

Organisers' pack

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- Press toolkit, with ideas to generate local media coverage during Pro Bono Week

About Pro Bono Week 2023

The 22nd annual Pro Bono Week will take place in the UK this year **6-10 November 2023**.

Pro Bono Week offers an opportunity to recognise and support the voluntary contribution made by the legal profession across the UK in giving free legal help to those in need.

For updates and news follow us on [LinkedIn](#) and X/Twitter at [@ProBonoWeekUK](#). The official hashtags are #ProBonoWeek #WeDoProBono

Law firms, chambers, legal societies, charities, in-house lawyers, law schools and universities are encouraged to plan comms and events both internal or external. It is also an opportunity to publish reports or launch new initiatives to an engaged pro bono audience.

This year's Pro Bono Week themes are:

- **Changing lives through pro bono** – Exploring how and why lawyers and law students across the UK transform lives through pro bono, including celebrating inspiring examples of pro bono and exploring the business case for legal volunteering.
- **Maximising the impact of pro bono** – An opportunity to think about how to measure pro bono and to maximise its impact through, for example, collaborative projects responding to crises; focussing early advice on debt or housing; partnerships with the healthcare sector; incorporating evaluation into projects.
- **Pro bono within ESG: from climate to sustainable development** – Pro bono will be explored as a pillar of an Environmental, Social, and Governance strategy, including how lawyers can help tackle the climate crisis, and how the Sustainable Development Goals can be championed.

If you are planning an event in 2023, we'd love to hear about your plans so we can support you, please visit the [event planning page](#). If you have any queries or need help, please email info@probonoweb.org.uk.

Communications toolkit

Pro Bono Week is a great opportunity to post on social media and websites to promote pro bono!

This toolkit contains ideas and resources to help you with your comms, split into (a) lawyers / law firms / chambers / in-house teams, (b) charities & pro bono projects, and (c) law schools.

And if you have any queries or need help, please email info@probonoweek.org.uk.

Ideas for lawyers / law firms / chambers / in-house teams

Here are some ideas for social media and other online comms for law firms, chambers, in-house legal teams and individual lawyers. Pick one or two that are best for you!

Post a message or graphic explaining **your organisation's pro bono commitment**. Link to your pro bono/CSR page, or your social impact/responsible business report.

Showcase a **pro bono project or partnership** you support. Link to their website or cross-brand with their logo.

Post a graphic **spotlighting a lawyer** with a quote briefly explaining what pro bono means to them.

Create a **Pro Bono Week webpage** on your site to use the Week to celebrate your firm's/colleague's pro bono efforts. Post on your site's news section or social media.

Post photos of lawyer(s) holding the **#IDoProBono poster**.

Post a short **YouTube video** from lawyer(s) explaining how pro bono helps clients and benefits the lawyer (e.g. as part of their career journey).

To support **recruitment**, post an article, graphic or video highlighting how your trainees can get involved in pro bono.

Celebrate your team's commitment to pro bono with a **group photo #WeDoProBono**.

Post a **client case study** (e.g. social media graphic, article or video) quoting how pro bono helped them. Either anonymise & omit confidential info, or obtain client consent.

Post a graphic highlighting your organisation's **key stats** on pro bono.

Write a blog or article for LinkedIn, your newsletter or a media outlet. E.g. on the importance of pro bono, or how it benefits the lawyer.

Celebrate the completion of a pro bono target (e.g. Advocate's 25 hours pledge) or joining a scheme (e.g. the Chamber's Framework).

Ideas for charities and pro bono projects

Use Pro Bono Week to celebrate your legal volunteers and showcase your charity/project. Select one or two of these ideas or come up with your own!

It's Pro Bono Week, so post to **celebrate and thank** your volunteer lawyers!

Showcase a **pro bono project or partnership** that involves legal volunteers or a law firm/chambers. Tag them or link to their website.

Post a graphic **spotlighting a lawyer or law student** with a quote explaining why they volunteer with your charity.

Encourage new lawyers to **sign up to volunteer** with your pro bono project or charity. Include a sign-up link or contact info.

Post a short **YouTube video** about your charity or pro bono project.

Post a **client case study** quoting how your charity was able to help them with pro bono support. Either anonymise & omit confidential info, or obtain client consent.

Ideas for law schools

Use Pro Bono Week to celebrate your law student volunteers and showcase your clinic!

It's Pro Bono Week, so **celebrate** your volunteer law students!

Showcase a **pro bono project or partnership** that involves external legal volunteers or a law firm/chambers. Tag them or link to their website.

Showcase your law students with a quote on a graphic, or a video, in which they explain why they volunteer at your law school.

Post a video from your clinic coordinator or other academic explaining what pro bono and other **volunteering opportunities** are available for students.

Post a **client case study** quoting how your clinic helped them. Either anonymise & omit confidential info, or obtain client consent.

Link to your pro bono/volunteering website so students can sign up, or link to how clients can access your clinic.

General comms tips and resources

- Post on your channels at LinkedIn, X (Twitter), Threads, Instagram and/or YouTube.
- Cross-brand your graphics or videos with the official [Pro Bono Week logo](#).
- Use the official hashtags #ProBonoWeek #WeDoProBono

- We also have readymade social media [template images](#).
- Consider also cross-branding with the logos of your partner organisations.
- Try to use images/graphics, and consider including quotes from volunteers.
- If you'd like us to re-post or like, tag/mention us on [LinkedIn](#) or using our common handle @ProBonoWeekUK on [X/Twitter](#), [Threads](#) or [Instagram](#).

Please help us to promote Pro Bono Week

In addition to your own comms about pro bono, we'd be really grateful if you could help promote Pro Bono Week! We have put together some suggested posts below.

