



LOUISIANA BAR FOUNDATION

FUNDING CIVIL LEGAL AID

Communications Plan 2023

Goals:

1. To establish LBF as the recognized funder of choice and trusted authority for civil legal aid in Louisiana
2. To increase resources for civil legal aid in Louisiana

Objective 1: Educate Louisiana's three branches of government on the urgent need for civil legal aid.

Audiences:

Governor, relevant executive branch staffers and budgeting staff
Louisiana Legislature leadership
Judicial Leadership including the Louisiana Supreme Court and Louisiana District Judges Association

Targeted Messages:

- Civil legal aid has both social and economic benefits. A lack of civil legal aid increases the need for more costly state interventions and contributes to the cycle of poverty affecting too many Louisianans.
- Access to civil legal aid helps to reduce Louisianans' engagement in the judicial system by reducing unnecessary lawsuits, and the time and resources invested in the court system, as well as a wide range of government supports.
- Research shows that for every \$1 invested in Louisiana's civil legal aid services, these programs deliver \$17.99 in immediate and long-term benefits – including reduced reliance on government aid and the judiciary system.
- The net economic impact value resulting from Louisiana civil legal activities during fiscal year 2022 totaled \$148,755,000.
- Civil legal aid also demonstrates societal returns by helping families stay together, homeowners to build communities, veterans secure their benefits, and supporting the safety and wellbeing of children.
- Learn more about how civil legal aid can provide a positive impact in all 64 parishes across Louisiana.

Messengers:

LBF president
LBF ED/CEO
LBF board members
Louisiana Appleseed
Trusted grantees
Local residents who have benefited from free civil legal aid

Objective 2. Increase LBF's membership and strengthen engagement with current Fellows.

Audience:

Members of the Louisiana Bar
Upcoming and recent law school graduates

Targeted Messages:

- The Louisiana Bar Foundation's membership program is a distinguished professional network that allows members to enrich their careers through professional development and networking opportunities and apply your skillsets toward something meaningful.
- LBF's dedicated members are judges, lawyers, and academics whom we call fellow and are critical to our mission to increase Louisianan' access to civil legal aid.
- Our fellows are driven by a firm belief that all Louisianans deserve a fair and equal justice system, regardless of income.
- Through their financial contributions, involvement in the community and pro bono legal work, LBF's fellows are touching the lives of people across Louisiana who might otherwise be abandoned by the legal system.
- Membership options are flexible. There are many ways members can engage with LBF based on the time and resources you have available.
- To qualify for Fellowship, you must be a member of the Louisiana State Bar Association in good standing or a member of the faculty of an American Bar Association accredited law school in Louisiana.
- Benefits of membership include professional development and networking opportunities, invitations to special events and meetings, and the ability to participate in the annual nomination process for Louisiana's distinguished jurist, attorney, and professor awards.
- Enrich your career and put your skills to work to ensure all Louisianans have access to a fair and equal justice system by joining us today.

Messengers:

LBF president
LBF board members
Current LBF Fellows

Objective 3. Elevate LBF's statewide and national profile as a trusted leader on civil legal aid.

Audiences:

Local, regional, and national philanthropic networks with a civil legal aid focus
Local, regional, and national philanthropic networks with a focus on Louisiana

Targeted Messages:

- Civil legal aid is a crucial component of our justice system.
- Louisiana's justice system has been facing a crisis. As a high poverty state with a lack of resources, Louisiana has a pressing need for increased investments in civil legal aid.
- Louisiana's recent dedication in funding for civil legal aid has given the state an opportunity to emerge as a national leader on this issue and has opened the doors

for partnership with other national leaders dedicated to ensuring that all people have equal access to the justice system.

- Now is the time to expand our investments and establish a robust civil justice system we can all be proud of.
- The Louisiana Bar Foundation is the single statewide funder that is fully committed to ensuring that Louisiana's civil justice system is accessible to all. We know best how to direct civil legal aid to have the most impact for Louisianans in need of legal help.
- We'd love to meet with you to discuss opportunities for partnership and to share our expert insights about the value of civil legal aid and the most effective ways to ensure all Louisianans have equal access to the justice system.

Messengers:

LBF president
LBF ED/CEO
LBF Associate Executive Director/COO
Louisiana Supreme Court Justices
American Bar Association and Foundation

Objective 4. Establish and deepen the relationship between LBF and current and potential donors.

Audiences:

Current LBF donors and funders
Philanthropic institutions and organizations active or interested in civil legal aid, social justice or individual issue areas related to civil legal aid

Targeted Messages: Refer to the messages in objective 3 for targeted messages for these audiences.

Messengers:

LBF president
LBF ED/CEO
LBF Associate Executive Director/COO

Bar Publications.

LSBA Louisiana Bar Journal schedule:

February/March - Deadline Dec. 4 (Dec. 16)
April/May - Deadline Feb. 4 (Feb. 17)
June/July - Deadline April 4 (April 18)
August/September - Deadline June 4 (June 16)
October/November - Deadline Aug. 4 (Aug. 18)
December 2021/January - Deadline Oct. 4 (Oct. 18)

LSBA Bar Briefs schedule:

January - Deadline Dec. 11
March - Deadline Feb. 1
May - Deadline April 11
July - Deadline June 11
September - Deadline Aug. 1
November - Deadline Oct. 11