

## PBN Statewide Website Program Services

PBN's Statewide Website Program includes comprehensive technology and project development services, including two technology platforms, extensive technical assistance, strategic project consulting and national networking.

Our Technology Solutions	Description/Examples
<p>We host, develop and maintain two statewide website technology platforms with a full range of admin tools:</p> <ul style="list-style-type: none"> <li>• LawHelp.org</li> <li>• probono.net</li> </ul>	<ul style="list-style-type: none"> <li>• 26 LawHelp.org and probono.net sites with over 500 site administrators</li> <li>• probono.net statewide advocate sites include more than 70 unique online practice areas and support over 50,000 members.</li> </ul>
<p>We develop, pilot and support new platform features made available to all sites through a shared platform architecture and unique pooled investment model</p>	<p>PBN partners with individual state justice communities to develop and integrate at no additional cost new platform features. Significant enhancements are made every year to both platforms. Recently released new features include:</p> <ul style="list-style-type: none"> <li>• Enhanced LawHelp.org analytics and usage reporting features with the Northwest Justice Project</li> <li>• LawHelp referral search enhancements with Legal Assistance of Western New York and</li> <li>• "Pro Bono to Go" mobile-optimized settlement checklists and interview guides with Legal Services State Support, Legal Aid Services of Northeastern Minnesota and the Minnesota State Bar</li> <li>• probono.net projects tool with the Volunteer Lawyers Project of the Boston Bar Association</li> </ul>
<p>We implement on-going bug-fixing and performance related upgrades</p>	<p>A team of 4 dedicated technology personnel oversee the system, troubleshoot any bugs and build new enhancements.</p>
<p>We ensure accessibility compliance with Accessibility standards</p>	<p>LawHelp.org and probono.net sites are compliant with Section 508 guidelines and the Priority One checkpoints of W3C's Web Content Accessibility Guidelines 2.0.</p>

Our Technical Assistance	Description/Examples
We offer extensive technical support and ongoing training	<ul style="list-style-type: none"> <li>• Unlimited direct contact via email and phone between PBN staff and specific state staff and managers on technical support needs.</li> <li>• Regular training series for LawHelp.org and probono.net coordinators and project staff on technical and strategic topics.</li> <li>• Individualized trainings tailored to state needs upon request.</li> </ul>
We provide extensive project support resources and documentation	<ul style="list-style-type: none"> <li>• Online software instructions and toolkits available to all state administrators.</li> <li>• <a href="http://www.probono.net/statewebsites">www.probono.net/statewebsites</a>, featuring an online library that contains approximately 500 technical assistance and best practice resources.</li> <li>• Support blog for LawHelp site administrators</li> </ul>

Our Project Development Services	Description/Examples
We offer strategic project consulting, including project planning, pro bono engagement, new collaborations, fundraising, and evaluation, among other issues	<ul style="list-style-type: none"> <li>• Consulting on funding and sustainability strategies</li> <li>• Support for the development of new access to justice community partnerships leveraging the LawHelp.org and probono.net platforms</li> <li>• Consulting on integrating related technology with LawHelp.org and probono.net initiatives, for example online intake, LiveHelp and SMS strategies</li> <li>• Individualized marketing support, including PR and search engine marketing consulting</li> </ul>

<b>Our Project Development Services</b>	<b>Description/Examples</b>
We offer content translation mini-grants	<ul style="list-style-type: none"> <li>• PBN brokered an in-kind translation service grant from the LSI Foundation and offers pro bono translation opportunities for LawHelp.org projects. Since this program was established in 2012, it has been used by 17 LawHelp partners to translate nearly 300 website resources into 25 languages, an in-kind value of \$150,000.</li> <li>• PBN provides a shared translation bank to facilitate creation of mirror LawHelp sites in Spanish.</li> </ul>
We provide assistance with TIG, PBIF and other grant application development	<ul style="list-style-type: none"> <li>• PBN works extensively with state coordinators to develop funding proposals to leverage LawHelp.org and probono.net statewide website projects.</li> </ul>

<b>Our National Network Support</b>	<b>Description/Examples</b>
We facilitate national networking of statewide website projects	<ul style="list-style-type: none"> <li>• Monthly LawHelp.org and probono.net coordinator network calls to facilitate information-sharing and networking</li> <li>• LawHelp.org and probono.net project coordinators listservs with approx. 100 subscribers each</li> </ul>
We conduct national fundraising to support the network	<ul style="list-style-type: none"> <li>• We raise approx. 50% of core services budget from foundations, law firms and other donations annually.</li> </ul>
We conduct national marketing/outreach to increase usage and generate earned income, and attend conferences and other nonprofit technology initiatives to promote projects	<ul style="list-style-type: none"> <li>• Produced national and regional webinar series to train 400+ librarians from 40 states on LawHelp.org and related resources.</li> <li>• Brokered in-kind marketing services from American Lawyer Media to provide magazine and online ad space to encourage attorneys to join probono.net sites.</li> <li>• Secured annual \$10,000 Google Ad Words grant and pro bono SEO experts to market LawHelp.org and probono.net projects.</li> </ul>

Our National Network Support	Description/Examples
	<ul style="list-style-type: none"> <li>• Attend major legal aid and nonprofit technology conferences each year as panelists and exhibitors (e.g., EJC, NLADA, MIE, TIG)</li> <li>• Outreach regarding court participation in the LawHelp and probono.net projects including with State Justice Institute and National Center for State Courts</li> </ul>

Our Engagement in Other Access to Justice Technology Initiatives	Description/Examples
<p>Through our statewide website, LawHelp Interactive and Pro Bono Manager programs, we develop, incubate and support other innovative access initiatives</p>	<ul style="list-style-type: none"> <li>• PBN operates <a href="http://LawHelpInteractive.org">LawHelpInteractive.org</a> for the legal aid community nationally.</li> <li>• We oversee and support implementation of LiveHelp for interested states.</li> <li>• We worked with Lone Star Legal Aid, the ABA, NLADA and LSC on DisasterLegalAid.org and consult with state partners on the use of technology in disaster response efforts.</li> <li>• We work with the ABA to support its National Pro Bono Celebration week in October.</li> <li>• We created a Gates Foundation-funded software service to help law firm manage their pro bono practice.</li> </ul>