



VOICES FOR PRO BONO

COMMUNICATIONS TOOLKIT



PRO BONO ONTARIO
Celebrating 15 Years

HELP US TELL OUR STORY

Welcome to *Voices for Pro Bono*, a volunteer leadership program in which pro bono champions communicate about the value of pro bono and help secure the resources needed to meet rising demand. This **communications toolkit** will help you become an effective Voice for Pro Bono.

Step
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Understand the Context:

Pro Bono Ontario at a Glance

Step
2

Understand Your Role:

Why Speak on behalf of
Pro Bono Ontario?

Step
3

Let your voice be heard at

#voicesforprobono

Step
4

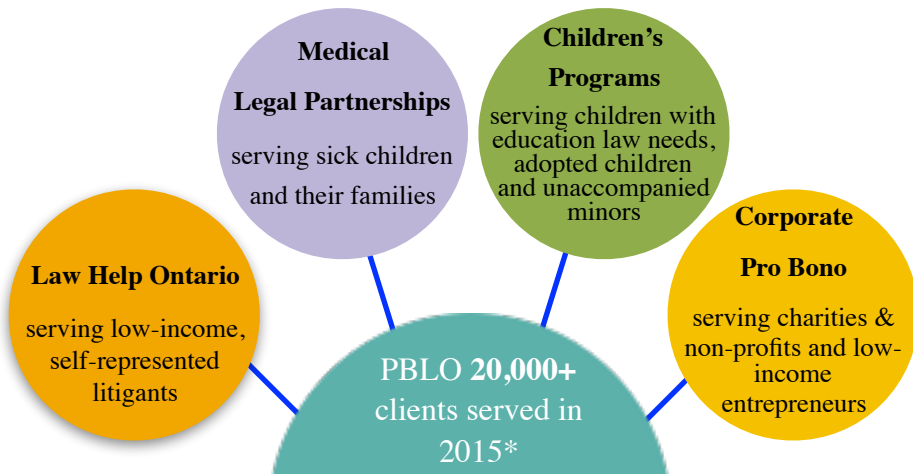
Speak. Write. Post.

Understand the Context: Pro Bono Ontario at a Glance

Structure: A registered charity with no government funding, entirely dependent on private donations and grants.

Vision: A community that harnesses the resources of lawyers, law firms, legal departments and law associations to address the unmet legal needs affecting low-income Ontarians' ability to lead secure, healthy and productive lives.

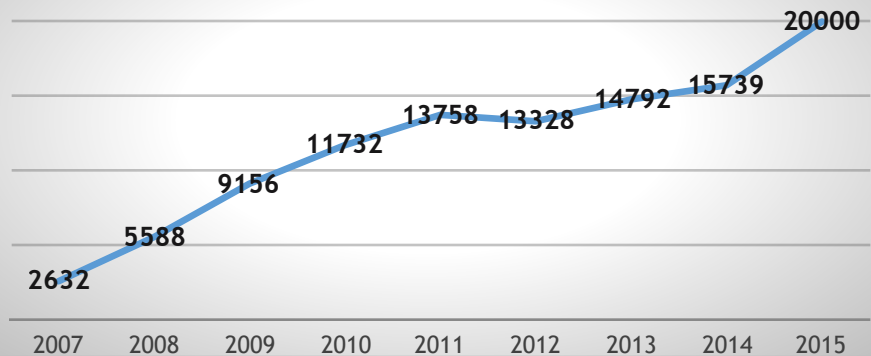
Mission: To bridge the gap between lawyers who want to donate services and low-income Ontarians who cannot afford a lawyer.



Understand Your Role: Why Speak on behalf of Pro Bono Ontario?

OUR IMPACT: We served over 20,000 clients in 2015*. Our programs make the difference between food on the table and hunger, shelter and homelessness, hope and despair.

Number of Clients Served by PBLO: 2007-2015

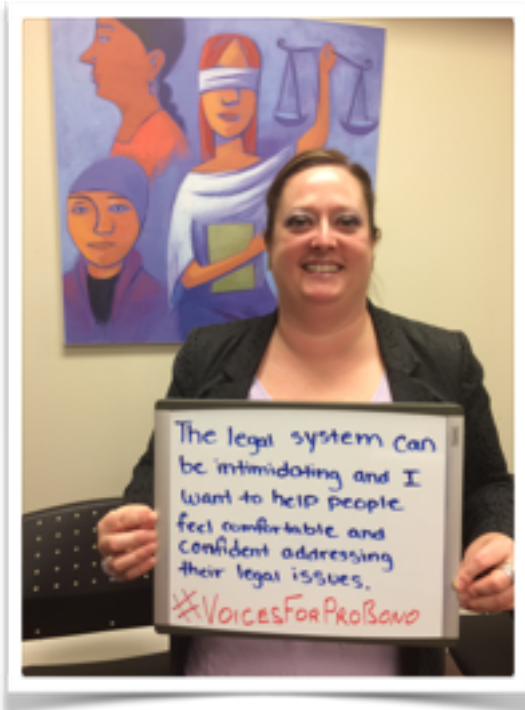


OUR CHALLENGE: We keep hearing that we're the best story nobody has heard. Our story needs a louder voice, and we don't have the resources to tell it on our own.

WHY YOU? Our supporters are the perfect people to help us tell our story. You understand our work and our impact. You have a unique opportunity to share a side of the legal profession that is often overlooked: that of a caring and responsible professional committed to levelling the playing field for people who have nowhere else to turn. Nothing beats peer to peer communication.



*Final 2015 numbers pending

**Your job**

- Please let us profile you! We'll suggest a convenient time and place to take a photo and conduct a very short interview.
- Share and link to the profiles from your personal and firm's social media accounts.

Our job

- Create profiles of our incredible volunteers and partners
- Use Instagram to post the profiles and promote them through #voicesforprobono and #A2J



Speak about PBLO at conferences, CPDs and presentations.

"My presentation today is about how you can build joint pro bono programs with important clients"

Tweet about your day at Law Help Ontario



"So grateful for opportunity to spend day at @LawHelpOntario centre giving much needed advice to low-income self-reps.
#voicesforprobono"



Write an op ed. or blog post about the importance of pro bono as a professional obligation

"[I]t's really important to consider how lucky we are...to be in a position where we can make a difference to others. I also feel fortunate there are fantastic organizations like PBLO that make giving back convenient, meaningful, educational, and fun."

– Lindsay Scott, The Benefits of Giving Back (Canadian Lawyer, December 16, 2013)

Everything you do, see, hear and read is a chance to speak, write or post.

Every step
of the way

We're Here to Help!

FORMORE INFORMATION

Lynn Burns - Executive Director

416-977-4448 ext. 925/lynn@pblo.org

Contact Lynn about media requests or new initiatives.

Yonit Fuhrmann - Deputy Director

416-977-4448 ext. 924/yonit@pblo.org

Contact Yonit about promotional materials and templates for press releases.

Matt Cohen - Director of Litigation Projects

416-977-4448 ext. 928/matt@pblo.org

Brian Houghton - Litigation Projects Manager

416-977-4448 ext. 901/brian@pblo.org

Contact Matt or Brian about communication related to litigation assistance.

Matthew Wiens - Director of Corporate Pro Bono

416-977-4448 ext. 927/mattheww@pblo.org

Contact Matthew about communication related to corporate pro bono.

And please put 2 important dates in your calendar.

PBLO 15th
Anniversary Gala on
May 18



National Pro Bono
Conference in Ottawa from
September 28-30



FUNDED IN PART BY:



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