

Expanding Civil Legal Aid: Strategies for Communications with Lawyers

Analysis of Findings from 2014 Research Among Lawyers
An Update to 2013 Research Among Likely Voters

By Lake Research Partners and The Tarrance Group

Commissioned by



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Introduction to the Research



Overview

- Lake Research Partners recently completed opinion research among lawyers on expanding Civil Legal Aid for the Public Welfare Foundation and Voices for Civil Justice. The central aims of this study were to assess the current state of opinion about Civil Legal Aid among lawyers, test strategic messaging to assess if a different communications strategy is needed for lawyers as compared to voters, and devise a messaging strategy toward lawyers to increase funding for Civil Legal Aid.
- The study examined specifics on lawyer participation and funding of Civil Legal Aid—including interest in donating or volunteering, ways for lawyers to increase participation in Civil Legal Aid programs, messages (including the top testing appeals to voters as well as a new message aimed specifically at lawyers), and potential validators of the system.
- The research, which included one-on-one interviews and a subsequent online nationwide survey among lawyers, reveals insights about interest in participation, messages, and specific language to use and to avoid. This research is an expansion on research conducted in 2013 by Lake Research Partners and the Tarrance Group among likely voters.

Phase Three Methodology (2014 Research): One-on-One Interviews with Lawyers

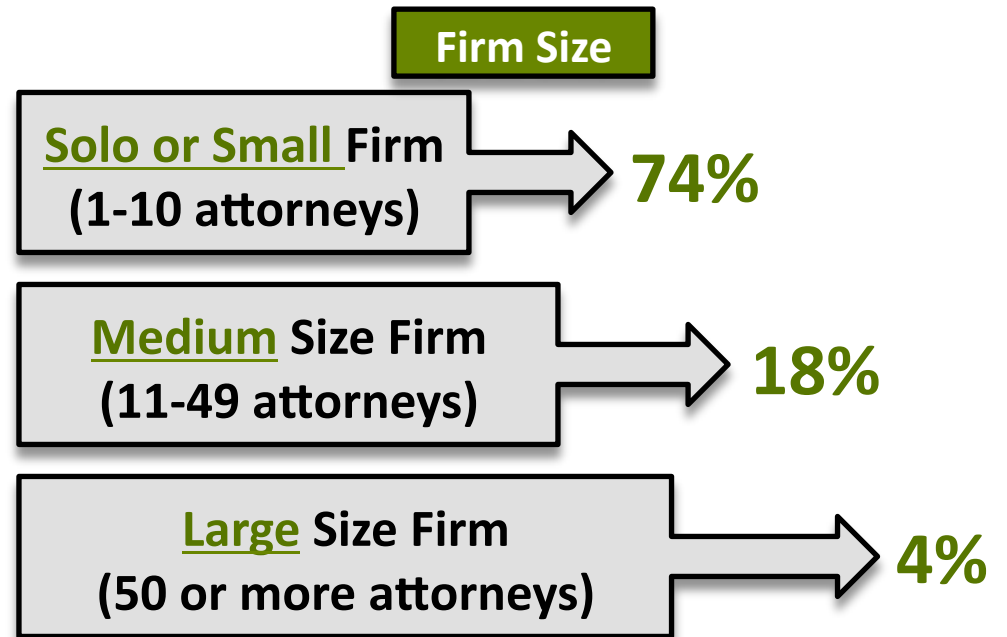
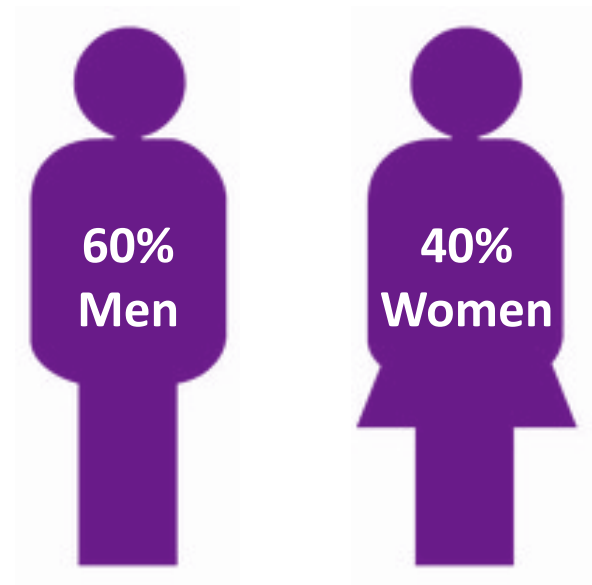
- Eighteen one-on-one interviews were designed, conducted, and moderated by Lake Research Partners. The interviews consisted of:
 - Lawyers from solo or small size firms (1-10 attorneys) who personally donate to Civil Legal Aid;
 - Lawyers from medium size firms (11-49 attorneys) who personally donate to Civil Legal Aid;
 - Lawyers from medium size firms (11-49 attorneys) who do not personally donate to Civil Legal Aid; and
 - Lawyers from large size firms (50 or more attorneys) who do not personally donate to Civil Legal Aid.
- Names for soliciting participation in the interview phase were provided by the following programs: Bay Area Legal Aid (California), Campaign for Equal Justice (Washington), Chicago Bar Foundation and Prairie State Legal Services (Illinois), Florida Legal Services, Legal Aid Foundation of Colorado, Legal Aid of Nebraska, New Mexico Legal Aid, North Carolina Equal Access to Justice Commission, and Texas Access to Justice Foundation.
- The interviews were conducted between April and July, 2014.

Phase Four Methodology (2014 Research): Nationwide Online Survey with Lawyers

- Lake Research Partners designed and administered this survey, which was conducted online among lawyers. The survey reached a total of 368 lawyers nationwide. The survey was conducted July 7th – 14th, 2014.
- Email addresses for the survey were drawn using a file of private practicing lawyers. Data were weighted to match American Bar Association statistics by gender, region, race, and firm size. The margin of error for the 95% confidence level of the survey is +/-5.1%.
- In interpreting survey results, all sample surveys are subject to possible sampling error; that is, the results of a survey may differ from those that would be obtained if the entire population were interviewed. The size of the sampling error depends upon both the total number of respondents in the survey and the percentage distribution of responses to a particular question. For example, if 50% of respondents in the total sample answered “yes” to a particular question, we can be 95% confident that the true percentage will fall within +/-5.1 percentage points of this percentage or between 44.9% and 55.1%.



Snapshot of Lawyers in the Survey



Current or Previous Involvement with Civil Legal Aid Programs



Phase One and Two Methodology (2013 Research): Focus Groups and Nationwide Survey with Voters

- Four focus groups were designed, conducted, and moderated by Lake Research Partners and The Tarrance Group. In addition to demographic homogeneity within each focus group, all participants were screened to ensure they were neither strong opponents nor strong supporters of Civil Legal Aid.
- Lake Research Partners and The Tarrance Group conducted a nationwide survey, by phone using professional interviewers. The survey reached a total of 801 likely 2016 voters nationwide. The survey was conducted May 30th – June 5th, 2013. The margin of error for the 95% confidence level of the survey is +/-3.46%.
 - The sample of likely voters was chosen because their opinions can often have a disproportionate influence on elected officials and major stakeholders. At the same time, the opinions of likely voters often closely reflect the attitudes of the public at large. Telephone numbers for the survey were drawn using a file of registered voters.

Key Takeaways from 2013 Research Among Voters

- For highlights of the 2013 research, please see Lake Research Partners and The Tarrance Group's report: **Expanding Civil Legal Aid: Strategies for Branding and Communications**, posted on the Voices for Civil Justice website.
- There is **little awareness of Civil Legal Aid among voters**. This is similar to the finding of the Belden Russonello & Stewart research in 2000.
- The term **Civil Legal Aid** was the strongest testing brand for the program described.
- It is important to connect with voters' values rather than describing exactly what Civil Legal Aid is as a program. **Fairness is the value most associated with Civil Legal Aid.**
- This is the best language to quickly describe the program to voters: ***Civil Legal Aid assures fairness for all in the justice system, regardless of how much money you have.***
- It is particularly helpful to **give examples of services provided** such as easy-to-understand forms, self-help centers, and legal assistance or representation when describing the program in more detail.
- There are **two potential attacks to worry about** with voters: 1) the middle class being left out while footing the bill and 2) the perception that the program is open to abuse by those who would needlessly take advantage of and over-burden it.

Building on Lessons from Previous Research

- This effort builds on previous research among voters conducted in 2013 by Lake Research Partners and The Tarrance Group. The research among voters established a new communications strategy, branded the term Civil Legal Aid, and created a broader definition of the program as a whole.
- **The goal of the current research is to test if the messaging recommendations for voters are also effective with lawyers**, preventing any deterrence of donors while simultaneously helping programs across the country increase government funding for Civil Legal Aid.
 - The research among voters resulted in the creation of the ‘2-minute sound bite’ highlighting Civil Legal Aid’s key values of fairness and equality, the services it provides, as well as the program’s ability to ease access to justice for everyone, not just the few who can afford it.

CURRENT MESSAGING STRATEGY TOWARD VOTERS – ‘2-MINUTE SOUND BITE’

Civil Legal Aid assures fairness for all in the justice system, regardless of how much money you have. It provides access to legal help for people to protect their livelihoods, their health, and their families. Civil Legal Aid provides access to information—whether through easy-to-understand forms, including online forms; legal assistance or representation; and legal self-help centers—so people can know their rights. Civil Legal Aid also helps streamline the court system and cuts down on court costs. When we say the Pledge of Allegiance we close with “justice for all.” We need programs like Civil Legal Aid to ensure that the very principle our founding fathers envisioned remains alive: justice for all, not the few who can afford it.

Key Findings and Recommendations



Understanding Lawyers' Perceptions of Civil Legal Aid

- **Unlike voters, lawyers are almost universally familiar with Civil Legal Aid.** Fully 91% are familiar with the term and three-quarters are favorable toward the program. In comparison, 36% of voters had never heard of or had no opinion of Civil Legal Aid in the 2013 research. Lawyers also have solidly positive impressions of pro bono and legal aid lawyers.
 - While fewer efforts are needed to introduce Civil Legal Aid to lawyers, some lawyers, especially those who are existing donors, have ingrained impressions of what Civil Legal Aid is as a program. This proves the successes of previous messaging efforts, but opens up the potential for resistance to broadening the definition. Overall, however, lawyers are very receptive to a broader definition of Civil Legal Aid.
- **Most lawyers' impressions of Civil Legal Aid are established in law school when they are first introduced to the program.** Reaching out early to lawyers during this formative phase is key to establishing long-lasting relationships. However, being introduced early to Civil Legal Aid does not alone create sustaining and consistent donors.
- **A majority of lawyers (59%) indicates some current or previous involvement with Civil Legal Aid.** Based on their self-reporting, more lawyers have volunteered for Civil Legal Aid than donated by a margin of two-to-one (32% to 16%). When asked specifically which method they prefer, nearly half of lawyers (49%) prefer volunteering to donating (22%).
 - **This is the first hurdle support for increasing funding for Civil Legal Aid faces with lawyers – they would rather volunteer their services than provide a monetary donation.** Volunteering for Civil Legal Aid can be a gateway to expanding the donor base, but programs should be aware of the inherent desire to volunteer rather than donate.
- **Not surprisingly, lawyers are more intensely supportive of increasing government funding for Civil Legal Aid than voters, although a plurality of voters supports increasing government funding for Civil Legal Aid.** Fully, 65% of lawyers support increasing government funding for Civil Legal Aid, in comparison to 48% with voters. **However, there is a stark difference between lawyers who are current or previous volunteers and donors and those who are not.** The former overwhelmingly support increasing government funding for Civil Legal Aid (75% support, 16% oppose) while non-participants tend to reflect more closely the opinions of voters (50% support, 40% oppose). **Current or previous volunteers and donors are the best targets for communications, followed by lawyers in small or solo firms.** Lawyers in medium or large firms support increasing government funding for Civil Legal Aid, but not as intensely as others.

Generating Greater Interest in Participating in Civil Legal Aid

- **Like voters, lawyers are highly discontent with the job the civil justice system is doing.** They are frustrated with problems individuals face with getting access to justice, inefficiencies in the system, and the high costs of representation.
- **Lawyers also believe it is important to have access to legal representation (81%) and affordable legal services (71%).** Despite the strong emphasis that lawyers place on legal representation, they see access to representation as highly limited and inaccessible. While lawyers believe that low income individuals face the greatest difficulty obtaining representation, they believe the challenges the middle class faces are also steep.
- One of the most accessible ways for lawyers to become involved in Civil Legal Aid is through pro bono work. **More than eight-in-ten lawyers report having done pro bono work in their career and 58% say they spend, on average, 1-5 hours per week on pro bono cases.** Of the 82% who report doing pro bono work, 32% do not volunteer with or donate to Civil Legal Aid, indicating that a large swath of lawyers do pro bono work outside of the legal aid system.
- Overall, lawyers express limited interest in volunteering for Civil Legal Aid (34% rate 6-10 on a 0-10 scale for interest), talking to other lawyers about the programs (32%), or providing monetary donations (25%). **It is noteworthy that while a majority of lawyers have currently or previously participated in Civil Legal Aid programs, a little more than one-third express interest in engaging.** The dissonance between actual participation and interest in further participation is apparent, and further messaging will be needed to boost intense interest in becoming involved. Even after messaging, lawyers express low levels of likelihood to get involved with Civil Legal Aid programs or provide a monetary donation. **This does not preclude participation, but it does signify the effort it will take to get them to participate.**
 - There is, however, more interest in other aspects of participating in Civil Legal Aid programs. **Lawyers express a higher interest in advocating for new innovations to reduce court costs (65%) and in supporting state funding for court and community based legal aid (59%).** Non-volunteers and non-donors are much less likely to express interest in either approach, not surprisingly.
- When doing outreach to lawyers, the **key validators** for Civil Legal Aid programs include **lawyers who volunteer for Civil Legal Aid, lawyers who provide pro bono services outside of Civil Legal Aid, and people who have used Civil Legal Aid.**

Raising Awareness of Various Funding Methods

- **There is no consensus among lawyers about how Civil Legal Aid should be funded.** Between public and private sources, current or previous volunteers and donors prefer “fairly equal proportions, but more from public funds” (36%). Those who are not involved prefer funding come “100% from private sources” (21%). The latter group tends to be more conscious of government spending and potential increases in their taxes as reasons to move away from public funding.
- **Lawyers are divided in their support for a number of funding options for Civil Legal Aid, though they are somewhat united on the idea that the legal community should not bear more of the cost of Civil Legal Aid.** A majority (56%) of lawyers disagrees that the legal community should bear more of the cost, only 36% agree. This is true for both current or previous volunteers and donors and those who do not participate. **Forcing the legal community to pay more could potentially turn off current donors.**
- Lawyers oppose the three methods tested as a way the legal community can bear more of the cost of Civil Legal Aid. **They adamantly oppose placing a tax on legal services (70% oppose, 18% support) and are against requiring lawyers to take at least one pro bono case per year (57% oppose, 35% support), even if they already indicate a high level of participation in pro bono work.**
 - Lawyers are, however, **more divided on taking a direct assessment or percentage of bar dues (51% oppose, 40% support).** During the one-on-one interviews, a few lawyers said this already happens with their local bar associations, and they do not have a problem with it. At the same time, they thought many other lawyers would likely oppose it.

Communicating with Lawyers

- **Like voters, lawyers believe one of the key values associated with Civil Legal Aid is fairness (30%). They also believe access (31%) is a primary value** (something that was not included in the voter research). Additionally, lawyers referenced a **professional responsibility** to get involved in Civil Legal Aid to provide more access to individuals. Throughout the one-on-one interviews, **lawyers voiced frustration about problems with access to justice and acknowledged the importance of lawyers' role in helping people**. Programs should keep these values in mind when communicating with lawyers.
- The previous research among voters led to the development of the '2-minute sound bite'. It incorporates the most effective language in gathering support for increasing funding for Civil Legal Aid. **The '2-minute sound bite' message does not deter support from lawyers and stands up to opponent messaging in a simulation of hearing both positive and negative statements about the issue** (56% support, 31% oppose). It is particularly effective with current or previous volunteers and donors, with three-quarters (74%) supporting increasing government funding for Civil Legal Aid (18% oppose) after hearing this statement, as well as a statement in opposition to increasing government funding for Civil Legal Aid.
- **In this phase of the study, we also found that a direct appeal, evoking commonly-held experiences and values of the legal profession, could be particularly effective in addressing lawyers.** However, its value was limited to lawyers who are prospective donors and volunteers. The 'Direct Appeal' message tests better overall, primarily boosted by higher support from non-volunteers and non-donors—indicating its potential strength in donor prospecting. The language of the 'Direct Appeal' not only speaks directly to lawyers, but highlights the current funding crisis as well as vulnerable populations served, two of the top testing individual messages.
 - Many of the successful messages with voters—such as assuring equality and access to justice for all—also work well with lawyers. However, **the strongest message with lawyers is that Civil Legal Aid protects those with nowhere else to turn**—a key difference from the 2013 findings among voters. While a detailed account of the vulnerable populations most helped by Civil Legal Aid is a less effective approach in communicating with voters (who see themselves as plenty vulnerable), it is the strongest message—in reach and intensity—in communicating with lawyers. In addition, it is useful with lawyers to highlight the **current funding crisis** and **focus on lawyers being the intermediary to improving access to justice**.

