

National Statewide Website Marketing Support

Though national support, PBN strives to help statewide website partners raise the visibility of their projects to consumers, volunteers, community partners, funders and other key audiences.

Template Press Releases Promoting Statewide Sites

Several times a year, PBN provides statewide website partners with model press releases that highlight statewide website resources on newsworthy topics. These press releases can easily be customized for local media outlets, used in program newsletters or distributed through new media channels. Planned press releases for 2010 include:

- LawHelp resources for tax season (February)
- National Volunteer Week (April)
- Pro Bono Celebration (October)

Know of other good "hooks" throughout the year? Let us know!

Statewide Website Search Engine Optimization

As part of LexisNexis' sponsorship of Pro Bono Net, a team of search engine marketing experts at LexisNexis has been assisting PBN with search engine optimization to help increase the visibility of LawHelp.org and statewide client sites in Google/Yahoo/Bing. In addition, LexisNexis's Search Engine Marketing director conducted a free webinar for Pro Bono Net partner organizations in November. Topics covered included: important dynamics of Search, how to make your site search engine friendly, and search optimization best practices, and more. The webinar was recorded and can be accessed at <http://www.probono.net/link.cfm?13778>.

Google Ad Words Campaign

PBN received a Google Grant in 2009 to implement an AdWords campaign for www.lawhelp.org and www.probono.net. Through text ads in Google search results, the campaign directs people in need of legal aid to resources on statewide LawHelp sites. A parallel campaign directs prospective pro bono volunteers to the National Pro Bono Opportunities Guide.

Training and Consulting on PR Strategies for Statewide Websites

In 2009, PBN's Director of Communication conducted a webinar for statewide website coordinators on conducting a PR and new media campaign. In addition, PBN staff are available to provide focused consulting on state PR and marketing strategies. Currently PBN is helping LawHelp.org/NY design a PR campaign around their LiveHelp launch.

New Media Strategies

Through www.probono.net/news and the @probono Twitter feed, PBN syndicates news related to pro bono, legal services and statewide website projects. Have a news item you want to reach a broad audience? Let us know and we'll spread the word!

Partnership with American Lawyer Media

ALM (publisher of *American Lawyer Media*) and Pro Bono Net are collaborating on a national marketing and volunteer recruitment campaign to encourage private attorneys to get involved in pro bono. Through this partnership, ALM provides print and online ad inventory across its legal publications. This allows Pro Bono Net and its partners to increase awareness of the resources available on statewide websites and to direct prospective volunteers to them. See page 2 for an example of how PBN worked with ALM to integrate www.probono.net/NY content feeds with the New York Law Journal's online pro bono portal.

The New York Law Journal website's pro bono page at www.law.com/jsp/nylj/probono

Links to skinned versions of the probono.net/NY Opportunities Guide and Training Calendar

PRO BONO

New York City Pro Bono Training Calendar
New York State Pro Bono Opportunities Guide

City Reconsiders Plan to Construct \$375 Million Jail in South Bronx
Friday, February 29, 2008
By Thomas Adcock

An open-ended involvement in a complex struggle pitting a Bronx community group against New York City agencies that had proposed building a 2,000-inmate jail on waterfront acreage at Oak Point became even more complicated this week for a team of pro bono attorneys at Seward & Kissel, despite the city's concession on a major point in the two-year dispute.

SPONSOR SPOTLIGHT
Contract Management Webinar

Webinar Finding Opportunities in Risk
Free webinar - A New Role for the GC: How the legal operations department can help structure agreements that take advantage of commercial risk. The GC, once an observer of commercial operations, can now leverage new technologies to drive the creation of agreements that deliver the most favorable conditions for both you & your trading partners. [Register now to attend this insightful webinar](#)

Public Interest Projects
Friday, April 25, 2008
By Thomas Adcock

The Pro Bono Clinic, launched this spring at Brooklyn Law School, provides eight students the opportunity of working on a variety of cases with Holland & Knight lawyers who make up the firm's Community Services Team. Students are focused on criminal justice matters in southern states, half of which are death penalty cases with the balance consisting of prison condition, clemency and voting rights matters.

Returning From War
Friday, February 22, 2008
By Thomas Adcock

Last October, Rachel Natelson won the Urban Justice Center's "Innovations in Social Justice Award" by submitting a proposal to help today's veterans, who have been "abandoned by the very system of government they defend in battle." This April, the \$100,000 prize will be used to open the Veterans Rights Project, which will advocate on behalf of those caught up in an "overloaded and antiquated system" of benefits administration.

Public Interest Projects
Friday, February 22, 2008
By Thomas Adcock

The New York City Bar Association is now accepting nominations for the 19th annual Legal Services Awards, honoring those in full-time civil legal assistance to the poor. Also, a team of Dewey & LeBoeuf lawyers is representing a double-amputee athlete from South Africa in his attempt to overturn his disqualification from

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One lawyer can make a difference - Join an online community providing critical legal help to those in need. Probono.net is a one-stop location for connecting with pro bono opportunities; finding resources, training and events; and building bridges. Join almost 50,000 attorneys across the country who are helping to safeguard individual rights and livelihoods. Visit www.probono.net/ny today!

UPCOMING TRAININGS

Jazz for Justice: A Benefit for Legal Services NYC *May 06*

2008 Equal Justice Conference - Pursuing Justice: Balancing Challenges and Opportunities *May 07 - May 09*

New Jersey Pro Bono Conference *May 07*

FEATURED OPPORTUNITY

Legal Aid Society of Mid-New York (Oneonta Office)

JOIN A PRO BONO PRACTICE AREA

NYC Pro Bono Center

Asylum Law

Bankruptcy

Corporate Counsel

Community Dev. / Nonprofit

Criminal Appeals

Family Justice/DV

Death Penalty

Housing

Prisoners' Rights

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RSS feed of upcoming trainings posted to the probono.net/NY Calendar

Featured organization from the probono.net/NY Opportunities Guide. Changes dynamically when page is refreshed.

Direct links to probono.net/NY Practice Areas

Please contact Liz Keith, LawHelp Program Manager, at lkeith@probono.net / (415) 779-2806 or Pam Weisz, PBN's Director of Corporate Sponsorship, at pweisz@probono.net / (212) 760-2554 x 485 if you are interested in pursuing a similar partnership with ALM or other potential regional marketing and recruitment partners in your state.