



<hacking pro bono>

A Strategic Opportunity for Law Firm Leaders

April 12, 2025 @ Vanderbilt Law School

Your firm's commitment to pro bono service is about to become exponentially more impactful.

As a leader in pro bono service delivery, you understand better than most the fundamental paradox: despite our profession's dedication to service, the traditional one-to-one model cannot possibly address the overwhelming scale of unmet legal needs.

We invite your firm to be at the forefront of reimagining pro bono service for the 21st century.

THE OPPORTUNITY

The inaugural **Hacking Pro Bono** innovation event on April 12th brings together legal professionals, technologists, and students to develop solutions that could dramatically scale the impact of each hour of pro bono service your attorneys provide.

Your firm's participation offers a unique opportunity to:

- **Amplify Your Pro Bono Impact:** Develop approaches that help your attorneys serve more clients with the same time investment
- **Enhance Your Pro Bono Program:** Gain practical tools and frameworks your firm can implement immediately
- **Showcase Your Leadership:** Position your firm as an innovator in access to justice
- **Build Key Relationships:** Connect with leaders across the legal services ecosystem
- **Fulfill Professional Obligations:** Support your attorneys in meeting ethical commitments to service

HOW TO PARTICIPATE

We invite your firm's involvement in two critical ways:

1. SEND YOUR INNOVATORS

Identify 2-3 professionals from your firm to participate:

- Pro Bono Committee Members
- Associates with Pro Bono Interest
- Legal Technology Specialists
- Professional Development Staff
- Knowledge Management Teams

2. BECOME A SPONSOR

Support this initiative with a modest financial contribution:

- \$2,500 – Supporting Sponsor
 - Logo placement on event website and printed materials
 - Acknowledgment during opening and closing remarks
 - Logo on digital signage throughout the venue
 - Recognition in post-event communications
 - **Naming opportunity:** "Lunch Break powered by [YOUR FIRM]"
- \$5,000 – Partner Sponsor
 - All Supporting Sponsor benefits, plus:
 - More prominent logo placement on materials (larger size, better positioning)
 - Mention in press releases about the event
 - Social media acknowledgment before and after the event
 - **Naming opportunities:**
 - "Ideation Session sponsored by [YOUR FIRM]"
- \$10,000 – Innovation Leader
 - All Partner Sponsor benefits, plus:
 - Most prominent logo placement (top tier positioning)
 - Opportunity for firm representative to make brief remarks during opening session
 - Featured profile in post-event report
 - Involvement in judging panel or selection committee
 - **Premium naming opportunities:** "The [YOUR FIRM] Innovation Challenge" (for the entire hackathon)

THE RETURN ON INVESTMENT 💰

Strategic Value:

- **Amplify Pro Bono Impact:** Transform how your firm delivers pro bono service, helping more clients with the same resource investment
- **Strengthen Client Relationships:** Demonstrate innovation and values alignment that increasingly factor into outside counsel selection
- **Enhance Recruitment & Retention:** Appeal to top talent seeking meaningful work and cutting-edge practice environments

Practical Benefits:

- **Immediate Solutions:** Take home practical tools and approaches your firm can implement right away
- **Innovation Skills Transfer:** Participants gain design thinking and technology fluency applicable to all client work
- **Network Expansion:** Connect with legal aid leaders, technology innovators, and potential clients in a collaborative setting

Firm Visibility:

- **Market Differentiation:** Position your firm as a forward-thinking leader in both pro bono and legal innovation
- **Brand Enhancement:** Receive recognition across event materials, communications, and designated program elements
- **Thought Leadership:** Contribute to reshaping how our profession fulfills its core commitment to justice

For a single day and modest financial contribution, your firm gains both tangible tools and strategic advantages that will benefit your practice long after the event concludes.

WHY THIS MATTERS NOW

The justice gap continues to widen, with over 86% of low-income Americans receiving inadequate or no legal help for civil problems. Yet innovative applications of technology, process design, and collaborative approaches offer unprecedented opportunities to extend the reach of pro bono service.

Your firm's leadership in this space is not just about fulfilling professional obligations—it's about being part of transformative change in how our profession serves society.

NEXT STEPS

1. **Identify your firm's participants** by March 31st
2. **Confirm your sponsorship level** by March 31st
3. **Register your team** using the dedicated registration link here

We would love to discuss your firm's involvement — contact Cat Moon, Founding Co-Director of VAILL and Hacking Pro Bono producer at c.moon@vanderbilt.edu to include your firm in this ground-breaking pro bono initiative.

Together, we can reinvent pro bono service for exponential impact. 