

### Using Technology to Support Pro Bono Volunteers

Recruitment, Retention and Recognition



### Technology:

- -handles the organization's data and makes it available outside of office hours
- -handles information/data that is storable in documents, brief banks, WIKIs and collaborative working areas
- -mediates communications (email, listserves, training, social media) often allowing reuse/archiving and defraying logistical expenses



### Technology can be a major watershed moment for an organization

- research and obtain one's first case management system (let alone your 2<sup>nd</sup> CMS)

- set up Civic CRM as a major part of your program's infrastructure



# Technology can be minimal in its impact on your organization

- Beginning a Twitter presence

- Deploying surveys using a free or subscription survey tool (SurveyMonkey, Zoomerang, etc.)



### Technology and Pro Bono in four areas

- Tech for the Office
- Tech to extend the office boundaries and to reach out to volunteers
- Resources from outside the organization drawn in by Tech
- Social Media



The primary statistics are from a survey sent to pro bono organizations (there will be a link at the end of the slides).

Other statistics are drawn from the ABA 2010 Legal Technology Survey and are used to gauge whether pro bono results are above/below the baseline

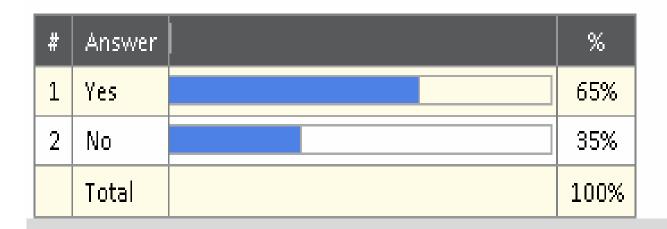


### Technology for the Office



### Do you use a Case Management System to manage

#### Pro Bono volunteers and their cases?



[Legal Technology Survey says 60.9% say Yes]



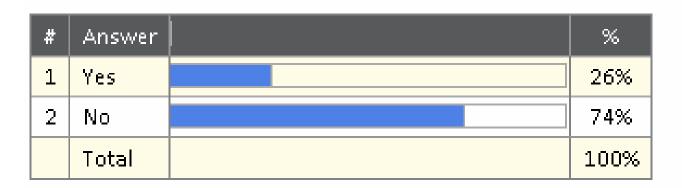
# If your Case Management System can be accessed remotely, do you allow your pro bono volunteers to access it remotely?



[Legal Technology Survey says 86.2% say Yes in the circumstance of remote access to office software in general]



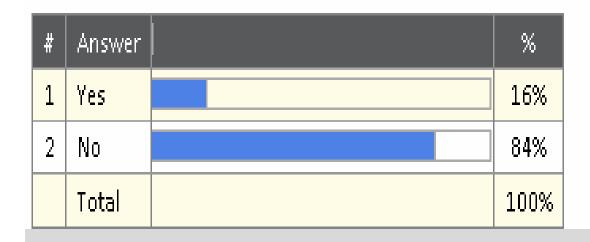
# Do you use a Customer Relationship Management (CRM) tool to manage pro bono volunteers and/or fund raising?



[Legal Technology Survey says 38.2% of all respondent say Yes. Solo practitioners 28.8% and 10-49 member firms 23.2%]



### Does your program use a Document Management system (DMS)?



[Legal Technology Survey says 61.3% say Yes. Solos have the lowest usage at 32.9%]



# Technology that extends the office boundaries and supports volunteers



### Do you use email to engage with and communicate with your volunteers?

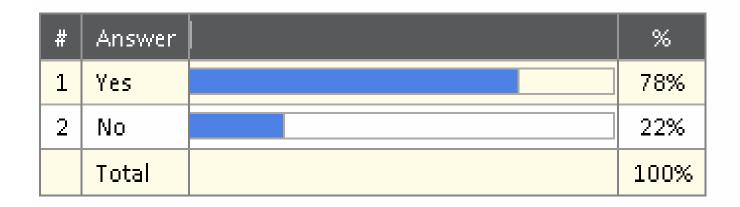
#	Answer	%
1	Yes	100%
2	No	0%
	Total	100%

### Do you provide an email discussion list/listserv for your volunteers?

#	Answer	%
1	Yes	19%
2	No	81%
	Total	100%



# Does your organization have its own website that volunteers can visit for information and documents?



[Legal Technology Survey says 83.7% say Yes]



Do you use file sharing/file collaboration, such as Google Docs, to provide a shared workspace for your volunteers and organization resources?



[Legal Technology Survey says 14% say Yes]



Does your program participate in or have its own WIKI to gather pertinent information and documents that your volunteers can access?

#	Answer	%
1	Yes	9%
2	No	91%
	Total	100%

[Legal Technology Survey says 2% say Yes down from 5% last year.]