In advance of Pro Bono Week

- This year's #ProBonoWeek will take place 6-10 Nov, to celebrate and promote the provision of free legal help to those in need. Find out more 📌 probonoweb.org.uk/#WeDoProBono
- 📅 #ProBonoWeek is taking place 6-10 Nov, how will you be getting involved? Events are taking place all week and there's something for everyone: [probonoweb.org.uk #WeDoProBono](https://probonoweb.org.uk/#WeDoProBono)
- What are you doing to mark #ProBonoWeek? 📅 There are lots of fantastic events taking place throughout the UK. Find out how to take part or host your own: [probonoweb.org.uk #WeDoProBono](https://probonoweb.org.uk/#WeDoProBono)
- Just [X] weeks to go until #ProBonoWeek. Will you be joining us to celebrate lawyers giving free legal help? Find out more and get involved 📌 probonoweb.org.uk

During Pro Bono Week

- Pro Bono Week is here! 📅 What are you planning to attend? Events are taking place all week – there's something for everyone: [probonoweb.org.uk #WeDoProBono](https://probonoweb.org.uk/#WeDoProBono)
- It's #ProBonoWeek and we will be posting throughout the week about our volunteer lawyers and how they promote access to justice #WeDoProBono
- 👤 This #ProBonoWeek we want to hear about what #ProBono means to you – share your experiences and stories with us #WeDoProBono
- Join lawyers and students that care from across the UK to celebrate and encourage legal pro bono with a range of exciting events happening this #ProBonoWeek. Discover how you can get involved: [probonoweb.org.uk #WeDoProBono](https://probonoweb.org.uk/#WeDoProBono)

Event toolkit

Before you get stuck in, get inspired by reading about all the amazing events that took place in the last few years! See details at probonoweb.org.uk/event-ideas-and-tips

Ideas for firms / chambers

- **Pro bono talks:** Talks on pro bono by a senior partner or a CSR manager on a particular project or case that has been undertaken during the year. This is the opportunity to celebrate a pro bono project whilst also updating everyone about the opportunities available.
- **Articles:** Articles for in-firm/chambers newsletters – the week is a great hook to convince the editor to cover your work. Or use the week to publish impact reports.
- **Shadowing:** Shadowing evenings at the firm’s pro bono clinic, or alongside regular pro bono practitioners. This is a great way to introduce new people to pro bono whilst also enabling networking.
- **Fundraising:** Fundraising events for local Legal Support Trusts, law centres or local Citizens Advice. Join in any events run by the Legal Support Trusts.
- **Debates:** Host a debate on the direction of pro bono. You could pick a controversial topic, such as “The pros & cons of targets”, or “Should pro bono be compulsory?”

Ideas for charities and advice agencies

- **Coffee mornings:** You could run an “Open House” with coffee and cake for volunteers (and potential new volunteers!) during Pro Bono Week.
- **Awards/recognition events:** We are sure you have unsung pro bono champions working on your projects. This is your opportunity to celebrate them.
- **Speaker events:** You could invite a local (or national) pro bono star to talk about pro bono. This is a great way to engage with the wider pro bono sector in your area.
- **Articles:** Ask to have your pro bono project or case featured in your local Law Society Newsletter or in other press outlets you have a relationship with.

Ideas for law schools

- **Awards/recognition events:** This is your opportunity to celebrate the student pro bono stars in your law schools. Everyone loves receiving recognition and it’s a great way to publicise great work!
- **Speaker events:** You could invite a local pro bono lawyer in to talk about the value of pro bono on students’ applications as well as to the local community.
- **Articles:** Ask to have your pro bono project featured in your law school newsletter.

Outcome-driven planning and evaluation

For guidance on outcome-driven planning and how to evaluate success, see the [evaluation workshop](#) presentation.

Top tips for organising an event

1. Collaborate! Take advantage of existing networks and communities

- Get in touch with other pro bono lawyers and projects in your local area. Draw on the support of your local Law Societies, CILEx branches and local legal support trusts. These groups can often help you publicise events, and might even be able to help you organise events, or at least suggest ideas for speakers.
- A special event might be just the occasion for a new partnership that develops and extends pro bono work in your local area.

2. Don't reinvent the wheel

- We provide resources for Pro Bono Week events, including examples from previous years. These resources are there for your use!
- We can help you with ideas, publicity and press releases. And if we don't have it, just ask and we can look into creating what you need.

3. Context is key

- Pro Bono Week has themes and aims, but there is room for all kinds of events and activities. We know that there is a huge diversity of projects and programmes taking place across England & Wales, and what works well in Carlisle might not be the right fit for Bournemouth.
- Please take what you can from our ideas and add your own local twist.

4. Have a communications plan

- Your event is unlikely to achieve its purpose if no one knows about it or hears about it. Develop a communications plan with clear goals and intended audiences.
- Write letters to your local paper, send out a press release, send invites to your local journalists. And who knows – you might attract a new supporter of pro bono in the process.

5. Have fun!

- Be prepared, do your work, and when your event arrives, enjoy the fruits of your labour!

After the event

The promotion of pro bono does not have to end after your event. We encourage you to send a follow up email to your event participants. We will be gathering events stats, photos and feedback across all PBW events, so please email info@probonoweek.org.uk for the official post-event feedback form.

We have prepared a short template you could adapt as a post-event email to your attendees:

“Thank you for being part of [event name] during Pro Bono Week. Pro Bono Week celebrates the breadth and impact of pro bono work undertaken by the legal profession across the year. We are so grateful for your involvement.

Don’t forget, celebrating pro bono doesn’t have to stop at the end of the week! Please continue to talk about the importance of legal pro bono work and share your stories using the hashtag #WeDoProBono.

We always need more pro bono volunteers, please [email]/[visit our website] to volunteer. Additional volunteering opportunities are listed at probonoweb.org.uk/volunteering”