Prospecting Donors: Language of 'Direct Appeal'

POTENTIAL NEW MESSAGING STRATEGY TOWARD LAWYERS – 'DIRECT APPEAL'

As lawyers, we know first-hand the value and necessity of quality legal representation. We see victims of domestic violence, abused children, and families losing their homes all too frequently because they cannot afford a lawyer. We have a professional responsibility to help others in our community gain access to the justice system to protect their rights, their freedom, their homes, their livelihoods, and their families. Legal needs studies have consistently found that less than 20% of low-income people get the legal assistance they need, and funding per eligible person has dropped drastically in recent years. This is too much of a crisis for lawyers like us to not get involved. Supporting civil legal aid is a way to work for justice and access for all.

Full Details of the Research

From this point forward, the report details the research findings in full, including results from all of the survey questions and direct quotes pulled from the one-on-one interviews. The following analysis is meant to offer support for and visual representation of the recommendations outlined in the previous pages.

The analysis is based on a thorough review of the findings across multiple measures and not based on any single question. For recommendations on terms, phrases, and arguments to include in any communications, please refer to the Key Findings and Recommendations section of this report.

All numbers are rounded to the nearest whole number. Adding individual numbers together may result in a higher total number due to rounding.

Participation with Civil Legal Aid

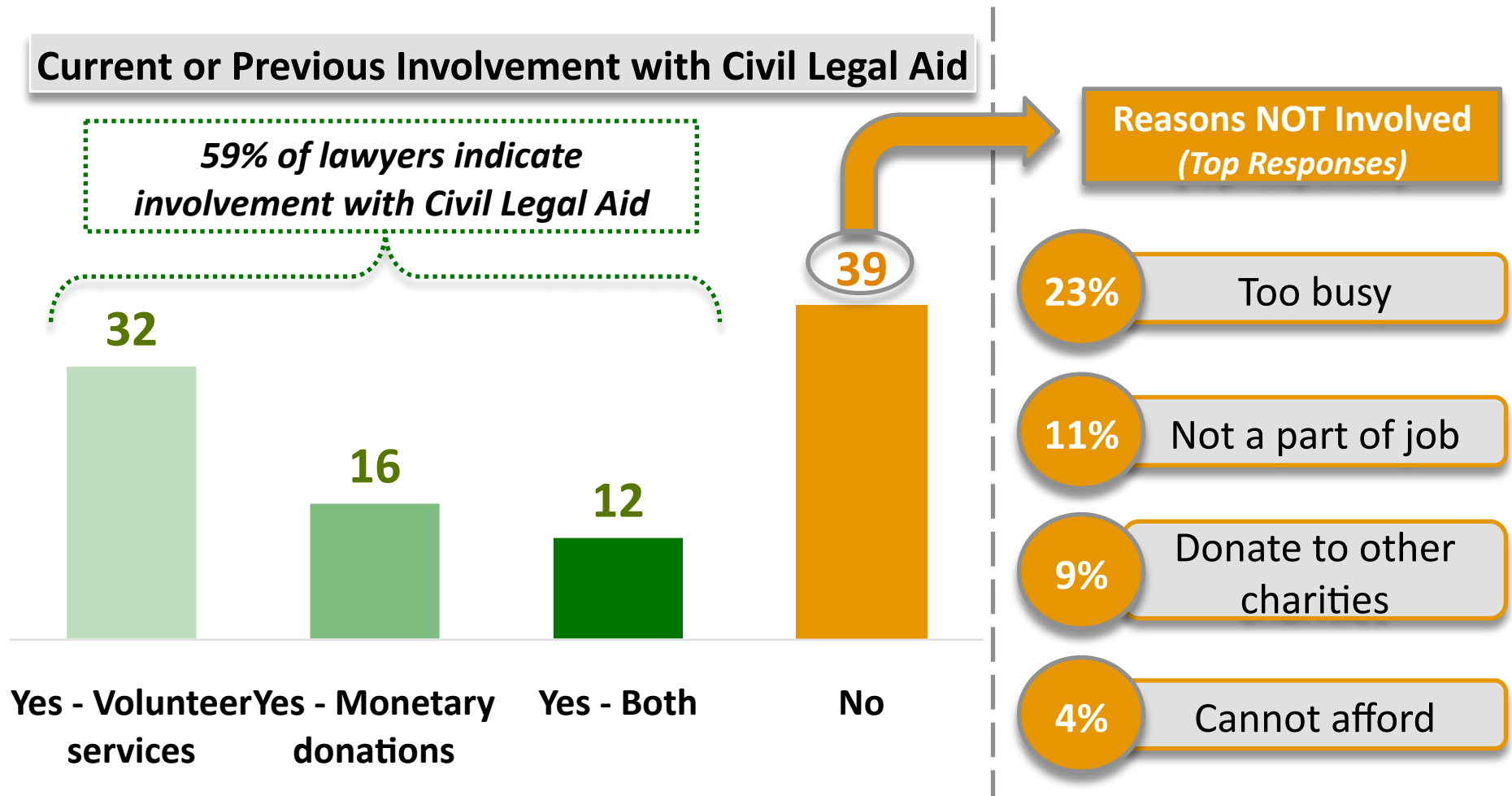


A majority of lawyers indicates current or previous involvement with Civil Legal Aid programs. Lawyers are more likely to volunteer their services than to donate, a potential hurdle to overcome when expanding the donor base.

Nearly all lawyers have spent some time working on pro bono cases, even if it is only for a few hours per week. However, many lawyers do pro bono work outside of the legal aid system. Of the 82% who do pro bono work, 32% are not involved in Civil Legal Aid.

Lawyers are most likely to be introduced to Civil Legal Aid in law school, heightening the importance of establishing relationships with law schools and pre-law undergraduate programs to raise awareness, garner more volunteers, and ideally expand the donor base.

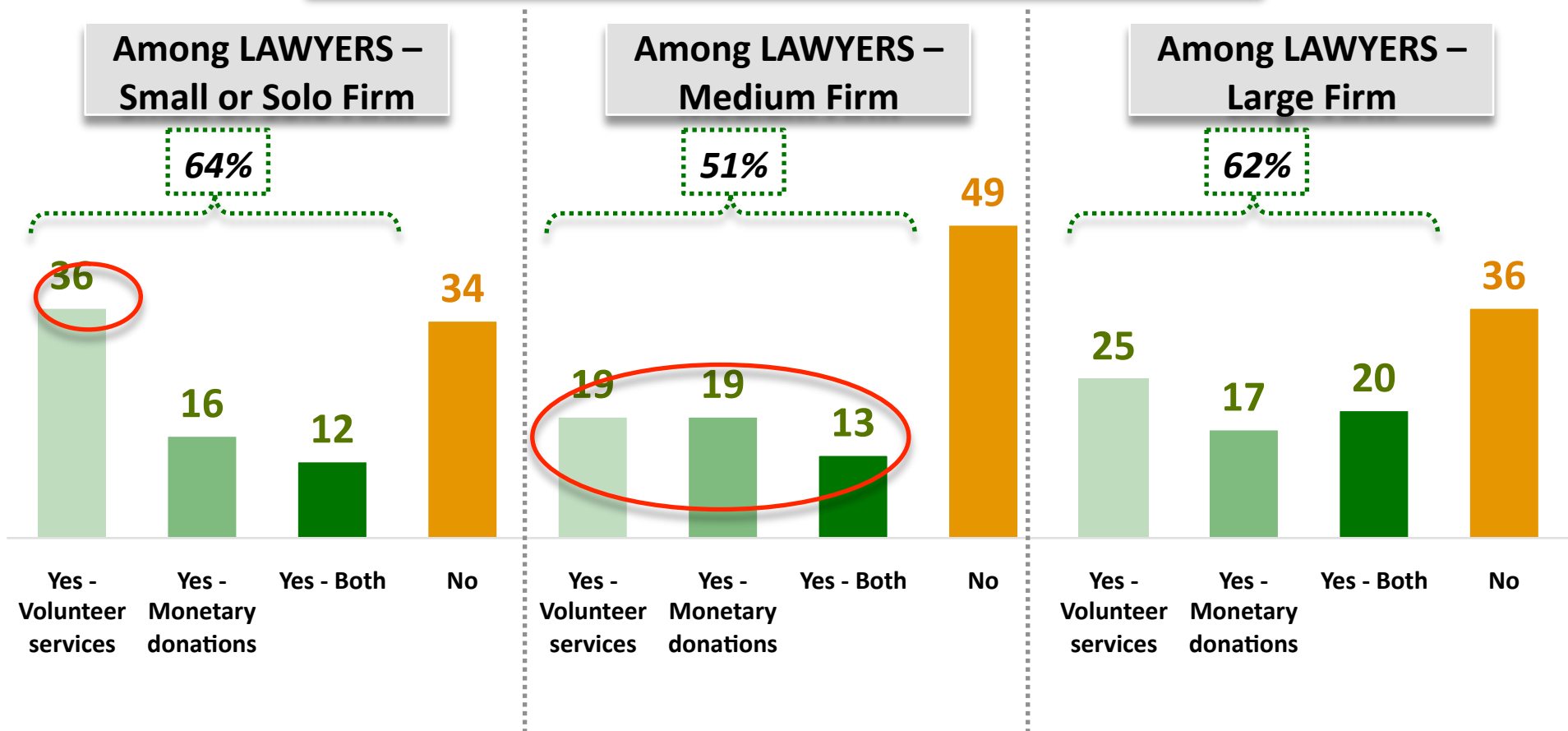
A majority of lawyers indicates a current or previous involvement with Civil Legal Aid. By a margin of two-to-one, they are more likely to volunteer their services than to give monetary donations to Civil Legal Aid organizations. Those who do not participate cite personal schedules, lack of expertise, and an inability to donate as reasons they are not involved.



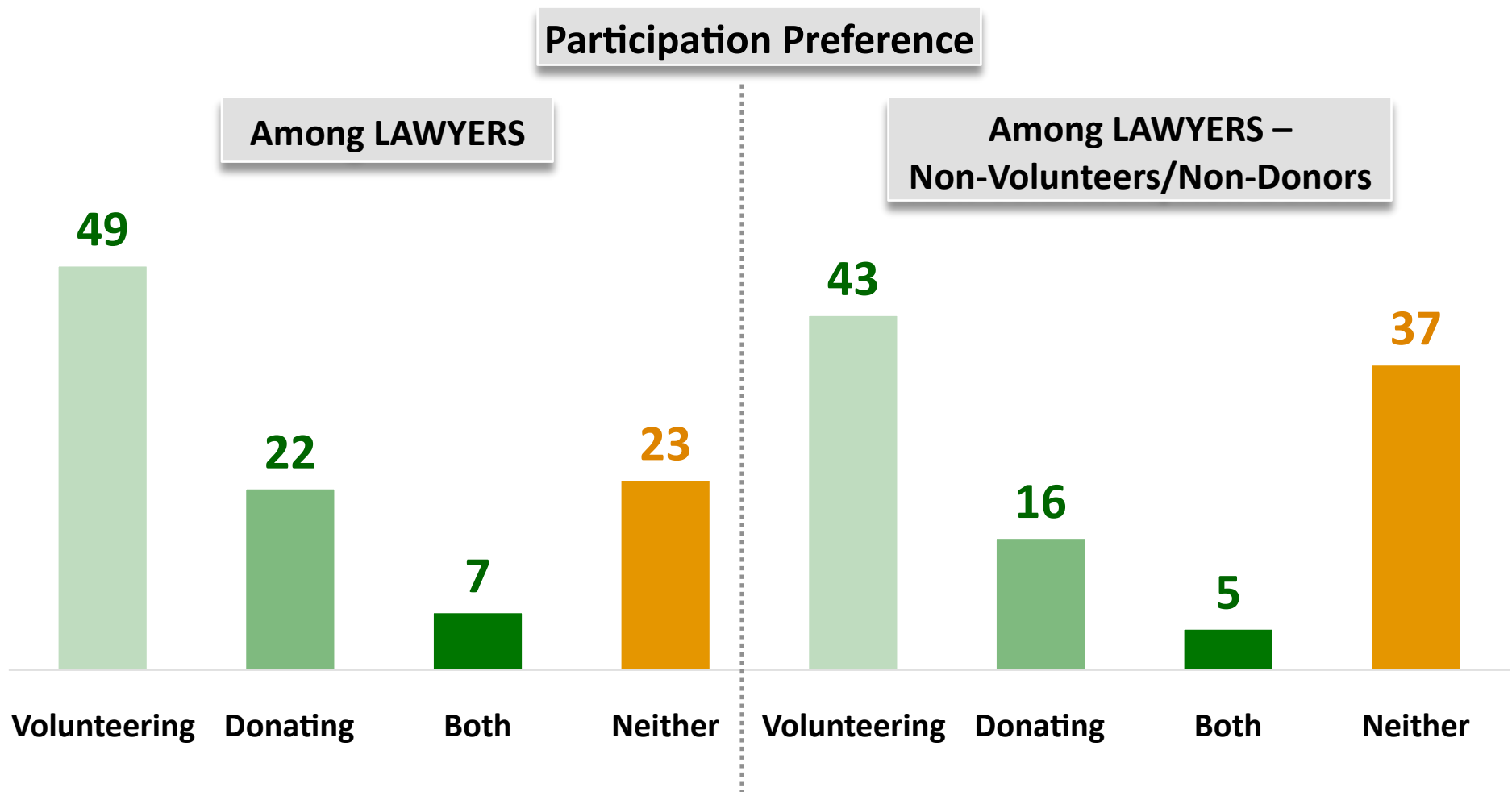
Do you currently or have you previously volunteered your services or donated money to a Civil Legal Aid organization?
[IF NO] What are the reasons you are not involved?

Current or previous participants are more likely to come from solo or small firms, followed by lawyers in large firms. Outreach is needed to medium size firms, as half of the lawyers from these firms have current or previous involvement compared to roughly two-thirds from other firms. However, volunteering tends to be the chosen action for lawyers instead of donating, regardless of firm size.

Current or Previous Involvement with Civil Legal Aid

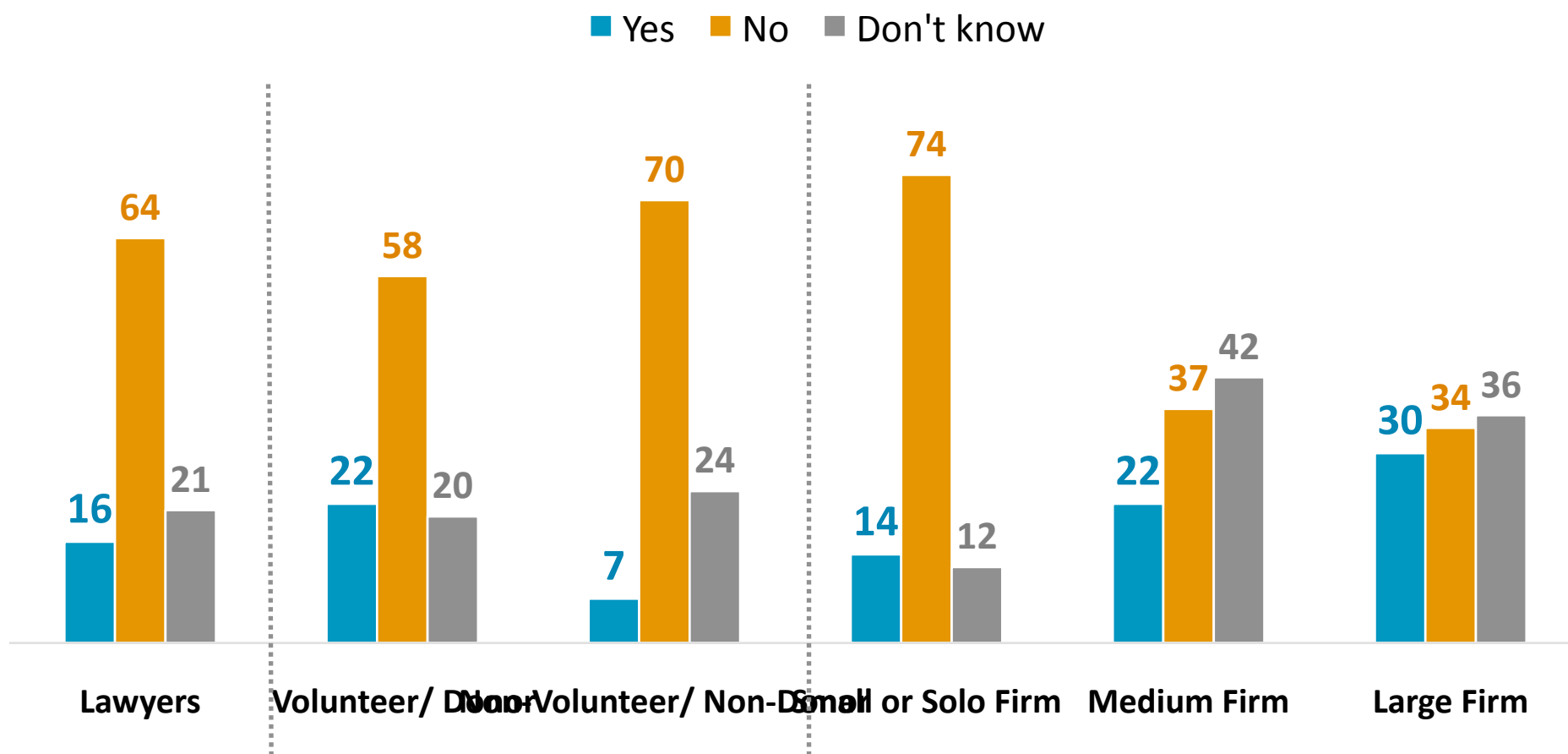


When asked specifically if they have interest in donating or volunteering, lawyers express a strong preference to volunteer their services rather than donate, including among those who are not current or previous volunteers and donors. Volunteering for Civil Legal Aid could be a potential gateway to expanding the donor base.



