probono.net

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 2011 include:

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

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

Pro Bono Net also works with individual statewide website partners to develop and distribute press releases promoting new, local initiatives. Contact us if you'd like to discuss this.

Statewide Website Search Engine Optimization

As part of PBN's Corporate Sponsor Program, a search engine marketing expert affiliated with LexisNexis has been assisting PBN on a pro bono basis 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 2009, and a follow up webinar is planned for 2011. 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 AdWords grant in 2009 to implement an AdWords campaign for www.lawhelp.org and www.probono.net. Through paid advertising 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

PBN has hosted webinars for statewide website coordinators on conducting a PR and new media campaign and using social media to promote volunteer and case opportunities. The webinars can be accessed at http://www.probono.net/statewebsites/tuesday_trainings. In addition, PBN staff regularly consult on state PR and marketing strategies such as new site or content launches.

New Media Strategies

Through www.probono.net/news, Pro Bono Net's Facebook page, 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!

Pro Bono Net Video

Pro Bono Net developed a video in 2010 that explains the need for civil legal aid and how Pro Bono Net and its partners are working to address this problem. The video can be seen at www.probono.net/connect. State partners, several of whom are featured in the video, are welcome to embed it in their own sites, and some have already done so. Contact us for more information.

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. Below is 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

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.