  
16 basically a two-button, two click-throughs. You just  
17 automatically send it through your PayPal account. If  
18 you'd prefer not to do that, you can just go ahead  
19 through the regular payout page and process that.

20           MR. STRICKLAND: But if you log in and pay by  
21 credit card, for example, you don't then do something  
22 with PayPal; you just do the credit card?



1 MS. RHEIN: Correct.

2 FATHER PIUS: And is there still a 3 percent  
3 fee?

4 MS. RHEIN: Yes.

5 MR. STRICKLAND: On both.

6 MS. RHEIN: Because you're only paying on one  
7 or the other.

8 PROFESSOR VALENCIA-WEBER: You choose from one  
9 or the other. But do both carry a 3 percent fee?

10 MS. RHEIN: Yes.

11 MR. STRICKLAND: Is that the market for fees?

12 MS. RHEIN: It's the industry standard, pretty  
13 much. PayPal, there was a setup fee for the account of  
14 about \$900 account that PayPal waived for us as a  
15 nonprofit. So we were able to do that. So this is the  
16 fee that we will incur, is about 3 percent.

17 It does, I think, offset in the end the  
18 ability to accept contributions quickly and keep  
19 someone who may not know us from having to look up the  
20 mailing address and send it in, as we recently received  
21 this \$500 donation from someone that was not on our  
22 list prior.

1           CHAIRMAN LEVI:  Isn't there more on this?  
2  Can't you designate it in honor of somebody or in  
3  memory of -- isn't there more to this page?

4           MS. RHEIN:  There is.  Right now it's under  
5  construction.  I wanted to change the language at the  
6  end of the week.  You can review your donation and  
7  continue.

8           You can dedicate or honor someone with the  
9  donation; if you want to be able to do that -- I'd have  
10 to put in my credit card information right now to  
11 continue that page, so I'm not going to show you that.

12    But feel free to do your own and make a contribution,  
13 and you can see that next page.

14           (Laughter.)

15           MS. RHEIN:  But there is a way to choose a  
16 specific program that you would like to fund.  If you  
17 want your money to go to our fellowship program, if you  
18 want your money to go to technology, you can do that.  
19 You can also put in the name of someone that you would  
20 like to honor or memorialize with your contribution.

21           When those come in, that page also gives the  
22 opportunity for the person to say, here's their name,

1 their mailing address, or someone to notify, so that we  
2 can send a separate letter of acknowledgment saying,  
3 Martha Minow made a contribution in honor of whomever  
4 it might be, so that they would know.

5 MR. STRICKLAND: In terms of contributions to  
6 date, of course if you got one from John Levi that  
7 wouldn't be a surprise. But are there any people who  
8 are not in the category of what we might call the usual  
9 suspects?

10 MS. RHEIN: Yes. Just a couple of days or  
11 maybe a week ago, we received a \$500 contribution from  
12 an individual that I didn't know that was not on any of  
13 our mailing lists. And I asked if Jim knew this  
14 individual, and we have yet to figure out the exact  
15 connection of how she found out.

16 Jim had spoken at Georgetown Law the night  
17 before this contribution was made, so it's possible  
18 that there is a connection there.

19 MR. GREY: Wendy, this is a great step  
20 forward. And the question I've got is, might it  
21 encourage more people to be creative in thinking about  
22 contributing if the first page they had was making the

1 contribution in honor of somebody or for the chairman  
2 of the pro bono committee or the fellow; and then, once  
3 they fill that in, they get this page that says, here's  
4 how you pay, as opposed to the reverse?

5 MS. RHEIN: That's a very good thought. We  
6 could certainly do that, offering the honorary or  
7 memorial on this page.

8 CHAIRMAN LEVI: Well, what it does is it  
9 asks -- that's why I asked the question. Many programs  
10 that I've used, if you do online giving, which a lot of  
11 people do now, it will ask you, is this gift in honor  
12 or memory of? It doesn't have to be, but it asks you  
13 that right there before you get to the pay part.

14 MS. RHEIN: Right. Yes.

15 CHAIRMAN LEVI: And not after the pay part.

16 MS. RHEIN: Yes.

17 MR. GREY: The point is that you get this many  
18 ways to think about it before you make the  
19 contribution. Because I think you've done a great job.

20 But I do think that setting it up with maybe even a  
21 description of what it is, we're trying to do then,  
22 maybe how you do it, for whom you might do it, and then

1 how you pay.

2 MS. RHEIN: Sure. We could certainly do that.

3 MS. REISKIN: The research shows that when you  
4 give people those choices and also when you let -- most  
5 people are going to make it unrestricted. But when you  
6 give people the choice to designate it to a specific  
7 thing, that's better. It has a higher level of donor  
8 confidence. At least that's my understanding.