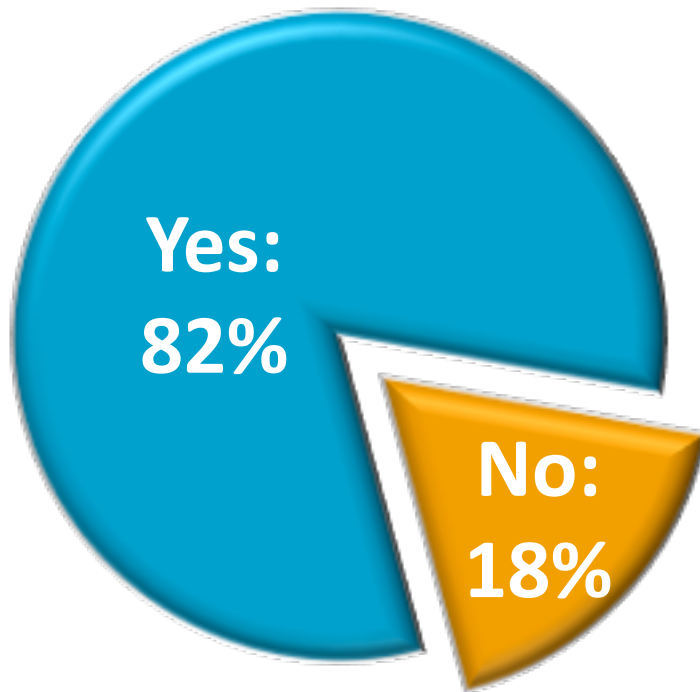
Lawyers in medium or large size firms are much less likely to know about their firm's donor status. While small or solo firm lawyers are more likely to participate in Civil Legal Aid programs, they indicate their firms are less likely to donate. Establishing relationships with firms of any size who donate could boost the donor base, as lawyers who come from such firms are more likely to participate.

Does Your Firm Currently Donate Money to a Civil Legal Aid Organization?



Most lawyers have provided their services pro bono, even if it is outside of the legal aid system. On average, lawyers spend one to five hours per week on pro bono cases. A plurality of lawyers who are not involved with Civil Legal Aid still work on pro bono cases for a few hours per week.

**Do You Currently or have you
Previously Provided Your
Services Pro Bono?**



Time Spent on Pro Bono Work

58%

LAWYERS spend 1-5 hours per week (on average) on pro bono cases

69%

LAWYERS WHO VOLUNTEER OR DONATE TO LEGAL AID PROGRAMS spend 1-5 hours per week (on average) on pro bono cases

42%

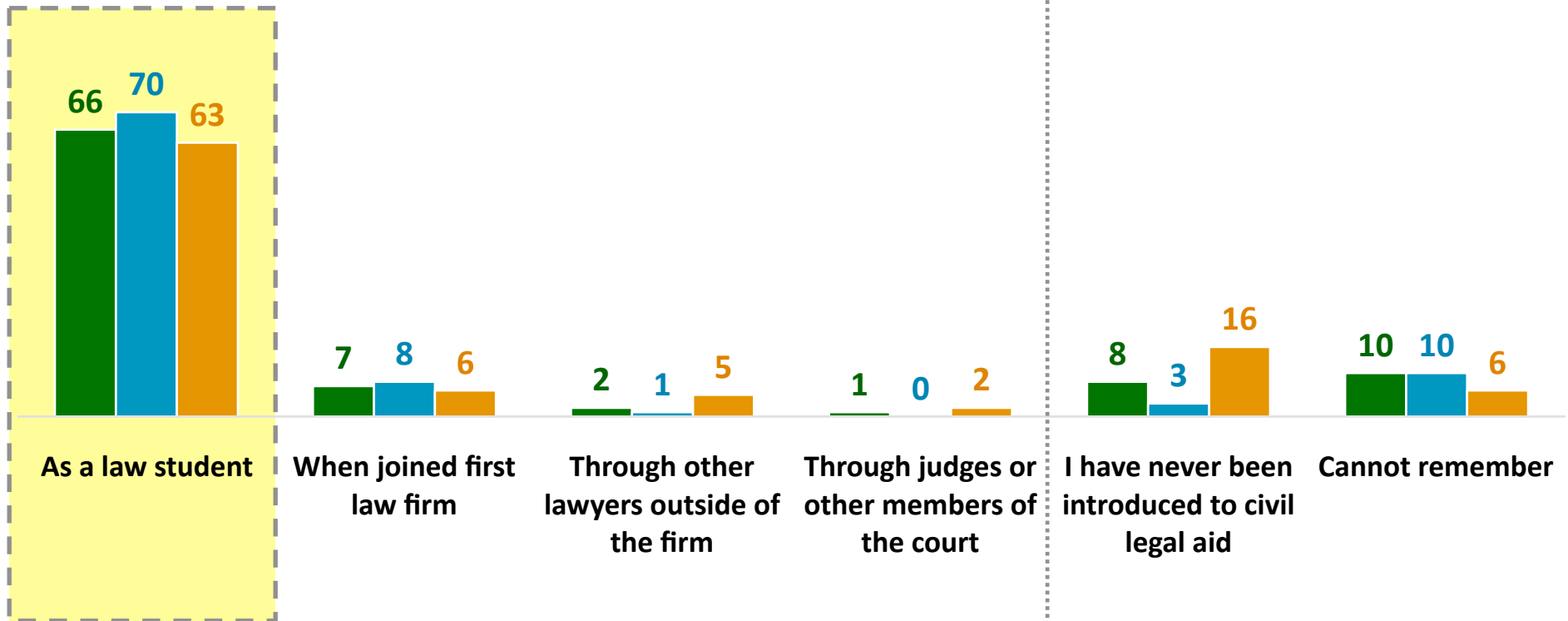
LAWYERS WHO DO NOT VOLUNTEER OR DONATE TO LEGAL AID PROGRAMS spend 1-5 hours per week (on average) on pro bono cases

Do you currently or have you previously provided your services pro bono?
How many hours a week do you, on average, work on pro bono cases?

Lawyers are most likely to be introduced to Civil Legal Aid during law school. However, reaching them early does not necessarily correlate with consistent volunteering or donating. It is important to establish relationships with law schools and pre-law undergraduate programs in order to raise awareness, garner more volunteers, and ideally expand the donor base. Early engagement must be reinforced by continuous and repetitive contact to secure participation.

Introduction to Civil Legal Aid

■ All Lawyers ■ Volunteer/Donor ■ Non-Volunteer/Non-Donor



When did you first get introduced to the idea of Civil Legal Aid?

Most participants in the one-on-one interviews indicated they first heard about Civil Legal Aid in law school, followed by their current firm's involvement. Establishing positive impressions of local programs when lawyers are entering the legal profession is the first step to expanding the donor base.



*"I think it was talked about in law school. **Certainly in law school I heard about it.***

I think I first knew about legal aid when I was growing up. My parents had friends who were legal aid attorneys." – woman; solo/small firm, donor



*"Well I became involved about five years ago in the **local pro bono work that we do**...Our firm was doing it initially and then I was approached about helping out more with the program here. " – man; medium firm, donor*



*"Oh, I took a **job as an intern when I was in law school**; a long time ago. I had a professor who was involved in it, it was a **professor in law school**..." – man; medium firm, donor*



*"I probably heard about it in **law school**, and I knew about the Legal Services Corporation when I was in law school." – woman; large firm, non-donor*

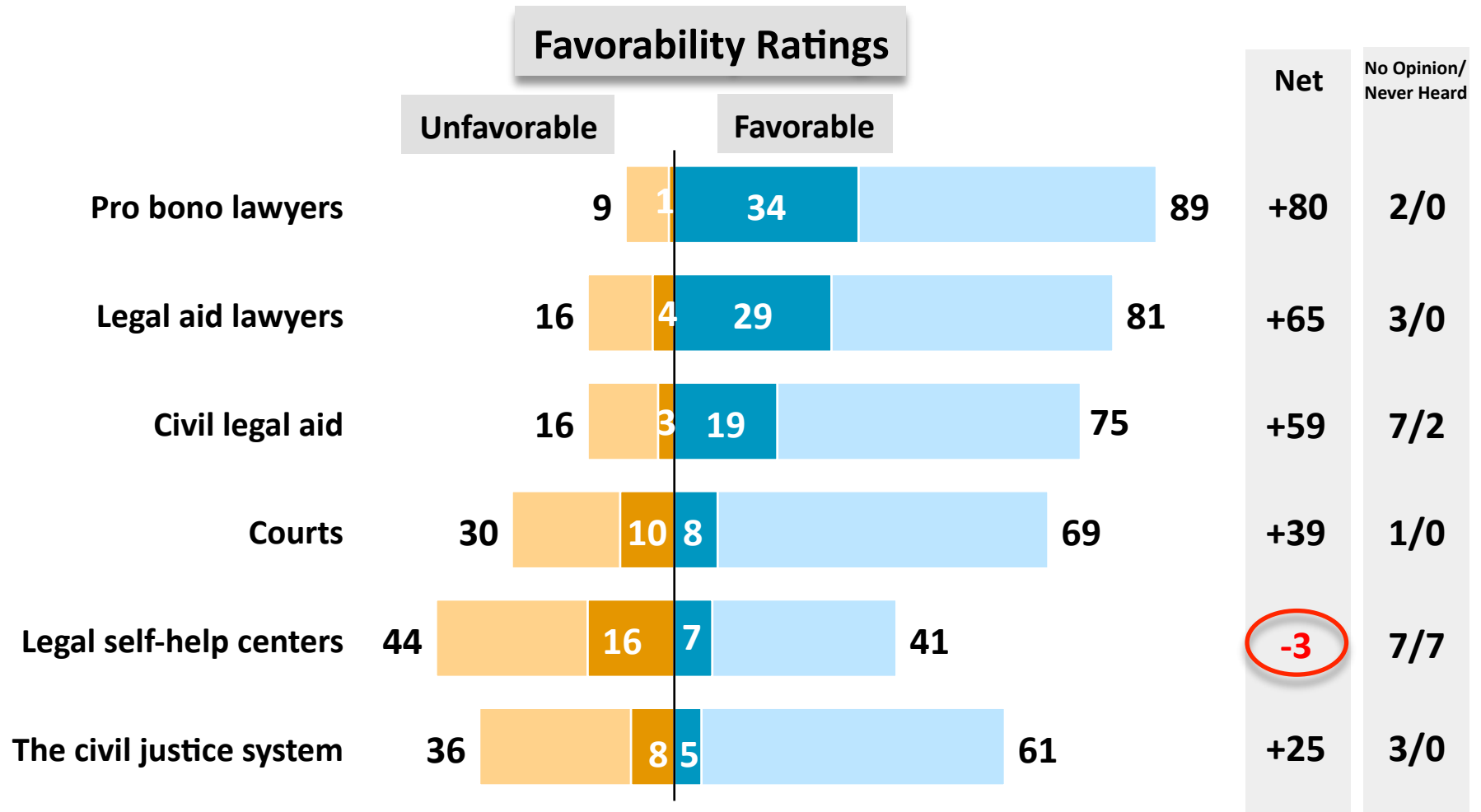
Impressions of Key Terms and Access to Justice



Lawyers tend to be more aware of, and hold more positive impressions of, many of the key actors and terms in this debate than voters. This includes the terms “pro bono lawyers”, “legal aid lawyers”, and “Civil Legal Aid”. However, they tend to express more distrust toward self-help centers than voters, who overwhelmingly support them. Lawyers are concerned that self-help centers could cause more problems than they solve, and compound the challenges facing lay people in the civil justice system.

Lawyers nearly universally believe it is important to ensure everyone has access to legal help or representation as well as representation that is affordable, and they see both the middle class and the poor struggling to gain access.

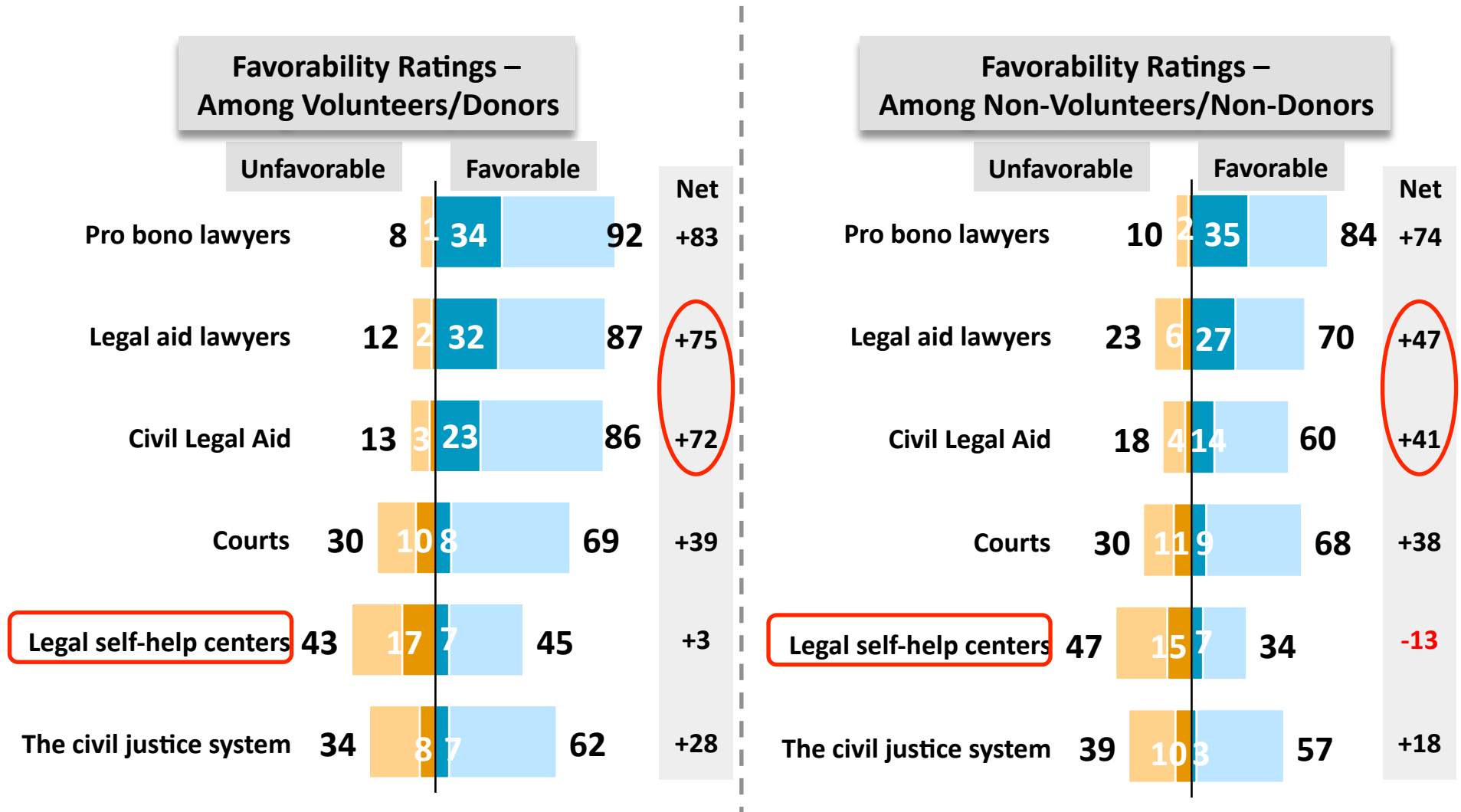
Lawyers tend to have positive impressions of other lawyers, especially those who provide their services pro bono and through legal aid. They also have positive impressions of Civil Legal Aid, although intensity is lacking. Lawyers have a particularly mixed view toward legal self-help centers.



**Darker colors indicate intensity*

Below are some terms. For each, please indicate whether you have a VERY favorable, SOMEWHAT favorable, somewhat UNFAVORABLE, or VERY unfavorable impression. If you have never heard of the term or have no opinion, please indicate so and move to the next one.


