



## Pro Bono Engagement Website Request for Proposal

### Project Overview

Following the 2022 Pro Bono Retreat hosted by the Coalition for Court Access (the “CCA”) and Indiana Bar Foundation, a pro bono engagement project team was formed to explore ways to deepen engagement and expand Indiana’s pro bono system with a focus on increasing access to legal resources and improving the pro bono experience for volunteer attorneys and other professionals. A final report from the project team to the CCA presented in April 2024 included a recommendation to create a new statewide online resource for pro bono.

The Indiana Bar Foundation (the “Foundation”) is seeking a partner to *develop, administer, and maintain* a new state-wide online resource for pro bono engagement (the “pro bono engagement website” or “website”). The target audiences for the website are organizations coordinating pro bono opportunities for attorneys and attorneys actively engaged in or seeking pro bono opportunities. The goal of the website is to equip users with the tools, knowledge, and connections needed to facilitate successful pro bono experiences resulting in higher levels of pro bono engagement around the state. The website may be integrated into the selected partner’s existing website or built and maintained as a separate platform.

### Project Scope

The pro bono engagement website should include the following:

- Best practices toolkit(s) for organizations coordinating pro bono covering recruitment of volunteer attorneys, attorney training/orientation, clinic development (in-person, hybrid, and remote clinics of varying sizes and topics), pro bono case selection guidelines and considerations, and attorney recognition strategies. This content can be developed by the selected partner or sourced from existing resources. Collaboration with organizations coordinating pro bono to develop resources is encouraged.
- Training materials such as on-demand CLEs, legal issue specific information sheets, links to Indiana Legal Help forms, a pleadings bank, and access to a Commonly Asked Questions book or similar resource. This content can be developed by the selected partner or sourced from existing resources. Collaboration with organizations coordinating pro bono, bar associations, law firms, and the CCA pro bono work group to develop resources is encouraged. This may also include migration of resources currently housed on the ISBA Pro Bono Academy to the new pro bono engagement website.
- A pro bono opportunity guide where organizations can publicly post pro bono opportunities and attorneys can find and sign-up for pro bono opportunities. The Indiana Legal Help website (<https://indianalegalhelp.org/>) currently hosts Indiana’s Pro Bono Opportunity Guide provided by Paladin and funded by the Indiana Bar Foundation. The Foundation’s preference is for the

existing guide to be migrated to the new pro bono engagement website and staffed appropriately to improve utilization by law firms, attorneys, and organizations offering pro bono opportunities. Research from other states estimates 10 hours per week of staff time to adequately support a pro bono opportunity guide.

- A Listserv or live chat feature providing support to pro bono attorneys actively engaged in a pro bono case. This can be developed by the selected partner and/or created in collaboration with legal aid organizations and bar associations already offering similar real-time support to attorneys.

The selected partner is required to hire a website design consultant to develop a site that:

- Meets generally accepted accessibility standards.
- Includes all website content described in this RFP as well as any other features identified by the selected partner through discussions and user testing with target audiences.
- Is designed to support state-wide pro bono efforts and not just those of the selected partner.

The selected partner should be prepared to demonstrate the ability to:

- Host the website beyond the term of the grant.
- Maintain all website content and staff the website at a level sufficient to achieve the goals of this project beyond the term of the grant.
- Market and promote the website.
- Engage in efforts to improve website SEO.
- Monitor website utilization and report site analytics to the Indiana Bar Foundation and Coalition for Court Access upon request.

### **Eligibility**

Applicants must:

1. Be a nonprofit corporation exempt from federal income taxes under Section 501(a) of the Internal Revenue Codes, because they are a 501(c)(3) nonprofit organization.
2. Be located in the State of Indiana.
3. Operate without illegal discrimination on the basis of race, religion, gender, sexual orientation, age, national origin or disability.
4. Comply with all applicable tax regulations and laws, including the filing of IRS Form 990.
5. Execute and comply with a grant agreement between the partner and the Foundation.

### **Evaluation Criteria**

A partner will be selected based on the following criteria:

1. Demonstrated ability to achieve the project deliverables within budget and to the requirements and standards outlined in this proposal and the grant agreement
2. Interest in collaborating with other organizations (such civil legal aid organizations, bar associations, law firms, and attorneys) to ensure the successful development, launch, and sustainability of the website
3. Reasonableness of the execution plan including the budget and timeline
4. Organizational capacity
5. Ability to sustain the website beyond the term of the grant

## **Project Budget**

The Indiana Bar Foundation will provide a grant to the selected partner to support costs such as consulting fees, web design and development, staff time, and other costs to develop and launch the pro bono engagement website. The Foundation expects to award a grant of no greater than **\$50,000** for this project.

## **Submission Requirements**

Proposals will be accepted through **March 14, 2025**. Please direct proposals and any questions to Abbie Bush, Director of Civil Legal Assistance Programs, Indiana Bar Foundation (abush@inbarfoundation.org).

Proposals must include responses to the RFP Questions, a letter of support signed by the Chair of the Board of your organization, a complete project budget, and at least one quote from a website design consultant.

## **RFP Questions**

The following questions must be addressed in your proposal. Please include other relevant information you believe supports the selection of your organization for this project.

1. How does this project align with the mission of your organization?
2. Describe your execution plan for the project including:
  - a. expected timeline,
  - b. key staff member names, titles, and responsibilities on the project,
  - c. the process you will use to select a website design consultant, and
  - d. your strategy for marketing and promoting the website.
3. Explain how this project will impact existing projects, workloads, and activities of your organization including any trade-offs that will need to be made for your organization to pursue this project.
4. Describe your plans to collaborate with other organizations to execute the project deliverables.
5. Provide a detailed project budget including the exact amount you are requesting from the Foundation to achieve the project deliverables.
6. Describe how your organization will sustain the website beyond the term of the grant.