

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)

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.

LawHelp Redesign Launch 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>.

2012 Public and Law Library Training Initiative

Through a TIG-funded partnership with KY and MN, Pro Bono Net will be producing four webinars 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'd like to be involved in the webinars or 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 hosted free webinars for partner organizations in 2009 and 2011 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. Additional online marketing is planned for ALM's other regional publications in 2012.

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.