Current or previous volunteers and donors have particularly positive impressions of “pro bono lawyers”, “legal aid lawyers”, and “Civil Legal Aid”. Those who are not involved have softer impressions. Regardless of participation status, lawyers are not enthusiastic about legal self-help centers.



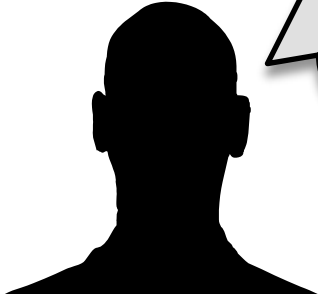
*Darker colors indicate intensity

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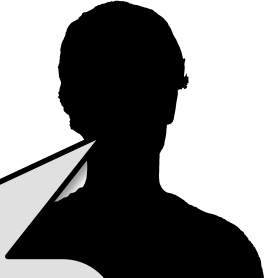
The one-on-one interviews with lawyers explained some of their concerns about self-help centers. They tend to worry that everyday people will not receive proper guidance and the result will be more problems and confusion in the justice system. Lawyers also have mixed impressions about other innovations, such as online services. This is a key difference between the legal community and voters. Voters respond quite favorably to both self-help centers and other innovations, which they tend to see as empowering, cost effective, and increasing access for the middle class.



*"My only concern would be...self-help and forms and that kind of stuff that **sounds to me like somebody is practicing law** and giving people ideas of what to do and then when the person goes and does it they are going to come back and say well that's malpractice because you didn't tell me X, Y, and Z."* – woman; solo/small firm, donor

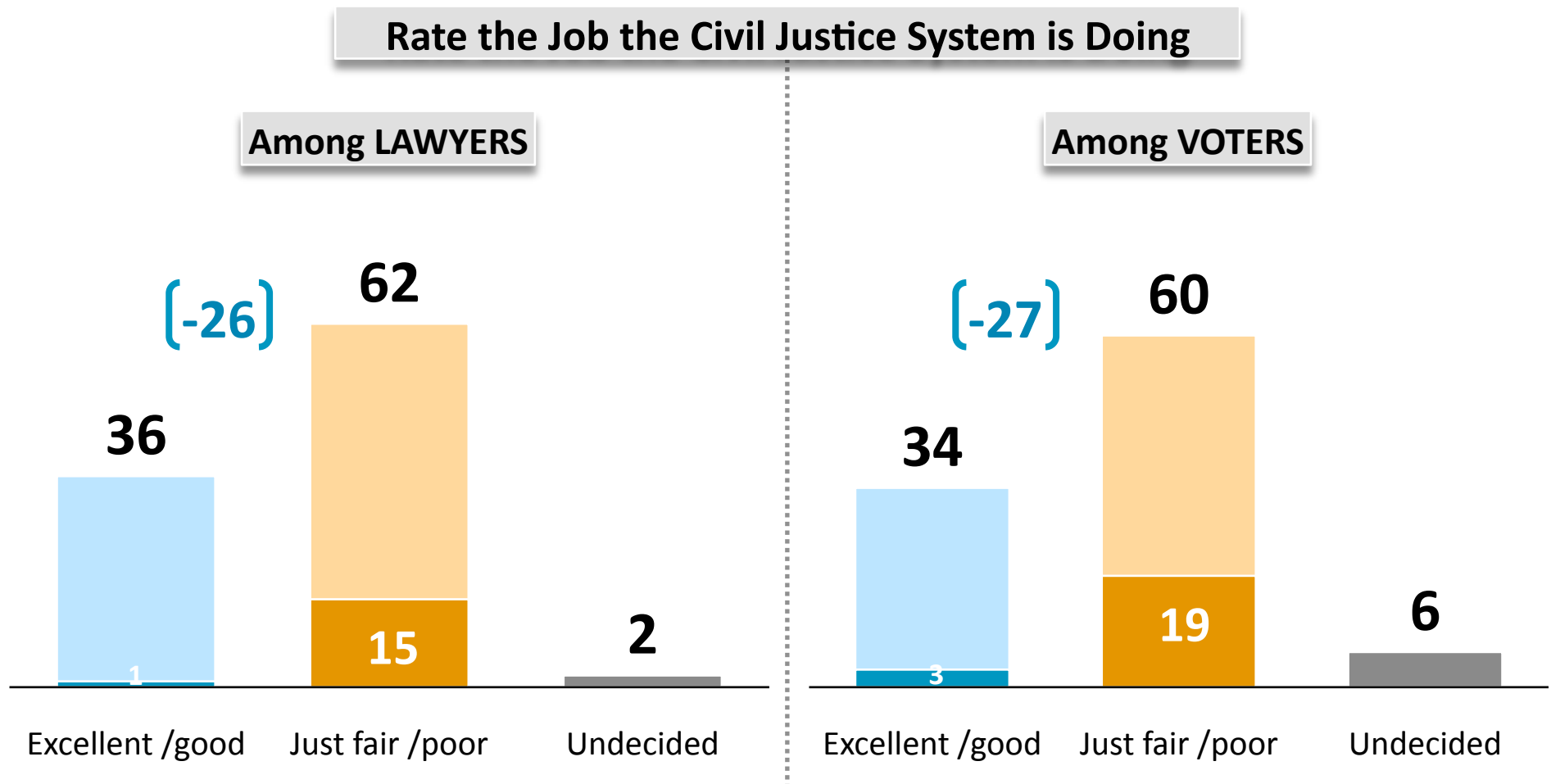


*"...**On the Internet, I have seen so many messes created by the use of these forms** because there are certain **very simple things that trained attorneys understand** but that people who simply read the forms don't understand."* – man; medium firm, non-donor



*"Web-based services are great, but there is a whole generation out there still that doesn't get it in terms of web. **You know they don't use computers.**"* – man; medium firm, donor


Lawyers and voters show equal discontent with the job the civil justice system is doing.




**Darker colors indicate intensity*

How would you rate the job the civil justice system is doing?

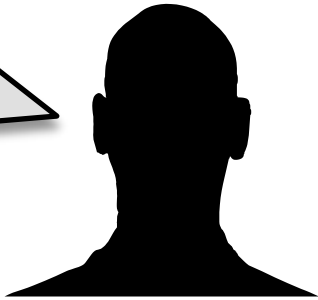
Lawyers indicate many reasons that their impressions of the civil justice system are poor, including inefficiencies in the system, unmet legal needs, and costs of representation. However, a few respondents did indicate the system in their community is doing well, compared to the civil justice system as a whole.



*"I think sometimes that there is an **inefficiency in the way that the system works** where there are a lot of matters that are brought into the court systems that are sort of frivolous and **I think it takes a lot of time and attention away from things that are actually important.**" – woman; large firm, non-donor*

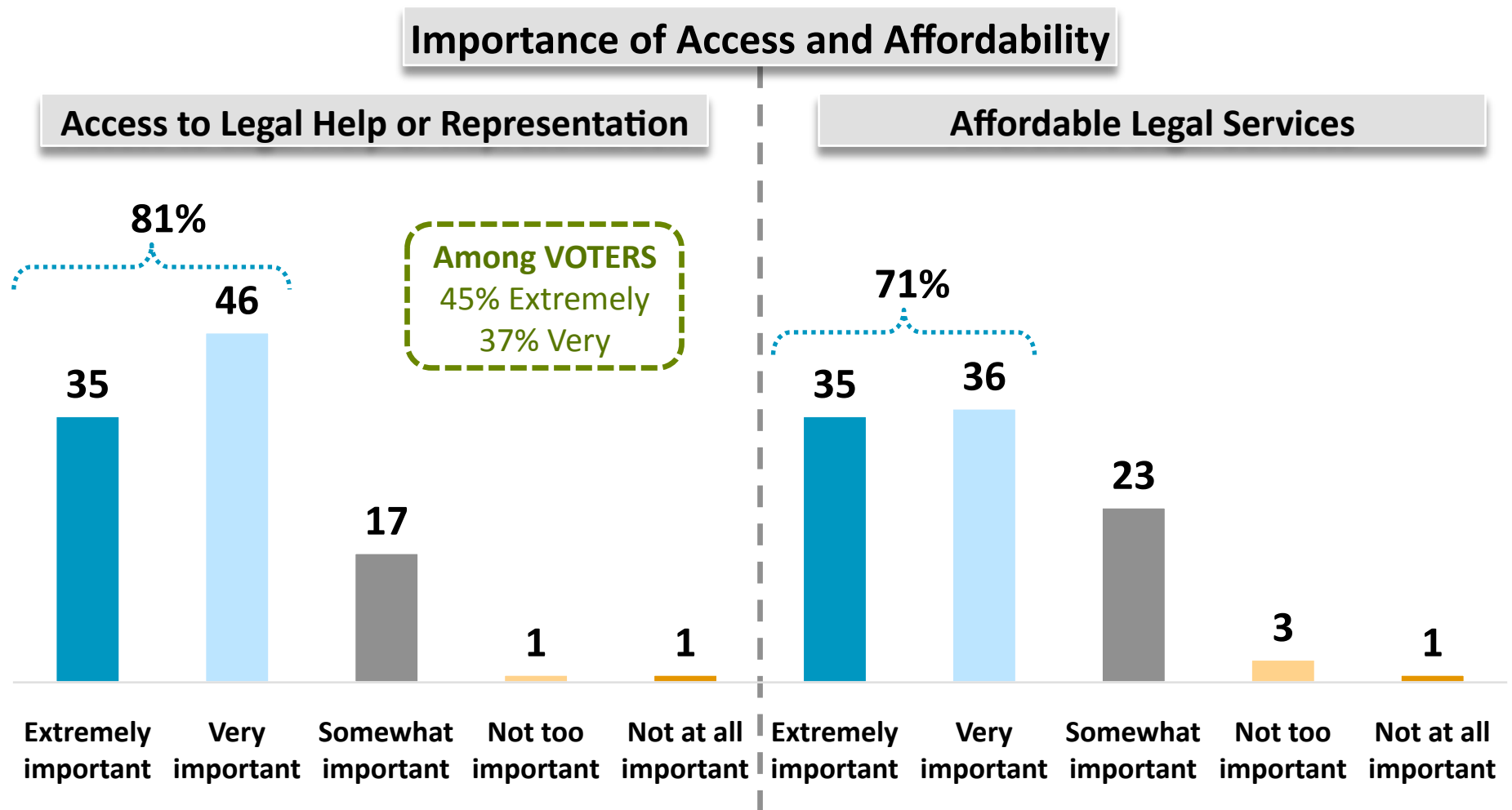


*"I think that there is a huge need um, that is a **gaping hole of unmet legal attention** to the procedures that indigent people have to go through without counsel." – man; medium firm, non-donor*



*"Well for your average litigant I think it's prohibitively expensive in terms of hiring lawyers. **Lawyers are ridiculously expensive.** You know companies have a hard time paying for them and it's absurd for individuals. The average individual cannot, **the average middle class person cannot hire a lawyer.**" – man; medium firm, donor*

Lawyers believe civil legal representation and access to affordable legal services are important. They have slightly less intense views than voters, but overall there is nearly universal agreement about the importance of access and affordability.



**Each question asked of half the sample*

How important is it to ensure everyone has access to legal help or legal representation for civil legal matters?

How important is it to ensure everyone has affordable legal services for civil legal matters?

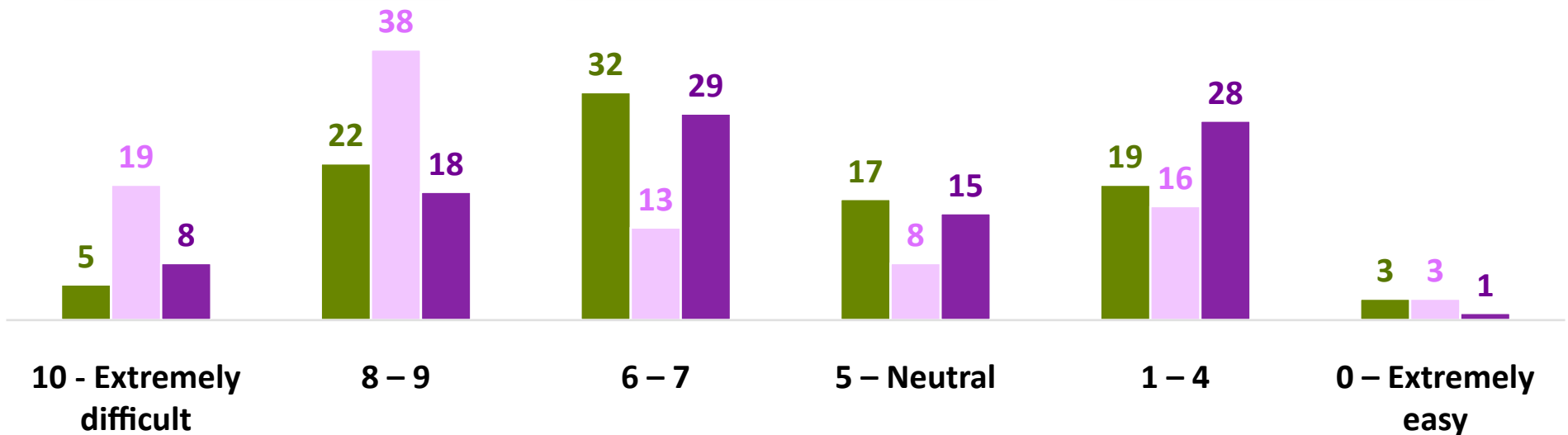
Lawyers share voters' view that both the middle class and the poor face serious challenges in obtaining representation. However, they are more likely than voters to see the poor as having greater difficulties.

How Easy or Difficult is it to Obtain Legal Help or Legal Representation?

**Overall
(Among LAWYERS):**
27% Very Difficult (8-10)
24% Among VOTERS

**If You Are Poor
(Among LAWYERS):**
58% Very Difficult (8-10)*
49% Among VOTERS

**If You Are Middle Class
(Among LAWYERS):**
26% Very Difficult (8-10)
24% Among VOTERS



*All numbers are rounded to the nearest whole number. Adding individual numbers together may result in a higher total number due to rounding.

On a scale from 0 to 10 with 0 being extremely easy and 10 being extremely difficult, how easy or difficult do you think it is to obtain legal help or legal representation for civil legal matters?

[ASKED OF HALF THE SAMPLE] On a scale from 0 to 10 with 0 being extremely easy and 10 being extremely difficult, how easy or difficult do you think it is if you are poor to obtain legal help or legal representation for civil legal matters?

[ASKED OF HALF THE SAMPLE] On a scale from 0 to 10 with 0 being extremely easy and 10 being extremely difficult, how easy or difficult do you think it is if you are middle class to obtain legal help or legal representation for civil legal matters?

Initial Support for Increasing Government Funding for Civil Legal Aid



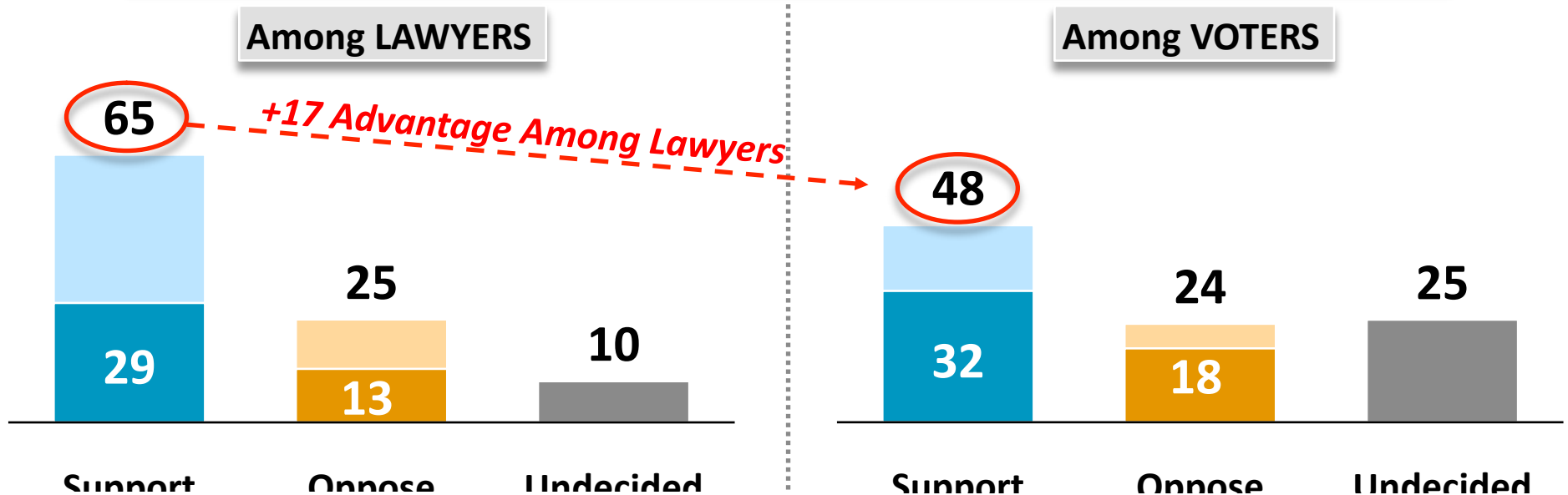
Lawyers strongly support increasing government funding for Civil Legal Aid. Fully two-thirds of lawyers support increasing funding, while less than half (48%) of voters do. However, support is primarily driven by lawyers who are current or previous volunteers and donors to Civil Legal Aid. Lawyers who have never participated more closely reflect the opinions of voters. The more supportive groups include current or previous volunteers and donors and lawyers who are in small or solo firms. Lawyers from medium and large firms support increasing government funding for Civil Legal Aid, but support is not as strong as among lawyers from small or solo firms.