9 I also just had a technical question. Are you  
10 going to at some point allow people to do it just with  
11 a checking account, with a check and routing number,  
12 for people that don't have a card? Which probably, in  
13 you guys' world, is not that many people, but I was  
14 just wondering if --

15 MS. RHEIN: There was actually a higher  
16 processing fee for that, so we chose not to do that in  
17 the very beginning. But I certainly think that's going  
18 to become an option as we move forward.

19 We were trying to get this up before the end  
20 of the calendar year, and I think that that was the  
21 reason to move quickly with PayPal and to move that  
22 forward. But we should add that component.

1           CHAIRMAN LEVI: Other comments? Questions?  
2 Anybody on the phone have questions or comments about  
3 the giving portal?

4           DEAN MINOW: We just need a campaign so that  
5 people will give, as birthday presents, a gift.

6           CHAIRMAN LEVI: Yes.

7           MS. RHEIN: Also, before, I've done Mother's  
8 Day campaigns by doing online giving as well -- honor  
9 your mother, make a contribution of X. We send a card.  
10 So there's lots of ways to use --

11          CHAIRMAN LEVI: Valentine's.

12          MS. RHEIN: Exactly. Lots of ways to use --

13          CHAIRMAN LEVI: I love my legal aid lawyer.

14          (Laughter.)

15          MS. RHEIN: Lots of ways to use online giving.

16          DEAN MINOW: My managing partner.

17          MS. RHEIN: Assistant's Day. We'll find all  
18 different things.

19          CHAIRMAN LEVI: Proposals of marriage, right  
20 there. Okay.

21                 So we'll move to the next item? Do you want  
22 to begin that discussion, Wendy? I did preview it, but

1 that wasn't on the open line, in our meeting just a  
2 minute ago with the ABA Standing Committee on Pro Bono.

3 MS. RHEIN: Sure. One of the things that we  
4 have been talking about, of course, in the 40th  
5 anniversary is a calendar of events. And so in your  
6 packet you will see a proposal from me for a schedule  
7 of these events, different areas around the country  
8 having some larger events, smaller events, being able  
9 to capitalize on our Board meeting locations and other  
10 locations that we believe there would be a strong  
11 opportunity to connect with prospects and with donors.

12 So John, as he's mentioned this morning,  
13 shifted the calendar a little bit to move to ending in  
14 September of 2015. Since we're going to do our formal  
15 kickoff in September of 2014, it would make sense.

16 CHAIRMAN LEVI: But that would be the meeting,  
17 then.

18 MS. RHEIN: Yes.

19 CHAIRMAN LEVI: Also, we'll have our Board  
20 meetings in the mobile unit.

21 MS. RHEIN: Yes. The mobile unit that John  
22 wants to have is going to be a motor home that we're

1 going to put lights on the top of and travel around the  
2 country for the year talking about LSC's 40th. So feel  
3 free to join in.

4 CHAIRMAN LEVI: There was a proposal yesterday  
5 for that mobile kiosk. I just figured, okay, we'll  
6 have our meeting on the road from San Francisco to L.A.  
7 That's six hours; that should take a lot of Committee  
8 time.

9 MR. GREY: Get Justin Bieber to go with us.

10 (Laughter.)

11 MS. RHEIN: Only if he sits on the roof.

12 CHAIRMAN LEVI: The 40th anniversary is a  
13 tremendous opportunity. I want to thank all of you. I  
14 particularly want to thank Frank and Herb for their  
15 continued work on our behalf, and for putting already  
16 together events which are designed, in their own  
17 communities and here in Austin, to help raise funds and  
18 awareness.

19 Part of the 40th and part of this Committee's  
20 charge is not just to raise funds, but also to raise  
21 awareness. And through the funds we raise, we'll not  
22 only be able to support the events -- and you can hear



1 how important it is to be able to bring our grantee  
2 programs together and how much enthusiasm I think  
3 there'll be for us and for them in getting that  
4 opportunity.

5           But the legal community is excited, at least  
6 at the leadership level, I think, about what's coming  
7 up and how we're planning to put this together. So  
8 this is a great opportunity for LSC, and I don't think  
9 there's anything more important that our Board is doing  
10 right now than the work of this Committee in making  
11 that be the best possible 40th recognition that we  
12 could have.

13           So any other comments or questions or issues  
14 you want to raise about that? Did I forget something  
15 today?

16           (No response.)

17           CHAIRMAN LEVI: So any other comment from the  
18 Committee? In open session, do -- no, we don't. That  
19 goes in the closed session. Public comment?

20           (No response.)

21           CHAIRMAN LEVI: Consider and act on other  
22 business?

1 (No response.)

2 CHAIRMAN LEVI: A motion to adjourn?

3 M O T I O N

4 DEAN MINOW: So move.

5 MR. STRICKLAND: Second.

6 CHAIRMAN LEVI: Thank you very much.

7 (Whereupon, at 9:55 a.m., the Committee was  
8 adjourned.)

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