

# Events toolkit

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If you've downloaded this as part of the Organisers Pack, you'll also find in the Zip file:

- #IDoProBono posters
- Communications toolkit
- Logos
- Social media templates
- Press toolkit, with ideas to generate local media coverage during Pro Bono Week

## About Pro Bono Week 2024

The 23rd annual Pro Bono Week will take place in the UK this year **4-8 November 2024**.

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 theme is "**The Power of Pro Bono**" and three subtopics which will be a focus within that are:

- **Barred from justice** – the powerful, everyday stories of the impact of lawyers and law students who give their time to protect the rights of those most disadvantaged in society.
- **Embedding pro bono in your organisation and career** – placing pro bono at the heart of everyone's practice and hearing from those at the forefront of establishing business structures for pro bono within law firms, chambers, in house, universities and charities.
- **How technology can enhance access to justice** – existing and new tools to ensure pro bono is innovative and effective.

If you are planning an event in 2024, 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](mailto:info@probonoweb.org.uk).

## Events in previous years

Before you get stuck in, get inspired by reading about all the amazing events that took place in the last few years! See details of previous events at [probonoweek.org.uk/event-ideas-and-tips](http://probonoweek.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:** the *Great Legal Bake* takes place during Pro Bono Week, raising much needed funds for advice agencies. For details visit the [London Legal Support Trust](http://London Legal Support Trust).
- **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](mailto: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 [probonoweeek.org.uk/volunteering](http://probonoweeek.org.uk/volunteering)”*