Additionally, the new definition of Civil Legal Aid does not deter support for the program and actually increases support from already impressive levels.

Lawyers tend to be supportive of increasing government funding for Civil Legal Aid. They show more initial support than voters. Additionally, intensity in support outweighs all opposition among lawyers.

Initial Support for Increasing Government Funding for Civil Legal Aid

As it currently stands, the organizations that provide civil legal help and representation to those who cannot afford it are funded by both public and private sources. Public funding comes from federal, state and local governments. Private support comes from charitable donations and foundation grants as well as from the volunteer services of private lawyers, law students and others. However, funding for Civil Legal Aid meets only 20% of the demand.



*Darker colors indicate intensity

Would you support or oppose increasing government funding for this program, or are you undecided? [IF SUPPORT/OPPOSE] And do you feel that way strongly, or not-so strongly?

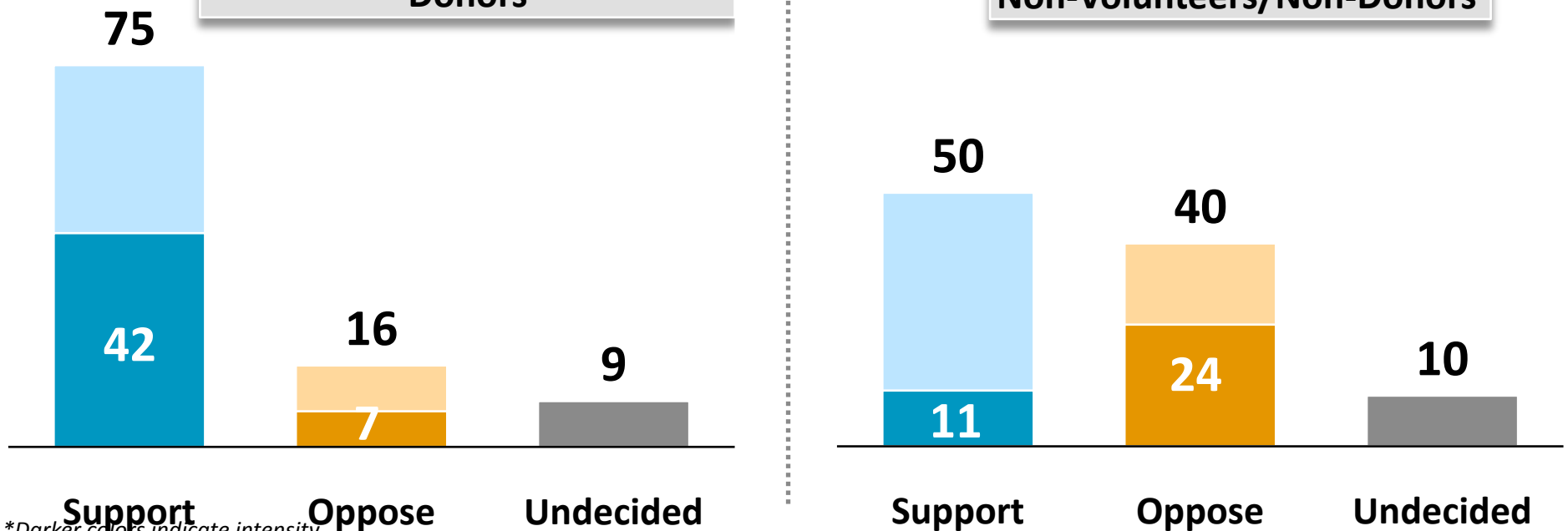
When it comes to increasing government funding for Civil Legal Aid, the views of lawyers who are not involved with Civil Legal Aid track those of voters. Lawyers who have participated as volunteers and donors overwhelmingly support an increase in funding.

Initial Support for Increasing Government Funding for Civil Legal Aid

Among VOTERS:
48% Support, 24% Oppose, 25% Undecided

Among LAWYERS – Volunteers/
Donors

Among LAWYERS –
Non-Volunteers/Non-Donors

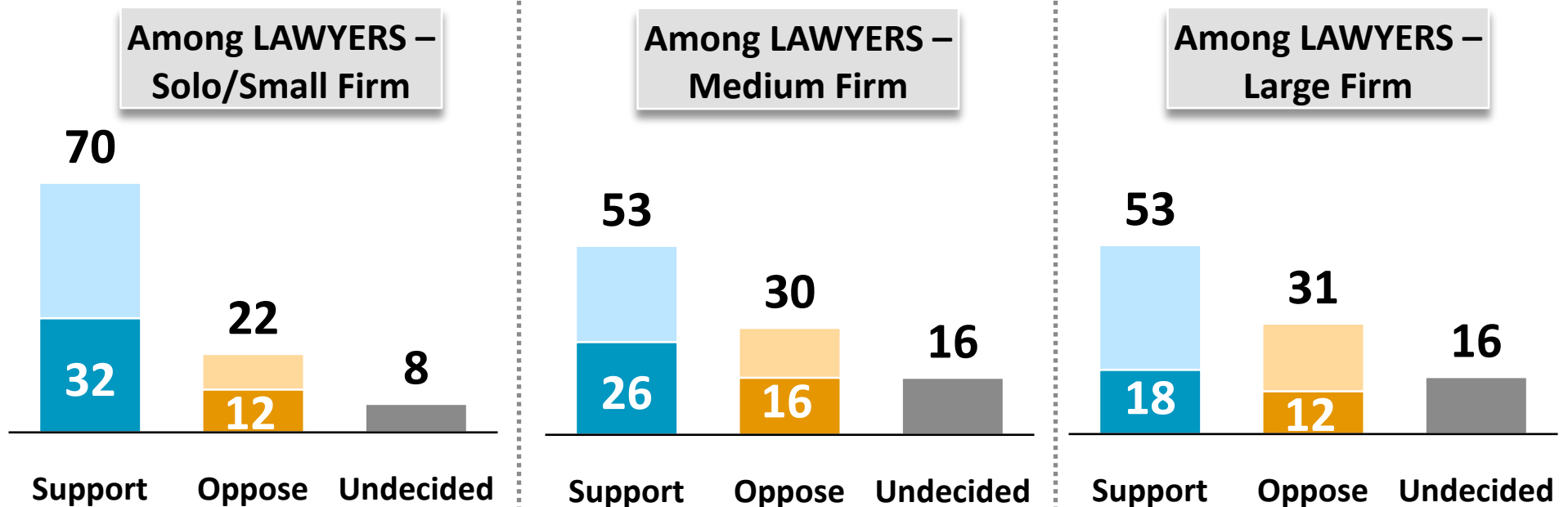


*Darker colors indicate intensity

Would you support or oppose increasing government funding for this program, or are you undecided? [IF SUPPORT/OPPOSE] And do you feel that way strongly, or not-so strongly?

Lawyers in solo or small firms tend to support increasing government funding for Civil Legal Aid more than lawyers in medium or large size firms. This is not surprising as most donors come from smaller firms. Support is strongest in the Northeast, while further efforts to boost opinions are needed in the Midwest.

Initial Support for Increasing Government Funding for Civil Legal Aid



Support is strongest in the Northeast (73% Support, 14% Oppose), followed by the South (67% Support, 27% Oppose), and West (65% Support, 22% Oppose). Opposition is strongest in the Midwest (48% Support, 42% Oppose)

**Darker colors indicate intensity*

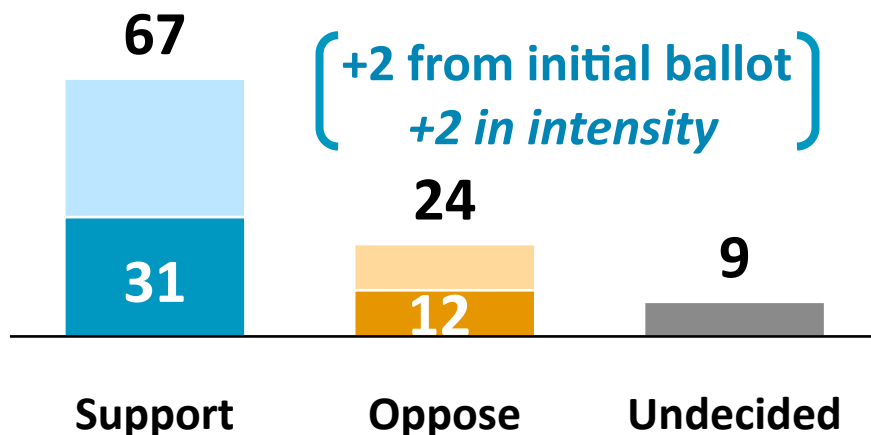
Would you support or oppose increasing government funding for this program, or are you undecided? [IF SUPPORT/OPPOSE] And do you feel that way strongly, or not-so strongly?

Far from deterring lawyers, the new definition of Civil Legal Aid is well-received, especially by those who are current or previous volunteers and donors. In fact, it slightly increases support and intensity from already robust initial levels.

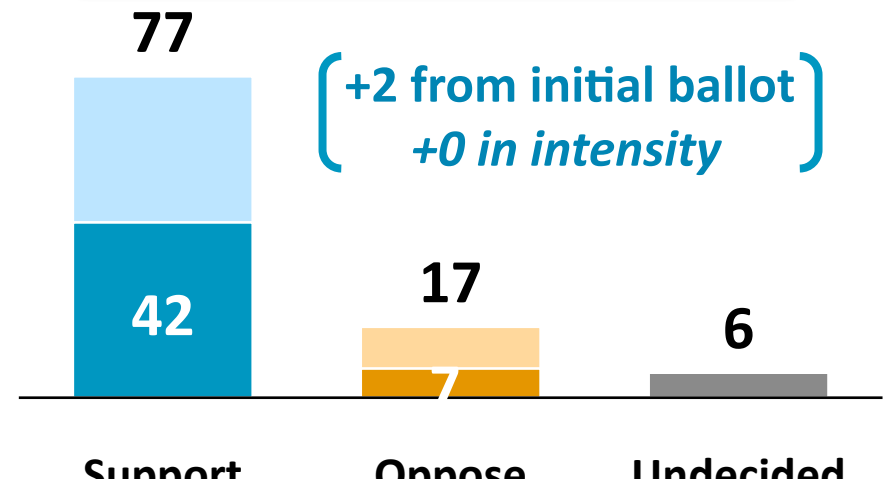
Support for Increasing Government Funding for Civil Legal Aid WITH NEW DEFINITION

Civil Legal Aid is a combination of services and resources that help Americans of all backgrounds – but primarily the poor and disadvantaged – to effectively navigate the justice system. Civil Legal Aid provides people with a range of services – including legal assistance and representation; self-help centers and other court-based services; free legal clinics and pro bono assistance; and access to web-based information and forms – that help guide them through complicated legal proceedings to protect their livelihoods, their health, and their families.

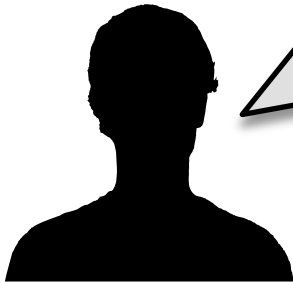
Among LAWYERS



Among VOLUNTEERS and DONORS



During the one-on-one interviews, lawyers were very receptive to the new, more expansive definition of Civil Legal Aid. They liked its breadth, including highlighting the wide range of services instead of just providing legal representation. Positive responses came from both donors and non-donors, with the latter expressing new interest in the program.



*"I think that's **very thorough** and a very good explanation...I think lawyers even here locally in the community where people are pretty aware of Legal Aid, I **don't think that they understand the full range of services** that the staff attorneys of Legal Aid and the volunteer lawyers are working on."* – man; solo/small firm, donor

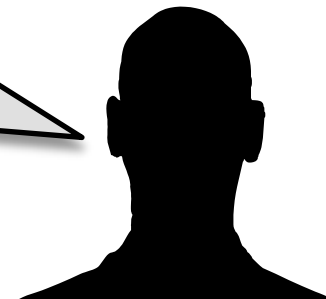
*"I think it was a pretty good statement. **I think that covers about 90 to 99% - 95 to 99% - of what Civil Legal Aid is or should be.**"* – woman; large firm, non-donor



*"That statement, I think, emphasizes things beyond representation in a legal dispute. Yeah. So it is broader and I think it's **probably a pretty good description I think of what legal aid should be doing.**"*
– man; large firm, non-donor

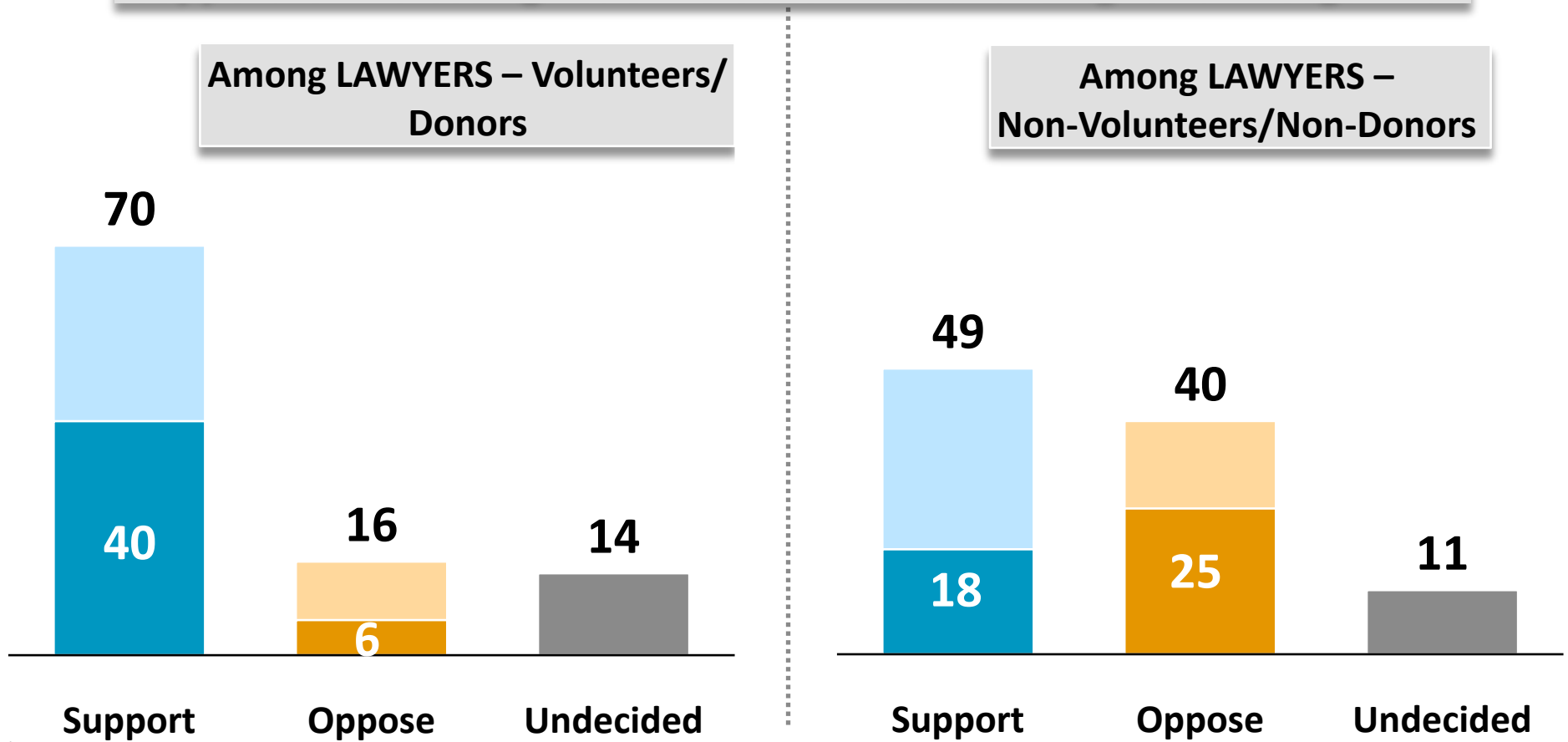


*"You know **I don't think most people think about that stuff as part of what legal aid is and that's what we do** and that's what I like about that definition or that statement. It was broad."* – man; medium firm, donor



Overall, lawyers support increasing *federal* government funding for Civil Legal Aid. However, there are stark differences between current or previous volunteers and donors and those who are not involved, with the former expressing strong support for increasing funding.

