

Ten Tips for Organizing in A Law School
By Thomas Maligno, Esq.
Director of Public Interest
Touro College
Jacob D. Fuchsberg Law Center

1. Log on to the Celebrate Pro Bono Website to learn how law schools around the country are celebrating pro bono. (www.probono.net/celebrateprobono <<http://www.probono.net/celebrateprobono>>)
 - On both the Event Ideas and Event pages: use the Advanced Search function on the upper right side of the page to search the Calendar for ideas. Key words: law school.
 - On the Celebration Toolkit page, Click on the Additional Event Ideas link and scroll down to Law Schools for more ideas.
2. Research past pro bono events at your school or in your community; build upon those experiences. Take whatever the next step is to deepen your school's commitment to pro bono.
3. Increase participation by speaking with students and professors to learn what activities they would be most interested in. Plan accordingly, although don't shie away from your creative impulses.
4. Remember to reserve the dates for your events and advise everyone else so that conflicts are avoided.

Collaborate!

5. Partner with local and state bar associations.
6. Partner with the judiciary.
7. Partner with local community groups and government.
8. Consider all options including recognition programs, training events , advice clinics and community forums.
9. Consider using this week as a way to highlight the legal needs that are still not being met in your community.

10. Promote and publicize your program so that it can achieve the purpose of strengthening the pro bono efforts at your school. The celebration website has many tools to assist you such as:

- Sample press releases
http://www.probono.net/celebrateprobono/resources/folder.259838-Press_Releases
- Sample radio scripts
http://www.probono.net/celebrateprobono/resources/item.260453-Radio_Interview_Script
- Sample op-eds
<http://www.probono.net/celebrateprobono/resources/folder.259839-OpEds>
- Sample Letters to the Editor
http://www.probono.net/celebrateprobono/resources/folder.259865-Letters_To_The_Editor

Consider using social networking media such as Facebook, Tweeter, and blogs to publicize and generate enthusiasm for your programs.

If you would like assistance in planning your events, you may utilize the free services of a consultant provided by the ABA Standing Committee on Pro Bono and Public Service. E mail: celebrateprobono@staff.abanet.org