

Though national support, PBN helps 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. Press releases for 2012 included:

- LawHelp resources for tax season (March)
- National Volunteer Week (April)
- Domestic Violence Awareness Month (October)

Support for Individualized Press Releases and PR Consulting

Pro Bono Net also works with individual statewide website partners to develop and distribute press releases promoting new, local initiatives, for example the launch of new LawHelp Interactive forms or multilingual resources. Contact us if you'd like to discuss this.

LawHelp Redesign Marketing Support

Pro Bono Net has developed a sample press release, launch announcement and marketing checklist to help states market their redesigned LawHelp.org sites. These resources are available at <http://www.probono.net/link.cfm?18772>.

Public and Law Library Training Initiative

Through a TIG-funded partnership with KY and MN, Pro Bono Net produced four webinars in 2012 for librarians nationally about the statewide website network and online resources to assist patrons with legal needs. As part of this effort, Pro Bono Net will also produce and distribute to libraries a marketing piece in English and Spanish about LawHelp.org and the statewide website network. Contact us if you have other ideas for library partnerships!

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. As part of this effort, Pro Bono Net has hosted free webinars for partner on the dynamics of Search, how to make your site search engine friendly, and search optimization best practices, and more. The webinars were recorded and can be accessed at <http://www.probono.net/statewebsites/trainings>.

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. Similar online marketing partnerships have been launched with ALM's publications in California and Florida. This same content syndication model can be used with other media or pro bono partners.

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

The screenshot shows the New York Law Journal website's Pro Bono page. The page is divided into several sections:

- Header:** Includes navigation links like "Law.com Home", "NewsWire", "LawJobs", "CLE Center", "LawCatalog", "Our Sites", and "Advertise". The main title is "New York Law Journal" with a "LAW.COM Quest" logo.
- Left Sidebar:** Contains links to "CASES & COURTS", "Decision of the Day", "Decisions of Interest", "Judges' Portraits", "Judges' Profiles", "Court Notes", "Verdicts & Settlements", "Court Central", and "Digest-Annotator". There is also a "Subscribe Now" button and a link to "The 2007 Legal Recruiter Digital Directory".
- Main Content Area:**
 - PRO BONO:** Features a "New York City Pro Bono Training Calendar" and a "New York State Pro Bono Opportunities Guide". A featured article titled "City Reconsiders Plan to Construct \$375 Million Jail in South Bronx" is highlighted.
 - SPONSOR SPOTLIGHT:** Includes a "Contract Management Webinar" and a "Webinar Finding Opportunities in Risk".
 - Public Interest Projects:** Lists projects like "The Pro Bono Clinic" and "Returning From War".
 - Featured Sponsors:** Includes "AMERICAN LAWYER.COM".
- Right Sidebar:**
 - PARTNERING WITH PROBONO.NET:** Explains the benefits of joining the community.
 - UPCOMING TRAININGS:** Lists events like "Jazz for Justice: A Benefit for Legal Services NYC" and "2008 Equal Justice Conference".
 - FEATURED OPPORTUNITY:** Highlights the "Legal Aid Society of Mid-New York (Oneonta Office)".
 - JOIN A PRO BONO PRACTICE AREA:** Lists various practice areas like "NYC Pro Bono Center", "Asylum Law", "Bankruptcy", etc.

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 if you are interested in pursuing a similar partnership with ALM or other potential regional marketing and recruitment partners in your state.