Support for Increasing FEDERAL Government Funding for Civil Legal Aid



*Darker colors indicate intensity

Would you support or oppose increasing federal government funding for Civil Legal Aid, or are you undecided? [IF SUPPORT/OPPOSE] And do you feel that way strongly, or not-so strongly? 40

Interest in Participating in Civil Legal Aid Programs



Although lawyers indicate relatively high current or previous levels of involvement with Civil Legal Aid, their appetite is relatively muted for participating in broader or more concrete ways. Majorities express little interest in volunteering, talking to other lawyers about the program, or donating. The dissonance between actual participation and interest in further participation is apparent. However, lawyers show some interest in advocating for innovations to reduce court costs and in supporting state funding for court and community based legal aid.

Lawyers express limited interest in volunteering for Civil Legal Aid programs. This is true even for those who currently or previously participated.

Participation Interest – Volunteering Your Services

Overall:

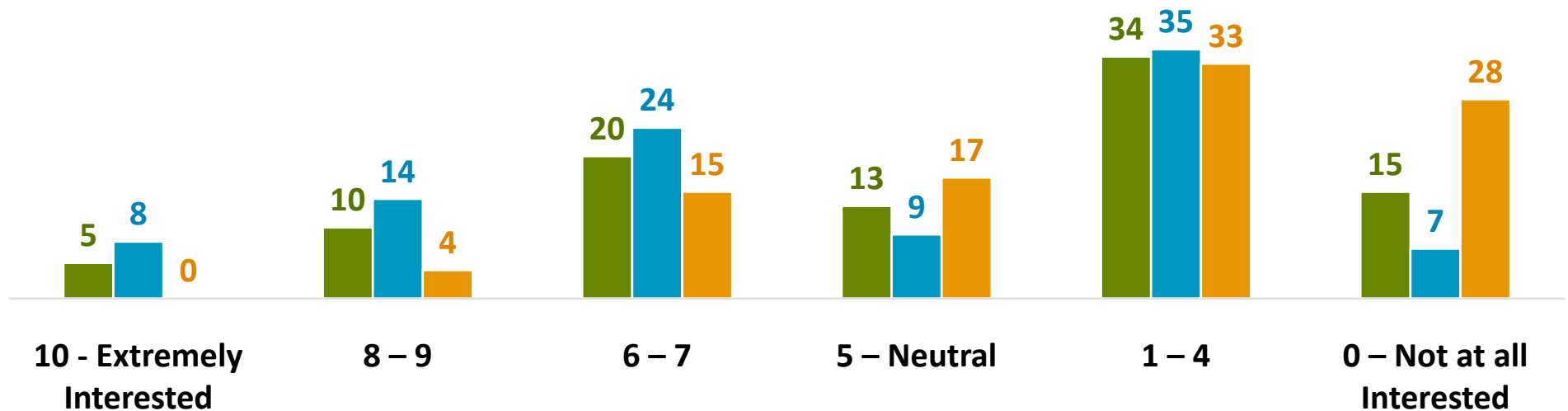
15% Very Interested (8-10)

Volunteers/Donors:

22% Very Interested (8-10)

Non-Volunteers/Non-Donors:

4% Very Interested (8-10)



On a scale from 0 to 10 with 0 being not at all interested and 10 being extremely interested, how interested are you in volunteering your services for the program we just described?

Similarly, interest for talking to other lawyers about Civil Legal Aid is comparatively low.

Participation Interest – Talking to Other Lawyers About the Program

Overall:

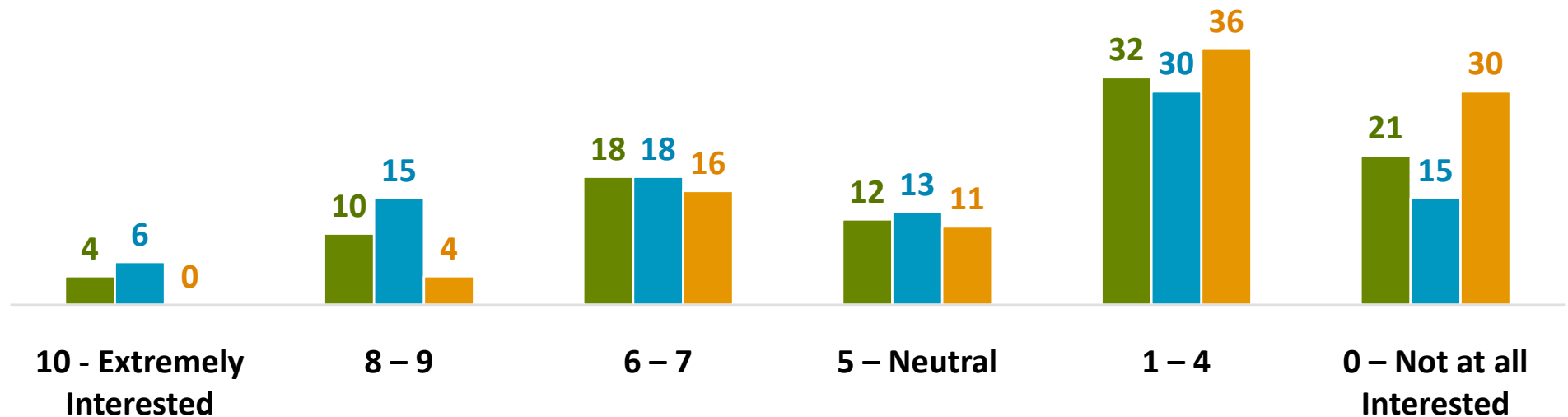
14% Very Interested (8-10)

Volunteers/Donors:

21% Very Interested (8-10)

Non-Volunteers/Non-Donors:

4% Very Interested (8-10)



On a scale from 0 to 10 with 0 being not at all interested and 10 being extremely interested, how interested are you in talking to other lawyers about the program we just described?

Among the various ways lawyers could become involved with Civil Legal Aid, they are least interested in giving money. Lawyers in large firms have higher interest than lawyers in other firms, but it is relatively low.

Participation Interest – Giving a Monetary Donation

Overall:

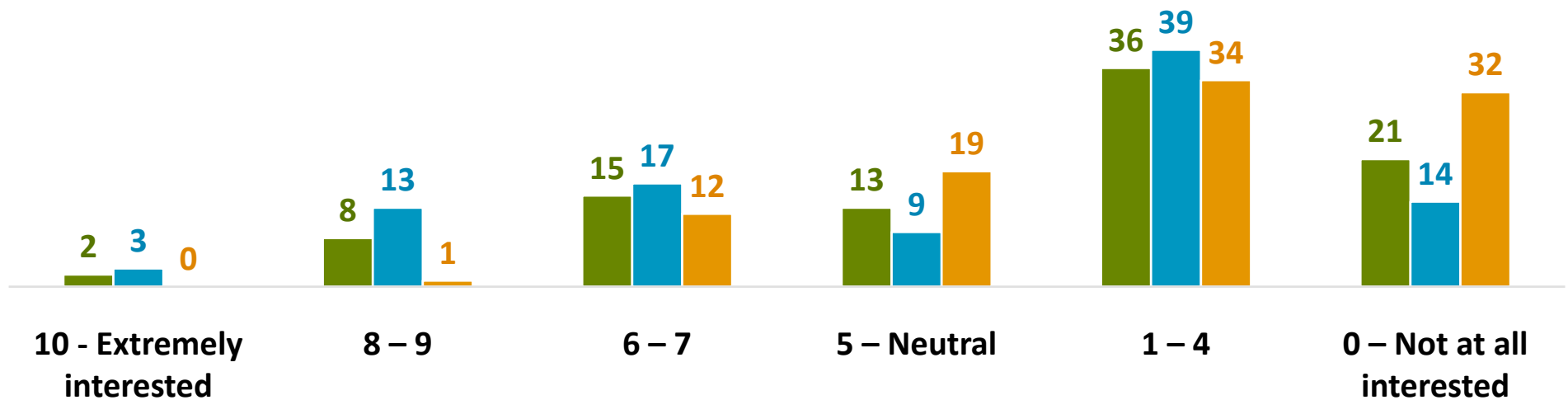
10% Very Interested (8-10)

Volunteers/Donors:

16% Very Interested (8-10)

Non-Volunteers/Non-Donors:

1% Very Interested (8-10)



Among Small/Solo Firm:

9% Very Interested (8-10)

Among Medium Firm:

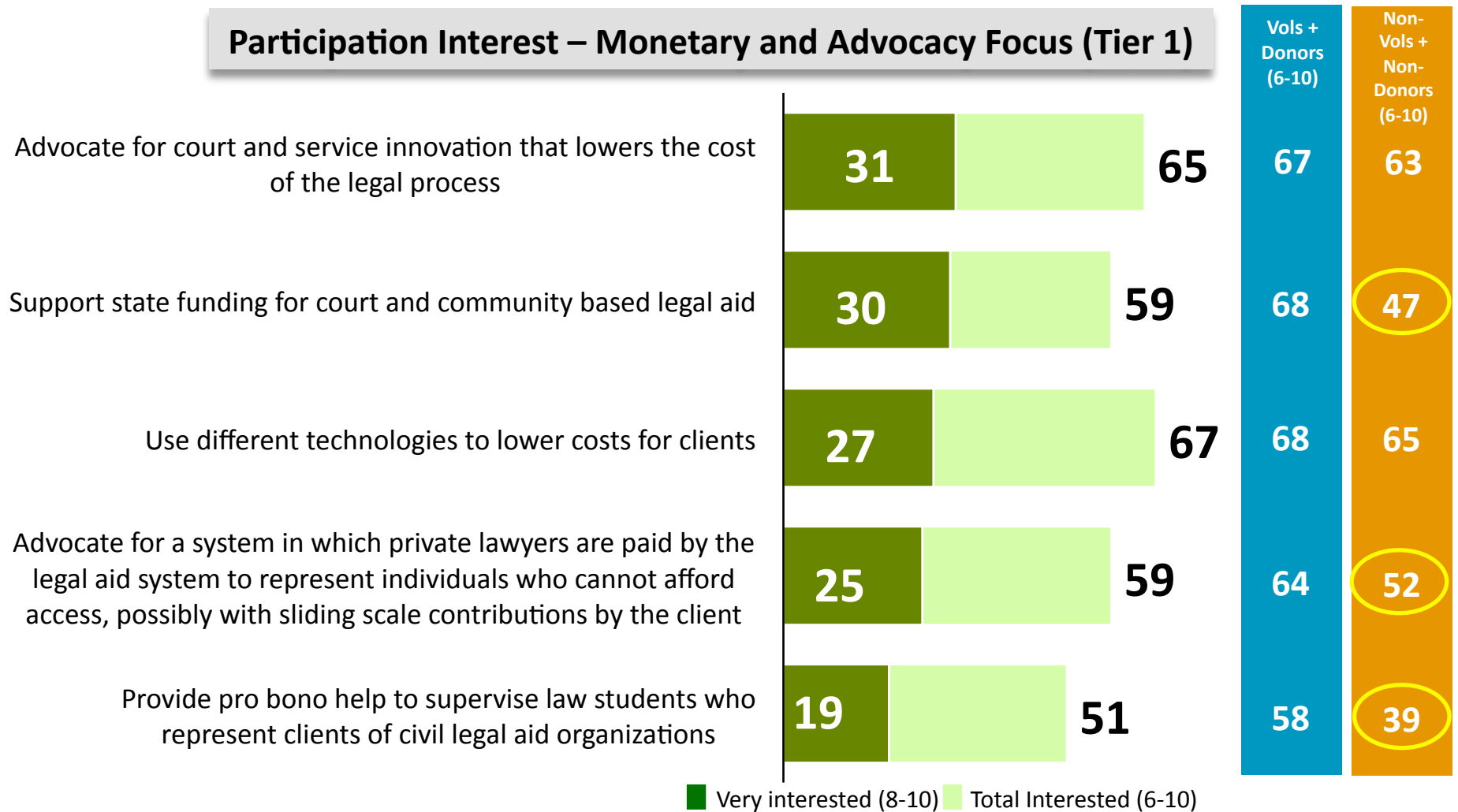
13% Very Interested (8-10)

Among Large Firm:

15% Very Interested (8-10)

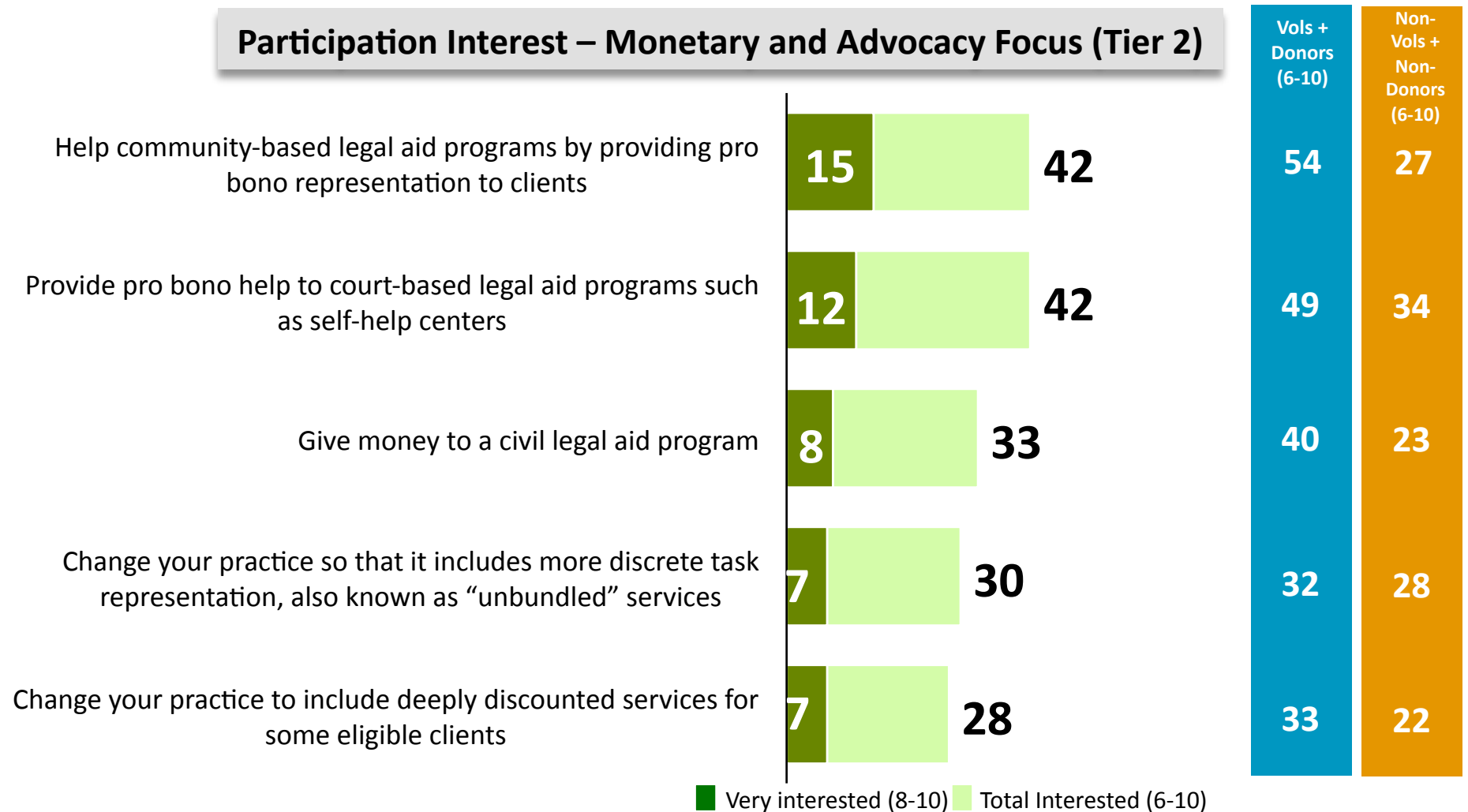
On a scale from 0 to 10 with 0 being not at all interested and 10 being extremely interested, how interested are you in giving a monetary donation to the program we just described?

There is, however, more interest in other aspects of participating in Civil Legal Aid programs. Lawyers express a heightened desire to advocate for new innovations to reduce court costs and to support state funding for legal aid. However, non-volunteers and non-donors are much less interested in supporting state funding for Civil Legal Aid.



The following are ways lawyers can participate in legal aid programs. Please rate the following, on a scale from 0-10, where 10 means extremely INTERESTED, 0 means NOT AT ALL INTERESTED and you can be anywhere in between with 5 meaning you are unsure. How INTERESTED are you in participating in the following?

Lawyers particularly do not want to change their practice to include deeply discounted services or more discrete task representation. They also express minimal interest in involving themselves with self-help centers, which they have significant misgivings about to begin with.



The following are ways lawyers can participate in legal aid programs. Please rate the following, on a scale from 0-10, where 10 means extremely INTERESTED, 0 means NOT AT ALL INTERESTED and you can be anywhere in between with 5 meaning you are unsure. How INTERESTED are you in participating in the following?

