



PRO BONO INITIATIVE

## **PBI Agency Series**

---

The PBI Agency Series is a two-part program intended for CBF-funded and PILI-affiliated agencies that will focus on best practices in marketing of your agency and its pro bono opportunities. The first program in the series will focus on macro level strategies targeting a general audience and highlighting the use of technology to effectively market your program, opportunities and to encourage on-line giving. The agenda for that program is below. The second program, which will be held on Monday, December 10<sup>th</sup> from 3:00 to 5:00 p.m., will focus on micro level strategies for delivering personal pitches for your program, opportunities and trainings to firms and corporations.

### **AGENDA**

**Monday, October 1, 2007 – 3:00 to 5:00 p.m.**

#### **Using Technology to Effectively Market Your Agency's Pro Bono Program and Opportunities and Promote Giving**

- Effectively using e-newsletters and e-mails to promote your pro bono program and opportunities;
- Maximizing your agency's website to promote your program and opportunities, encourage and acknowledge giving, recognize award winners, and provide links to other sites; and
- Using [IllinoisProBono.org](http://IllinoisProBono.org) to effectively market opportunities, news, trainings and other resources.

**Moderator:** Michael G. Bergmann  
PILI/CBF Pro Bono Initiative Director

**Panelists:** Rob Acton  
Executive Director, Cabrini Green Legal Aid Clinic

Murray Coffey  
Business Development Director, Jenner & Block LLP

Lisa Colpoys  
Executive Director, Illinois Legal Aid Online

Mary Meg McCarthy  
Director, National Immigrant Justice Center

Allegra Rich  
Pro Bono Partner and Director of Philanthropy, Seyfarth Shaw LLP

**Please register for this program by contacting Michael Bergmann at [mbergmann@pili-law.org](mailto:mbergmann@pili-law.org) or 312/832-5129.**