

Nebraska Lawyers Foundation Annual Report

October 2011

Mission:

The mission of the Nebraska Lawyers Foundation is to serve the public and legal profession by securing contributions dedicated to the improvement of the legal profession and the administration of justice. Programs funded by the Nebraska Lawyers Foundation: the Volunteer Lawyers Project, Minority Justice Committee and the Nebraska Lawyers Assistance Program. Contributions to the program help ensure justice for all in Nebraska.

2010 Focus: Education and Building Relationships

A Development Committee was recruited to augment efforts of the Nebraska Lawyers Foundation Board.

Marketing/Community Education

- Story boards for the Volunteer Lawyers Project, Nebraska Lawyers Assistance Program, Minority Justice were developed for use at public events (e.g. CLE)
- Revision of web content
- Promotional materials created and packets for each program
- NLF board education re: program in conjunction with staff and consultant
- Staff members spoke at several CLE events to promote NLF

Planned Giving Strategy Developed

- Prospect identification with visits to begin in 2012
- Articles promoting planned giving in the Nebraska Lawyers Magazine
- Targeted mailing scheduled

Direct Mail

- First mailing -in support of Annual Campaign/One Hour of Sharing
- Second mailing -a targeted follow up to the first mailing
- Third - a holiday mailing to non-donors; direct mail generates prospects; for example, a current \$1000 donor via mail has larger potential.

Annual Giving Campaign

- Recruitment of volunteers for personnel solicitation/visits, to conclude in November and December
- October – Personal Visits ; follow-up mailing to specific groups
- November – Personal Visits; Dues Statement
- December – Finish Visits; Holiday Mailing
- January or February – Planned Giving Mailing/just prior to tax season
- Thank You “Event” will be newspaper ads (Lincoln Journal Star, Omaha World Herald) listing donors, with a thank you and information referencing: The Nebraska Lawyers Foundation

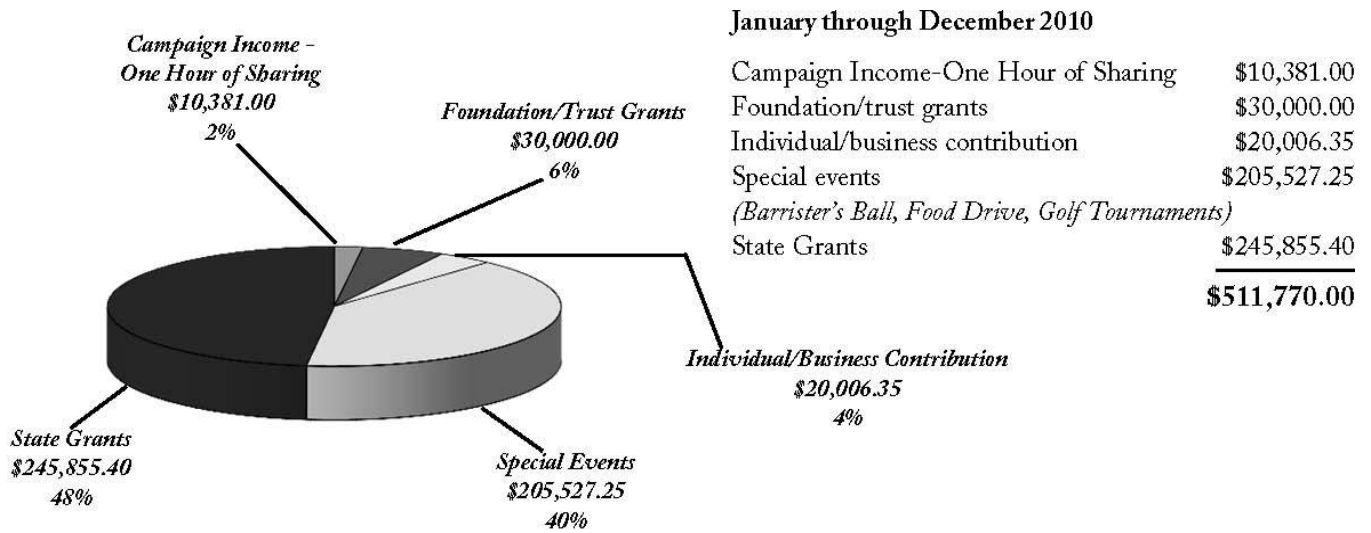
Statistics/Growth 2009 – 2010

Increase in the percentage of participation of individual attorneys from 2009-2010

- Lincoln: 37% increase of donors
- Omaha: 52% increase of donors
- Nebraska: 40% increase of donors



The Nebraska Lawyers Foundation Program Revenue Summary



The Nebraska Lawyers Foundation Program Expense Summary