Funding Civil Legal Aid Programs



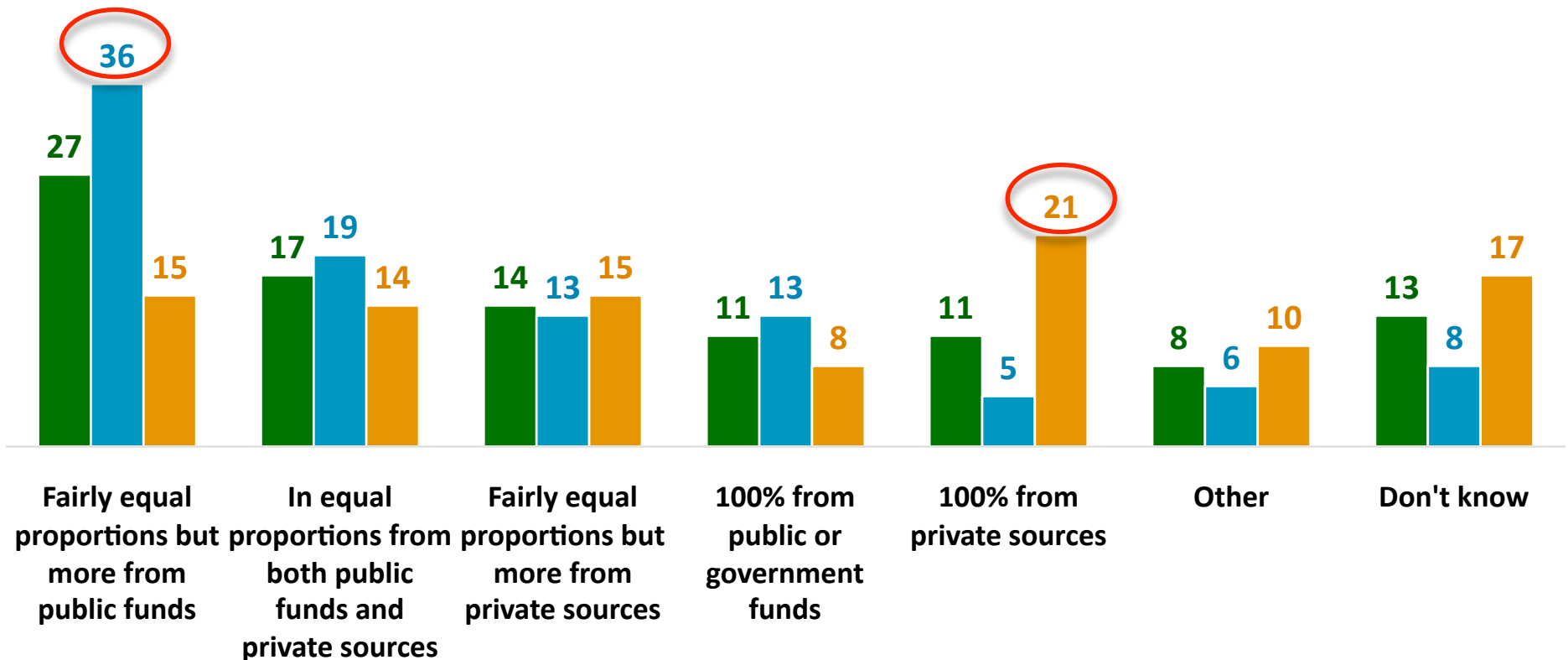
Lawyers are divided on their support for a number of options for funding Civil Legal Aid, though they are somewhat united on the idea that the legal community should not bear more of the cost of Civil Legal Aid.

Of the ways tested, there is a little interest in taking a direct assessment or percentage of bar dues, but strong opposition for taxing legal services.

There is no consensus among lawyers about how Civil Legal Aid should be funded. Between public and private sources, current or previous volunteers and donors prefer “fairly equal proportions, but more from public funds”, while those who are not involved prefer funding to come “100% from private sources.” The latter group tends to be more conscious of government spending and potential increases in their taxes as reasons to move away from public funding.

How Should Civil Legal Aid Be Funded?

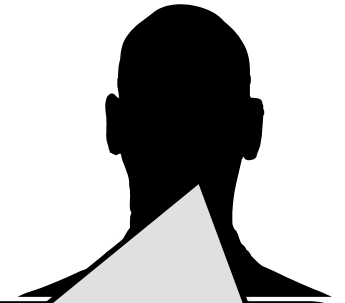
■ All Lawyers ■ Volunteer/Donor ■ Non-Volunteer/Non-Donor



Donors and non-donors alike have divided opinions about the source of funding for Civil Legal Aid.

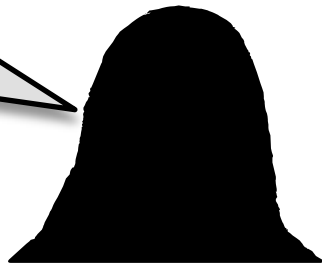


*"I am not a big government funding guy. I think it should **go through private donations.**" – man; large firm, non-donor*

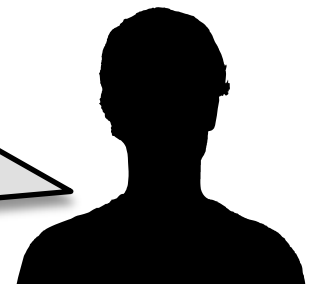


*"So I think that Civil Legal Aid groups, **while I would prefer to see them funded a bit more by government,** they need to look to a variety of sources because that **diversification is probably the only thing that will save them** in the bad times." – man; solo/small firm, donor*

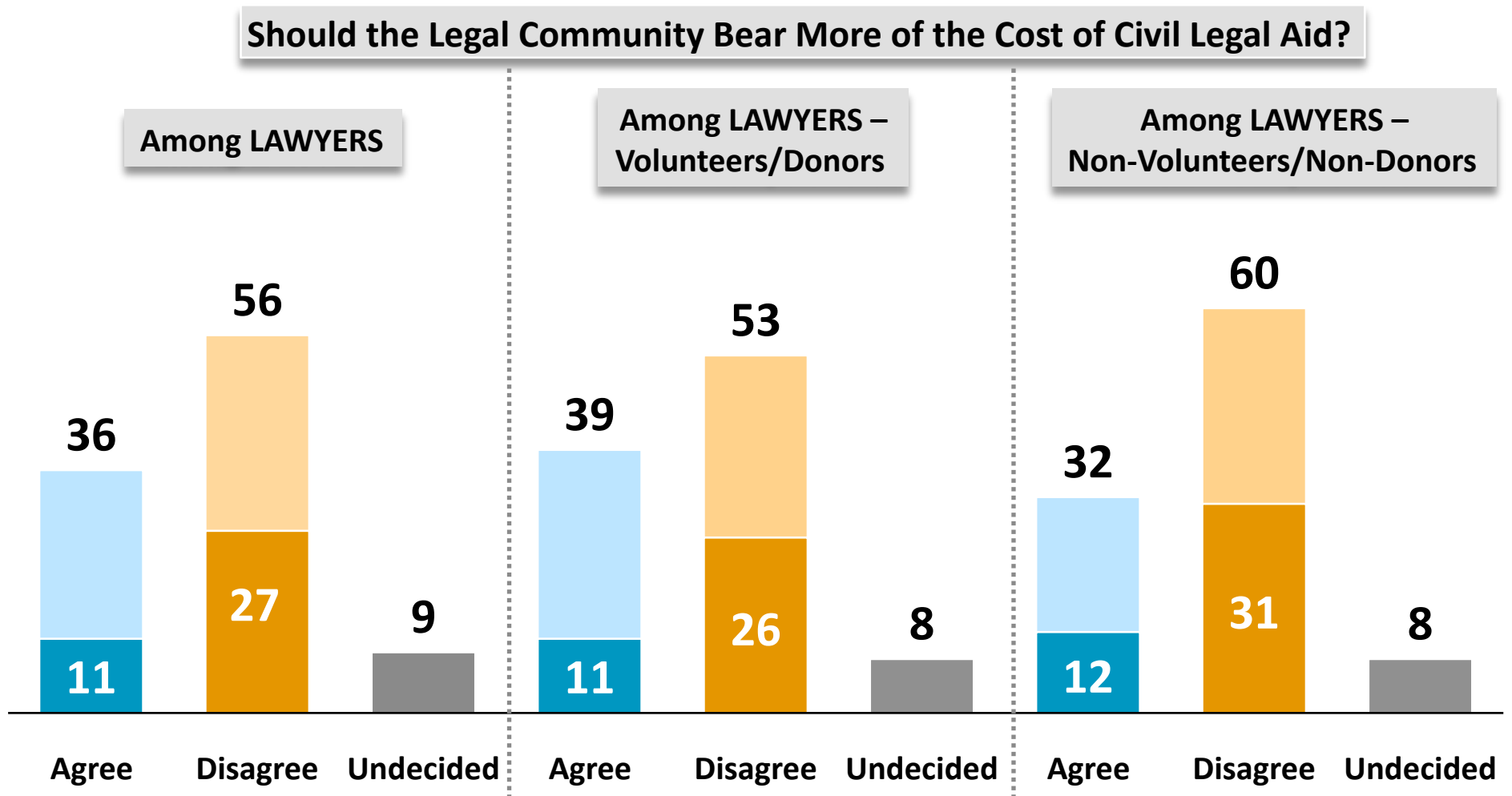
*"Our **state legislature** needs to put money there...period." – woman; solo/small firm, donor*



*"...when the federal government said they were cutting back...that's not necessarily a bad thing...I **like communities taking care of communities**...They may give them some funds, but if every community at least had some guidance on how to do it and how to do the fundraising, then I think that's more effective. **It seems like when you get federal money that there's a lot of waste.**" – man; medium firm, donor*



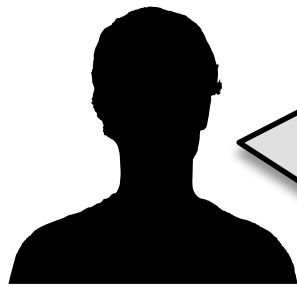
Lawyers tend to disagree with the notion that the legal community should bear more of the cost of Civil Legal Aid. Current or previous volunteers and donors and non-participants share this view.



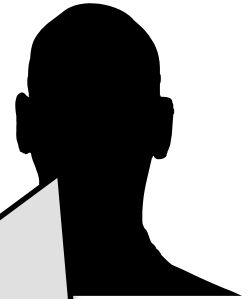
**Darker colors indicate intensity*

Do you agree or disagree that the legal community should bear more of the cost of Civil Legal Aid than it currently does? [IF AGREE/DISAGREE] And do you feel that way strongly, or not-so strongly?

In interviews, objections to the legal community contributing more to Civil Legal Aid were primarily voiced by non-donors. However, a few donors also did not want the legal community to be singled out. A few donors did think the legal community should pay more, but also voiced their concern that they were in the minority on the issue.



*"So unless the dynamics of legal employment shifts back to the good old days where you know attorneys are making a whole lot of money, **I just don't think it's fair.**" – man; large firm, non-donor*



*"**Lawyers**, as a group, from my perspective, **contribute a significant amount of money and time** and services towards the very things that you have talked about. So the idea of some sort of **mandatory match for lawyers to me is a little odd.**" – man; medium firm, non-donor*

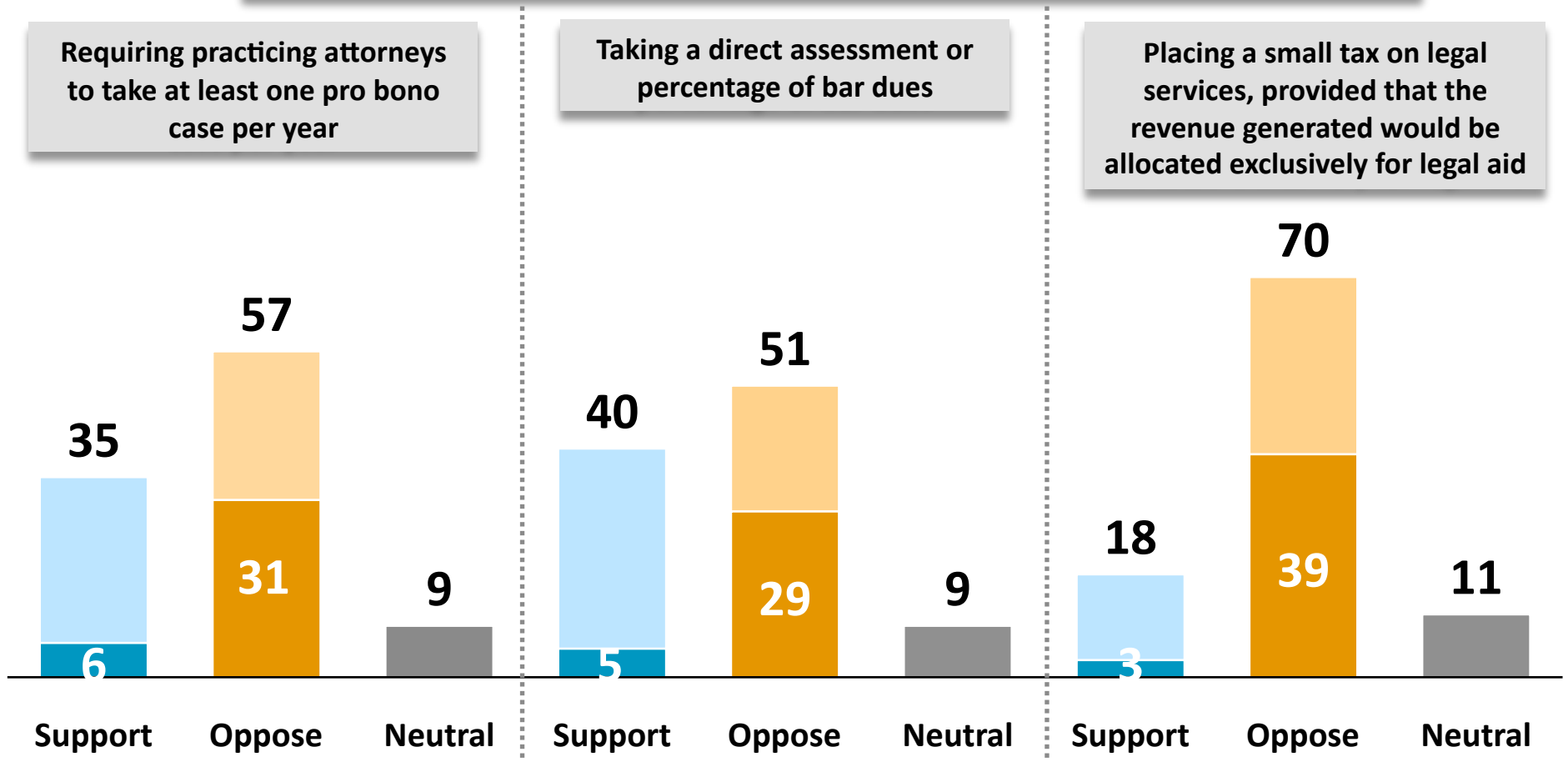
*"**I don't necessarily think it's fair** to put it on the legal community because it's not their problem." – woman; medium firm, non-donor*



*"You know I think the best thing we can do is to donate our time and our skills to do that. **I don't know why the legal profession in particular should be singled out** because it's a societal issue." – man; medium firm, donor*

Lawyers are adamantly opposed to taxing legal services, but are somewhat divided on the notion of taking a direct assessment or percentage of bar dues.

Support for Ways Lawyers Can Bear More of the Cost of Civil Legal Aid



*Darker colors indicate intensity (Strongly support = 10; Strongly oppose = 0)

Some have suggested that the legal community should bear more of the cost of Civil Legal Aid. Please rate the following, on a scale from 0-10, where 10 means STRONGLY SUPPORT, 0 means STRONGLY OPPOSE, and you can be anywhere in between with 5 meaning you are unsure, as a means to increasing funding for Civil Legal Aid.