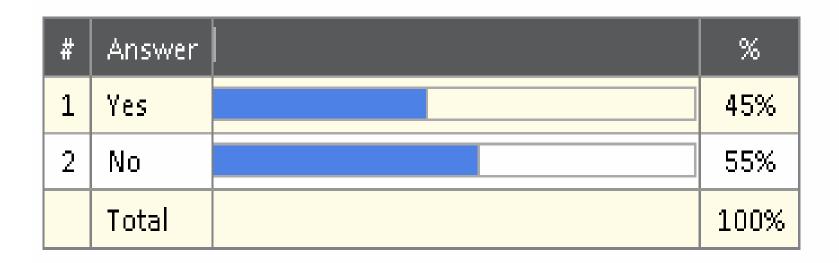


Do you use wireless connectivity
(such as a personal Wi-Fi/Mi-Fi hotspot) in
conjunction with laptops, smartphones, scanners
and printers for out-of-office clinics and/or rural
delivery of services involving pro bono volunteers?

#	Answer	%
1	Yes	17%
2	No	83%
	Total	100%



# Do you use a conference call package to have phone conferences with staff and volunteers?





### Does your organization do video conferencing?

#	Answer	%
1	Yes	18%
2	No	82%
	Total	100%

[Legal Technology Survey says 41% say Yes. Large firms have greater availability Solos indicate 14%]



# Are you using Voice Over Internet Protocol (VOIP) tools to make phone calls , e.g. Skype?



[Legal Technology Survey says 22% say Yes]



#### Are you using/creating webcasts (e.g., Ustream)

or videos (e.g., YouTube) for training staff and volunteers?

#	Answer	%
1	Yes	17%
2	No	83%
	Total	100%

Are you using an online survey package, such as

SurveyMonkey or Zoomerang, to reach out to clients and volunteers?

#	Answer	%
1	Yes	49%
2	No	51%
	Total	100%



### Does you organization have a smartphone app?

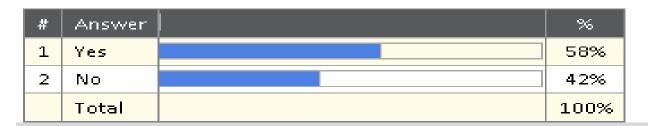
#	Answer	%
1	Yes	1%
2	No	99%
	Total	100%



### **Outside Resources**



### Does your program know of a useful state-level website that supports Pro Bono?



### Does your program find useful resources through the website of your local Legal Aid Program (LSC affiliate)?

#	Answer	%
1	Yes	33%
2	No	67%
	Total	100%



Do you use your listing in the
National Pro Bono Opportunities Guide
at www.volunteerforprobono.org or
www.probono.net/oppsguide to describe
your program and its volunteer needs?

#	Answer	%
1	Yes	37%
2	No	63%
	Total	100%



Do your volunteers use any online legal-form fill-in resources such as the HotDocs forms provided for free through LawHelpInteractive (previously NPADO https://lawhelpinteractive.org/)?

#	Answer	%
1	Yes	10%
2	No	90%
	Total	100%



Do you utilize technology websites such as the

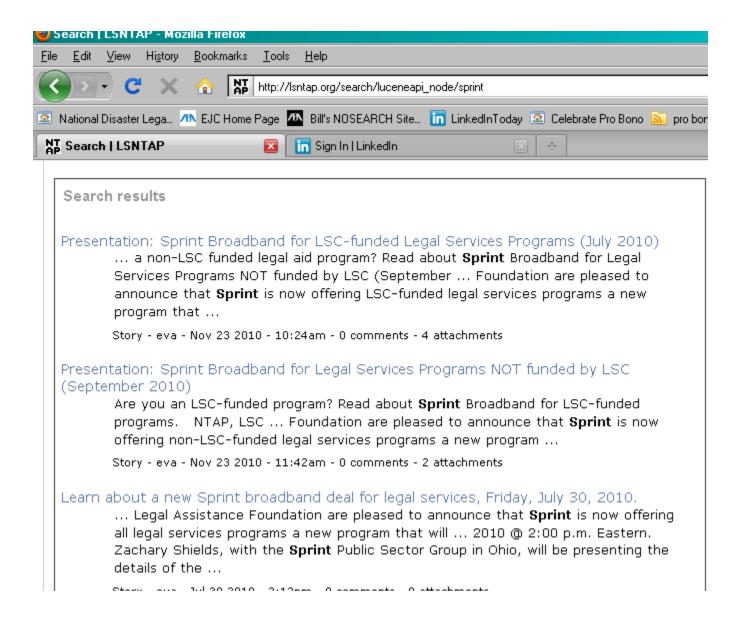
Legal Services National Technology Assistance Project

( http://lsntap.org ) or TechSoup ( http://www.techsoup.org )?

#	Answer	%
1	Yes	48%
2	No	52%
	Total	100%



### http://lsntap.org





### Are you using a mapping tool

### (e.g., Google Maps or ArcView) to manage resources?

#	Answer	%
1	Yes	10%
2	No	90%
	Total	100%



### Social Media



### The Center for Pro Bono has been using Twitter for just a while and has already sent out 5100+ tweets

twitter.com/ABACtrProBono

We especially like to identify those who receive awards for pro bono work and to highlight the **stories** behind the award.



