




**GAINING CORPORATE
SUPPORT – BEGINNING A
DIALOGUE**

MIE Webinar, Wednesday 4/24/13



Overview

- Organized/coordinated by MIE
 - Patricia Pap, Executive Director, ppap@m-i-e.org
 - Meredith McBurney, Resource Development Consultant, meredithmcburney@msn.com
- Initiated by Donna Haynes, Manager of Development, Legal Aid Society of the Orange Cty Bar
- Welcome and logistics – Patti
- Plan for today’s webinar – Meredith
- Introduction of speakers - Meredith

Plan for today's webinar

- Four brief presentations about gaining corporate support
- Time for questions, comments about the presentations
- Next steps:
 - ▣ What sort of corporate session would you like to have at the Fundraising Conference?
 - ▣ What else would this group like to do?

Presenters

- ▣ **Andrea Kaufman**, Director of Development, Mid-Minnesota Legal Aid
- ▣ **Helen Meyer**, Development Associate, Pine Tree Legal Assistance
- ▣ **Dave Yoder**, Executive Director, Legal Aid of East TN
- ▣ **Bob Glaves**, Executive Director, Chicago Bar Foundation

MID-MINNESOTA LEGAL AID:

THE EXPERIENCE OF AN
INDIVIDUAL PROGRAM IN A
MAJOR METROPOLITAN AREA

Andrea Kaufman, Director of Development

Efforts to Engage with Corporate Counsel

- Corporate Legal Department presentations
- Corporate Counsel as Board members
- Association of Corporate Counsel events
- "Lunch with a General Counsel" auction at annual fundraiser

Corporate Support

- Annual fundraiser underwriters
- In-kind support
- CEO as keynote speaker

Lessons Learned

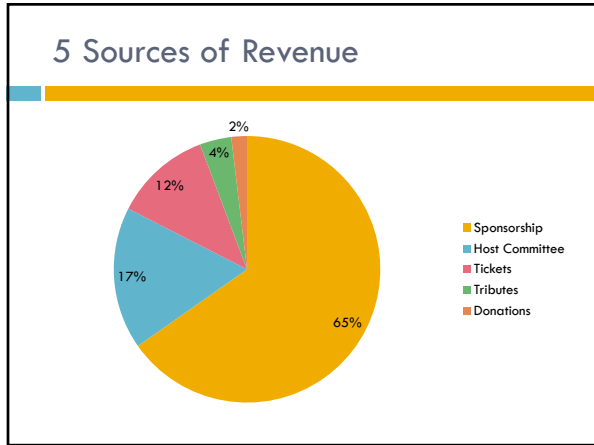
- Develop pro bono partnerships with Corporate Counsel
- Invite Legal Aid Staff Attorneys to tell client stories to Corporate Counsel
- Market Legal Aid to business community
- Expand individual giving

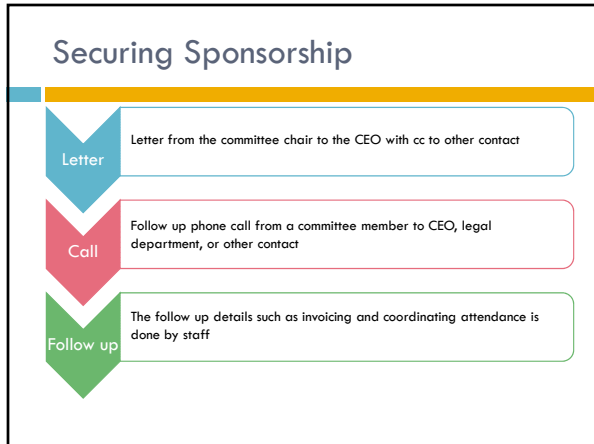


THE MUSKIE FUND FOR LEGAL SERVICES (MAINE):

A CORPORATE FUNDRAISING EVENT IN A SMALL STATE

Helen Meyer, Development Associate, PTLA





Tips for success

- Engage active leaders
- Be thoughtful about the “hook”
- Be strategic about the composition of the committee
 - ▣ Involve corporate counsels!
- Publicly promote the sponsors
- Get on the corporate giving calendar early!

LEGAL SERVICES OF EAST TENNESSEE:

THE EXPERIENCE OF A PROGRAM IN A SMALLER COMMUNITY

Dave Yoder, Executive Director

Efforts to engage corporations

- Pilot Flying J
 - ▣ Contribution to annual campaign
 - ▣ Instrumental in organizing our community leaders campaign component
 - ▣ Sponsors our three Solo events (auto competition) fund raisers, speaks at events
 - ▣ Donated \$25,000 toward the first year of our new Development Director's salary
 - ▣ Advocates for legal aid

Other LAET and TN Initiatives

- Other corporations supporting LAET activities – areas of expanding focus:
 - ▣ Annual campaign
 - ▣ Solo events and
 - ▣ Pro bono recognition events
- TN's ATJC has a CC program to raise funds and increase pro bono participation.

Measures of success

- In 2012, generated \$70,000, most from Pilot, but Pilot's advocacy is even more important.
- Efforts have not generated significant pro bono participation (perhaps b/c of small in-house law departments)
- Sponsorships of PB recognitions makes them more successful/fun, helping with pro bono recruitment.

Lessons Learned

- It is still about people giving to people
- It takes a lot of cultivating – These people are being asked by everybody
- Be visible in the community
- Do your research
 - ▣ Understand the corp's interests and challenges
 - ▣ How many employees might be eligible, what problems might they have
- They expect to see success
 - ▣ Show success through client stories
 - ▣ Professionalism and effective operations

CHICAGO BAR FOUNDATION:

A METRO-WIDE, MAJOR CITY EXPERIENCE

Bob Glaves, Executive Director

Three Initiatives

- Annual Pro Bono and Public Service Awards Luncheon
 - Corporate counsel co-chairs
 - One award is given to a corporate counsel, endowed by Exelon
 - Multiple sponsorship levels (\$20,000/\$10,000/\$6,000/\$2,000) to engage corporations
- Corporate legal departments participate in annual Investing in Justice Campaign (which raises funds for legal aid)
- CBF Corporate Leadership Circle
 - Requires commitment to pro bono, meaningful financial support, and encouragement of outside counsel to engage in meaningful pro bono activities.

Additional Background

- Corporate-specific outreach is small percentage of overall development work; related activities (e.g., pro bono outreach) take it up a notch
- CBF also works with other companies that are business partners of the legal community (e.g. LexisNexis) and has a separate Partners Leadership Circle for these companies
- Corporate support represents a small share of CBF funding, but it is key to raising significantly more from law firms

Lessons Learned

- The value of corporate support goes far beyond the dollars contributed—it is in what that support means to others who see it.
- By participating and “walking the walk”, corporations have tremendous influence over the firms and other legal business partners they work with.
- For these reasons, CBF will make increasing corporate support an even greater priority in the coming years, and the direct monetary support is only a small part of the benefit.

Questions and Comments

Next Steps?

Attend the Fundraising Conference! July 18-19, 2013 in Chicago!
<http://mielegalaid.org/training/mie-2013-national-fundraising-conference-how-talk-so-people-will-give>

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