This workshop was held at the 2018 Equal Justice Conference in San Diego, California.

Title:

**Working The Room For Justice: Building Successful Relationships in Pro Bono and Legal Aid**

**Presenters:**

Debra Baker, Growth Play, Chicago, IL  
Julie LaEace, Kirkland & Ellis, Chicago, IL  
Phong Wong, Legal Aid Foundation of Los Angeles, Los Angeles, CA

Networking is a critical function for both the legal aid and pro bono professional. Placing new cases, developing new projects, and fundraising all rely on meeting and connecting with new people. From there, work goes into building and maintaining successful relationships. This session will explore the basics of effective networking and relationship building with partners in the legal aid and pro bono community.
Working The Room For Justice: Building Successful Relationships in Pro Bono and Legal Aid

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Session Objectives

- Best practices for attracting and retaining donors and volunteers to support our mission.
- Build collaborative teams and working well together, particularly given the demands on time.
- Optimizing relationships across the legal aid community, so we all grow stronger together.
The Philosophies of Professional Relationship Building

- Developing authentic relationships
- Sales is about providing solutions to problems that should be solved
- Success will be determined as much by HOW you execute as by WHAT you do tactically
Distinctions of Great Relationship Builders

- Prospecting with Discipline
- Helping People as Individuals
- Demonstrating Humility/Seeking Advice
- Preparing as a Sign of Honor
- Staying in Touch on Purpose and With Purpose
- Connecting Networks
- Measure Results
The Platinum Rule

Do unto others as they would have done unto them.

“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

-Maya Angelou

Distinctions of the Platinum Rule:

• The Platinum Rule is often a conscious choice before it becomes a habit.
• Helping others get what they want ultimately can help you get what you want.
<table>
<thead>
<tr>
<th>Target Market</th>
<th>What they look like (common attributes)</th>
<th>Why do they care? (WIIFM)</th>
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</thead>
<tbody>
<tr>
<td>Donors &amp; Volunteers</td>
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<tr>
<td>Internal Teams &amp; Stakeholders</td>
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<tr>
<td>Alliance Partners (Like-Minded Organizations)</td>
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Networking Best Practices
Headline Messaging

- "What do you do?" → Quick Pitch
- "What's new?" → What’s New Headlines
- "Tell me more..." → Your Story or Value Proposition
Your Messaging

• Quick Pitch

“I ________________ ________________________________

(verb) (target market)

______________________________”

(problems solved, opportunities realized)

• What’s New? Professional headline: ______________________________

Personal headline: ______________________________
Prioritizing Your Time

- A: Generally spend the most time and resources
- B: May be high potentials that can become As but not certain
- C: Spend the least time and resources

GrowthPlay
**Associations**
- Relevant to target market
- Authentic affiliation
- Leadership infiltration

**Events**
- Set goals
- Measure relationships

**Campaigns**
- Thought leadership
- Opinion seeking
- Geography
- Education/CLE
Collaboration in Action: Teaming & Alliance Building
Team-Advocacy:

- Amplify your light and the light of others
- Highlight the “me” and the “we”
- Use “Yes and…”
- Uniform turn taking
Be Intentional: Use Authentic “Ins” to secure Definitive Next Steps

Use Authentic “Ins”
- Invitations
- Introductions
- Information

Team-Advocacy:
Create a Team Inventory of “Ins”
- Activities that serve as invitations
- Team subject matter experts to enable introductions
- Campaigns with Definitive Next Steps
Be a Dream Maker and a Dream Catch

- Authentic acknowledgement
- Communicate goal or vision
- Ask for advice or input
Brain Trust Building

- Internal co-collaborators
- External alliance network
If You Get Stuck: Five Questions for Alliance Building

1. What do you want? (Vision)

2. What will it take to get there? (Purpose)

3. What roles are required? (Roles)

4. How will you measure success? (Metrics)

5. What’s in it for me? (Commitment)
### Two Games for Playing

<table>
<thead>
<tr>
<th><strong>PLAYING TO WIN</strong></th>
<th><strong>PLAYING NOT TO LOSE</strong></th>
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</thead>
<tbody>
<tr>
<td>Playing full out</td>
<td>Playing it safe</td>
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<tr>
<td>Taking risks</td>
<td>CYA</td>
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<tr>
<td>Create and build</td>
<td>Protection</td>
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<tr>
<td>Openness</td>
<td>Defense</td>
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<td>Abundance</td>
<td>Scarcity</td>
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<tr>
<td>Living into the future</td>
<td>Rooted in the past</td>
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<tr>
<td>Going as far as you can</td>
<td>Holding onto what you have</td>
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</table>
Action Plan

Two things you will put into practice:

1.

2.