The story doesn't have to be florid or fantastic like the epitaph on the tombstone of Royal Tenenbaum (from the movie)

### Died Tragically Rescuing His Family From The Wreckage of a Destroyed Sinking Battleship

Just the facts of the matter will do



### Six Questions for Organizations that use Pro Bono Volunteers

- Do you have a policy of nominating select volunteers for outside awards for your state, county, local bar?
- Have you considered announcing criteria that would lead your organization to nominate them?
- Do you have an "Our Volunteers" resource where other volunteers in your organization (as well as staff) can see recognitions for pro bono service?



#### powered by probono.net

#### **Volunteer Profile**



Pro Bono Net is proud to feature volunteers from our network of partners. This month we recognize Sean F. Perrin. Sean has spent many hours assisting Legal Aid of North Carolina (LANC) clients on landlord/tenant issues and also helps in assigning cases through Womble Carlyle's & LANC's Landlord/Tenant Project. Read more.



- Do you take a digital picture of your volunteers and post this with a brief bio in your case management system/website or other resource?
- Will you cut a video for your volunteer of the month and post it on YouTube?
- Will you ask select volunteers to do recruiting testimonials (audio or video) to encourage others to do pro bono work with you?





CLE / Education For Lawyers Judicial Legal Help Membership Special F



Login

Quick Links

Join / Renew Online

Bar Bulletin

Weekly Schedule

Education / Training

Pro Bono Services

Public Policy

Lawyer Referral Service

Directions

Jobs & Internships

Community Calendar

About KCBA

Contact Us

#### Pro bono Volunteer Award Recipients

View Bio Nathan Kirk, Retired - Neighborhood Legal Clinics Joseph M. Gaffney Award for Outstanding Service of an Attorney

View Bio JeannieBeth Asuncion, Legal Assistant, Forsberg & Umlauf P.S. – Neighborhood Legal Clinics Outstanding Volunteer of the Year

<u>View Bio</u> Hank Balson, Public Interest Law Group – Volunteer Legal Services Volunteer Attorney of the Year

Close Bio Catherine Sherred, Attorney at Law – Family Law Mentor Program Volunteer of the Year

The Family Law Mentor Program recognizes Catherine Sherred as the Volunteer of the Year for 2010 for her dedication and high quality legal work on behalf of a domestic violence survivor and her children.

Catherine represented her client for nearly 18 months in a highly contested dissolution case which ended up settling moments from trial. Not only did the case settle with a very protective parenting plan, including limitations on the opposing party's time due to his history of acts of domestic violence, but the client also has a domestic violence protection order protecting her and her children. Catherine has been practicing law for 6 years. Her practice focuses on family law.

In addition to volunteering with the KCBA Family Law Mentor Program, Catherine has been a volunteer with CASA of King County and the Northwest Immigrant Rights Project. In a very difficult case, with an aggressive opposing party, Catherine not only demonstrated great legal skill, but her compassion for and understanding of her client were unmatched.

Thank you, Catherine.





pro bono attorney of the month 2011

Search

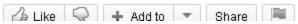
#### Nada Abu-Isa: May 2011 Pro Bono Volunteer of the Month

IllinoisLegalAid 103 videos ≥ Subscribe















### Are you using a blogging tool?



[Legal Technology Survey says 13.7% say Yes]



### Are you using a micro-blogging tool such as Twitter,

### Tumblr, Posterous, etc.?

#	Answer	%
1	Yes	29%
2	No	71%
	Total	100%

[Legal Technology Survey says 5% say Yes their <u>firm</u> does this while 6.9% of lawyers do this]



### Are you using a social networking took such as

Facebook, LinkedIn, XING, etc.?

#	Answer	%
1	Yes	53%
2	No	47%
	Total	100%

[Legal Technology Survey says 17.3% of firms say Yes]



### Are you using a video sharing tool such as YouTube or Vimeo?

#	Answer	%
1	Yes	19%
2	No	81%
	Total	100%

Are you using a photo sharing tool such as Flickr, Picasa, etc.

#	Answer	%
1	Yes	17%
2	No	83%
	Total	100%



### Are you using an online advocacy/fundraising tool

(e.g., Causes, Kickstarter, YouTube's non-profit channel,

Jumo.com, etc.)?

#	Answer	%
1	Yes	12%
2	No	88%
	Total	100%



Don't allow your volunteer to feel isolated in their pro bono service

Try to have at least one resource of communication that all volunteers, staff and leadership can share: listserve, Facebook page, website.

Create a community and celebrate your volunteers' pro bono service



# If you wish to see the survey or if you wish to take the survey

- http://apps.americanbar.org/legalservices/ probono/techsurvey11.html
- OR
- http://bit.ly/jmQMQD



William Jones
Technology, Information and Content Coordinator
Center for Pro Bono
American Bar Association
bill.jones@americanbar.org
312 988-5789