Messaging and Communications

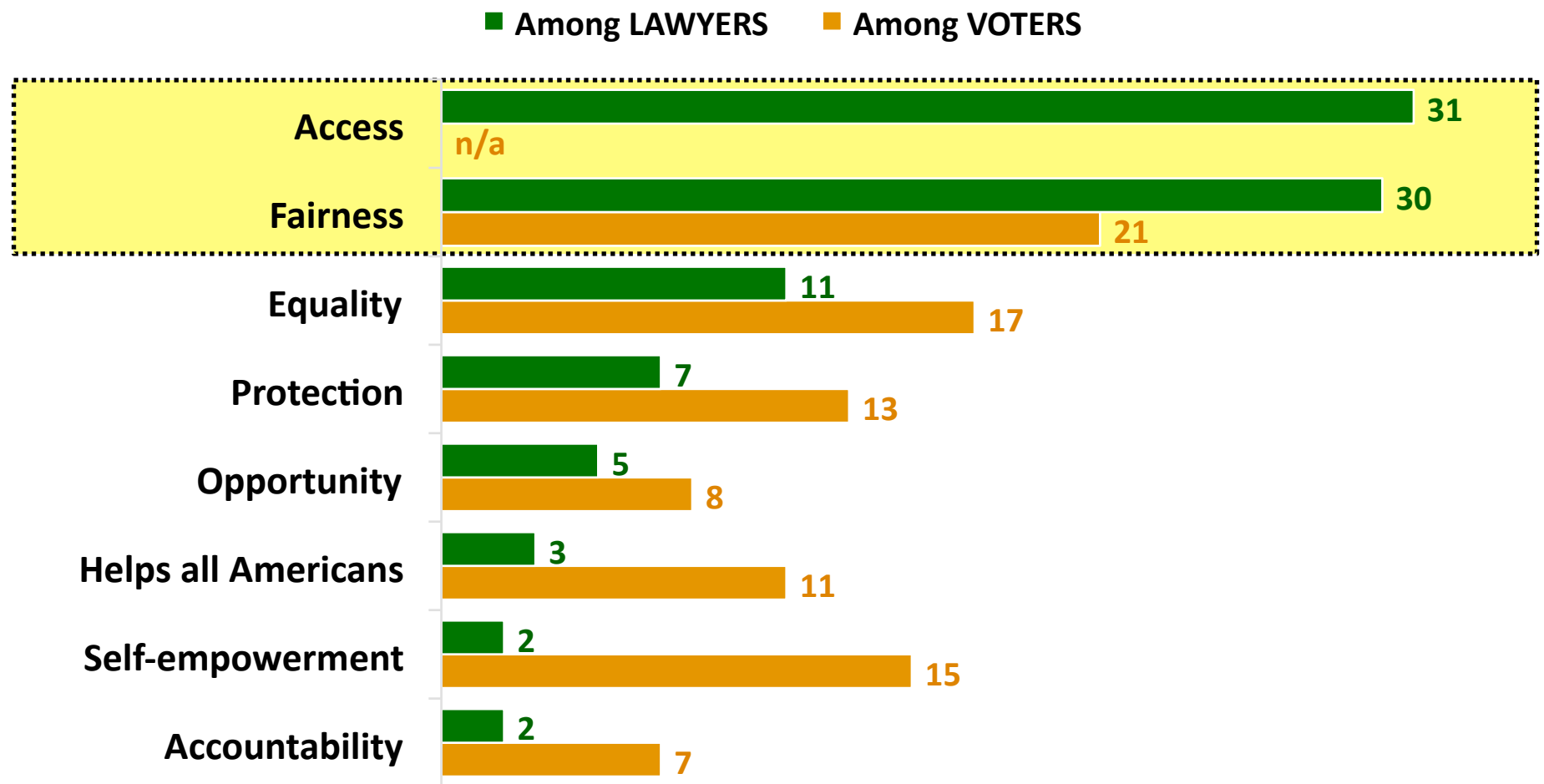


The '2-minute sound bite' created out of the 2013 research among voters resonates with lawyers, particularly current or previous volunteers and donors. Themes of equality and justice work equally well among voters and lawyers. The 'Direct Appeal' message has more reach with those who are not involved and could prove fruitful in expanding the donor base.

Lawyers are most responsive to hearing how Civil Legal Aid protects vulnerable populations, a stark difference from the research and recommendations for voters.

Access and fairness are the two key values associated with Civil Legal Aid among lawyers and voters alike. Values-based messaging works best with promoting ideas to lawyers as well as voters.

Value Most Associated with Civil Legal Aid



After reading all of this information about Civil Legal Aid, what do you most associate with the program? Please pick one option.

The previous research among voters led to the development of the ‘2-minute sound bite’ message. It incorporates the most effective values-oriented language in gathering support for increasing funding for Civil Legal Aid. In the most recent phase of this study, we found that the ‘Direct Appeal’, evoking commonly-held experiences and values of the legal profession, could be particularly effective in addressing lawyers, but that its added value was especially high among lawyers who are prospective donors and volunteers.

CURRENT MESSAGING STRATEGY TOWARD VOTERS – ‘2-MINUTE SOUND BITE’

Civil Legal Aid assures fairness for all in the justice system, regardless of how much money you have. It provides access to legal help for people to protect their livelihoods, their health, and their families. Civil Legal Aid provides access to information—whether through easy-to-understand forms, including online forms; legal assistance or representation; and legal self-help centers—so people can know their rights. Civil Legal Aid also helps streamline the court system and cuts down on court costs. When we say the Pledge of Allegiance we close with “justice for all.” We need programs like Civil Legal Aid to ensure that the very principle our founding fathers envisioned remains alive: justice for all, not the few who can afford it.

POTENTIAL NEW MESSAGING STRATEGY TOWARD LAWYERS – ‘DIRECT APPEAL’

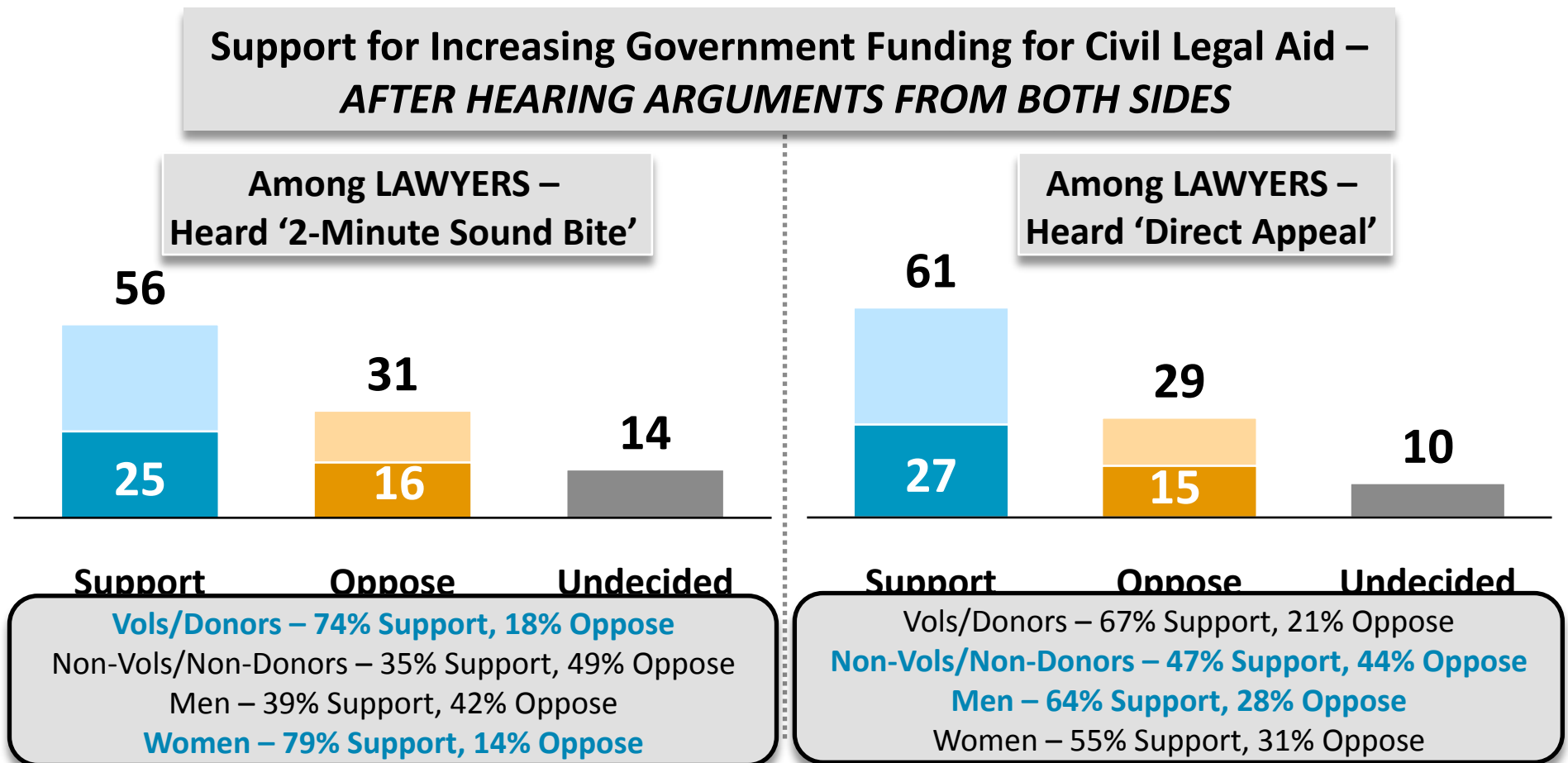
As lawyers, we know first-hand the value and necessity of quality legal representation. We see victims of domestic violence, abused children, and families losing their homes all too frequently because they cannot afford a lawyer. We have a professional responsibility to help others in our community gain access to the justice system to protect their rights, their freedom, their homes, their livelihoods, and their families. Legal needs studies have consistently found that less than 20% of low-income people get the legal assistance they need, and funding per eligible person has dropped drastically in recent years. This is too much of a crisis for lawyers like us to not get involved. Supporting civil legal aid is a way to work for justice and access for all.

In addition to hearing either the '2-minute sound bite' or the 'Direct Appeal', lawyers also heard a statement in opposition to increasing government funding for Civil Legal Aid. Below is the comprehensive language of the strongest attacks.

OPPOSITION STATEMENT


Civil Legal Aid is an expensive, government-funded welfare program that only contributes to our costly overreliance on big government. We cannot fund everything, and government has basic responsibilities to the American people that it must fulfill first and get the deficit down. There are better ways to safeguard rights without taking more of our hard-earned tax dollars. Plus, the people who would have to pay the bill, middle-class families, do not qualify for the program even though they may not be able to afford a lawyer and need legal help. We need to invest our tax dollars in better schools, public safety, and other vital programs that benefit us all, not just a few. Civil Legal Aid already gets enough of our tax dollars, it doesn't need more.

After simulating an engaged debate of hearing both a message in support and opposition for increasing government funding for Civil Legal Aid, both positive statements work well when it comes to maintaining majority support for increasing government funding and limiting the reach of the opponents' argument. The 'Direct Appeal' is slightly more effective overall, largely because of its support among non-volunteers and non-donors—suggesting the utility of a direct appeal message strategy in donor prospecting. However, the '2-minute sound bite' is the more effective approach in communicating with current or previous volunteers and donors—and with voters.




Sometimes over the course of a survey like this, people change their minds. Would you support or oppose increasing government funding for this program, or are you undecided? [IF SUPPORT/OPPOSE] And do you feel that way strongly, or not-so strongly?

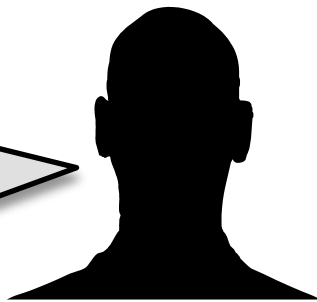
The '2-minute sound bite' connects with lawyers on an inherent values level of equality of access and justice for all. It also helps explain what Civil Legal Aid does, which is needed to increase interest in the program among lawyers who are not volunteering time or donating money to Civil Legal Aid. However, there was some pushback that Civil Legal Aid streamlines the court system. They liked the idea that Civil Legal Aid *could* streamline the system, but were skeptical about the veracity of the statement and regarded it more as an overstatement or wishful thinking.




*"Many of them, but I liked the bit about the **Pledge of Allegiance**. Again, I don't know why I sometimes view this as like this competing interest between liberals and conservatives, but I feel that that phrase about the Pledge of Allegiance **may pull some of those conservative folks in and make them think about it a little bit differently**." – man; solo/small firm, donor*



*"The very end, that it's you know, **justice is one of our founding principles** and it's not just for the rich. That's really **pretty powerful**." – woman; medium firm, non-donor*

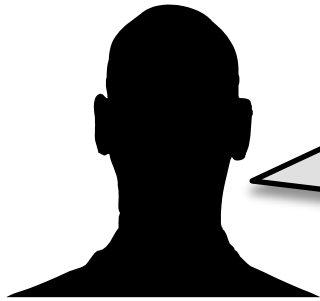


*"...you know in terms of getting funding, you know I think that's a **pretty good argument**." – man; large firm, non-donor*



*"Well I just thought it did a good job of **explaining what Civil Legal Aid** is and also the **reason we would want to be involved in it**." – man; medium firm, donor*

A direct appeal message also worked well with participants in the one-on-one interviews, particularly with those who were non-donors. As a result of the interviews, the language of the direct appeal was updated for the survey to include the vulnerable populations served as well as the problems of the funding crisis. These additions strengthened the message as shown by the quantitative data.



*"I don't know, as a lawyer, I **could relate** to that a little bit better. And it made me **aware of my cynicism** and I felt a little guilty about it."*
– man; medium firm, non-donor



*"...what I liked about it, was that it **showed unity among the legal community** as sort of **speaking to a particular set of values** that are sort of attending to this issue that we're discussing."*
– woman; medium firm, non-donor

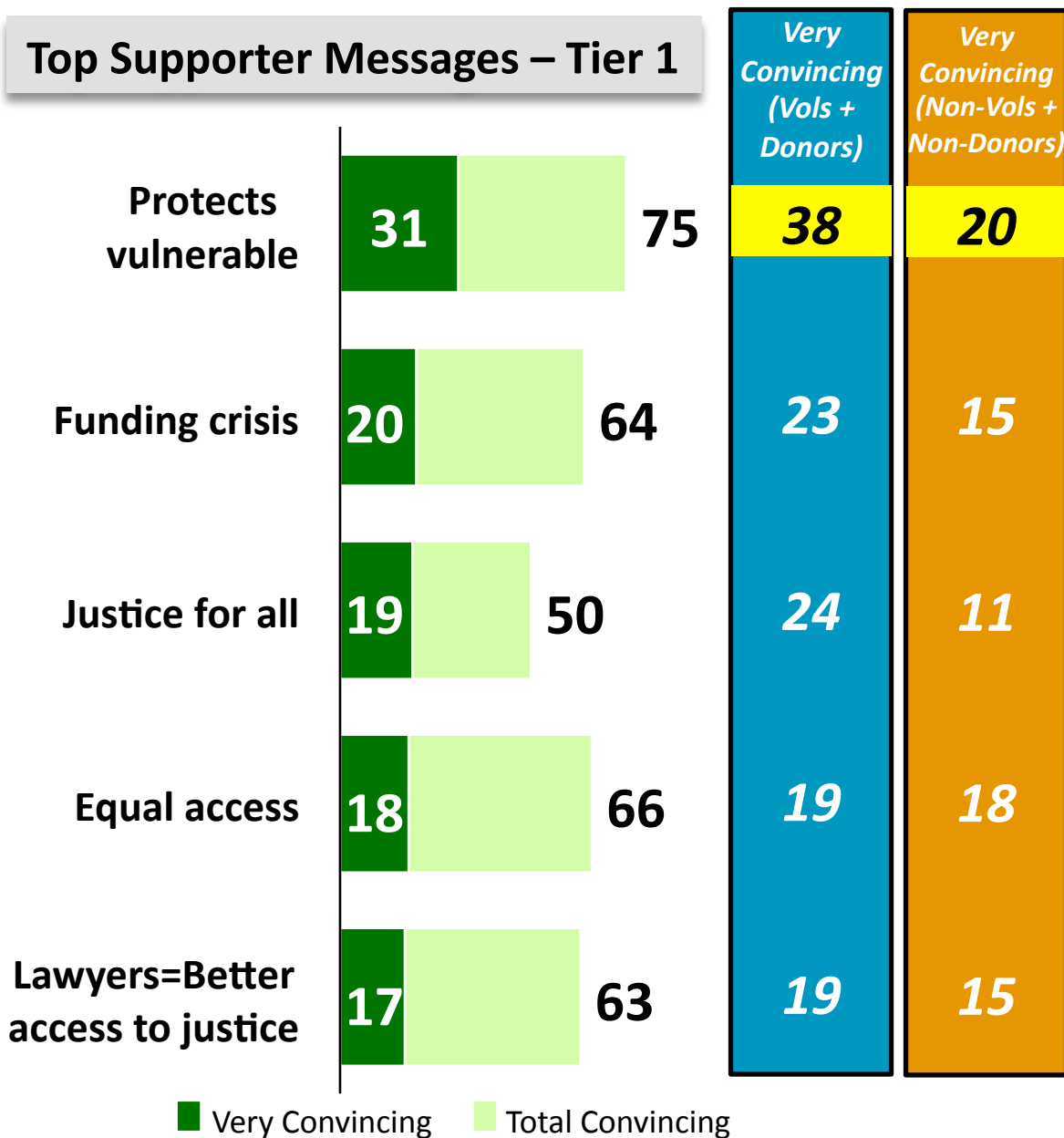
*"I think that if you sort of made a **direct appeal to the lawyer**, like the one that was made in the third example, with the specificity or the identification of the **specific populations that could be served** and the **type of work that Civil Legal Aid performs**, I think that it is sort of a combination of the two of them that **might have the most impact**."*
– man; solo/small firm, donor



Many of the successful messages with voters—such as assuring equality and access to justice for all—also work well with lawyers.

However, the strongest message with lawyers is that Civil Legal Aid protects those with nowhere else to turn—a key difference from the 2013 findings among voters. While a detailed account of the vulnerable populations most helped by Civil Legal Aid is a less effective approach in communicating with voters (who see themselves as plenty vulnerable), it is the strongest message—in reach and intensity—in communicating with lawyers.

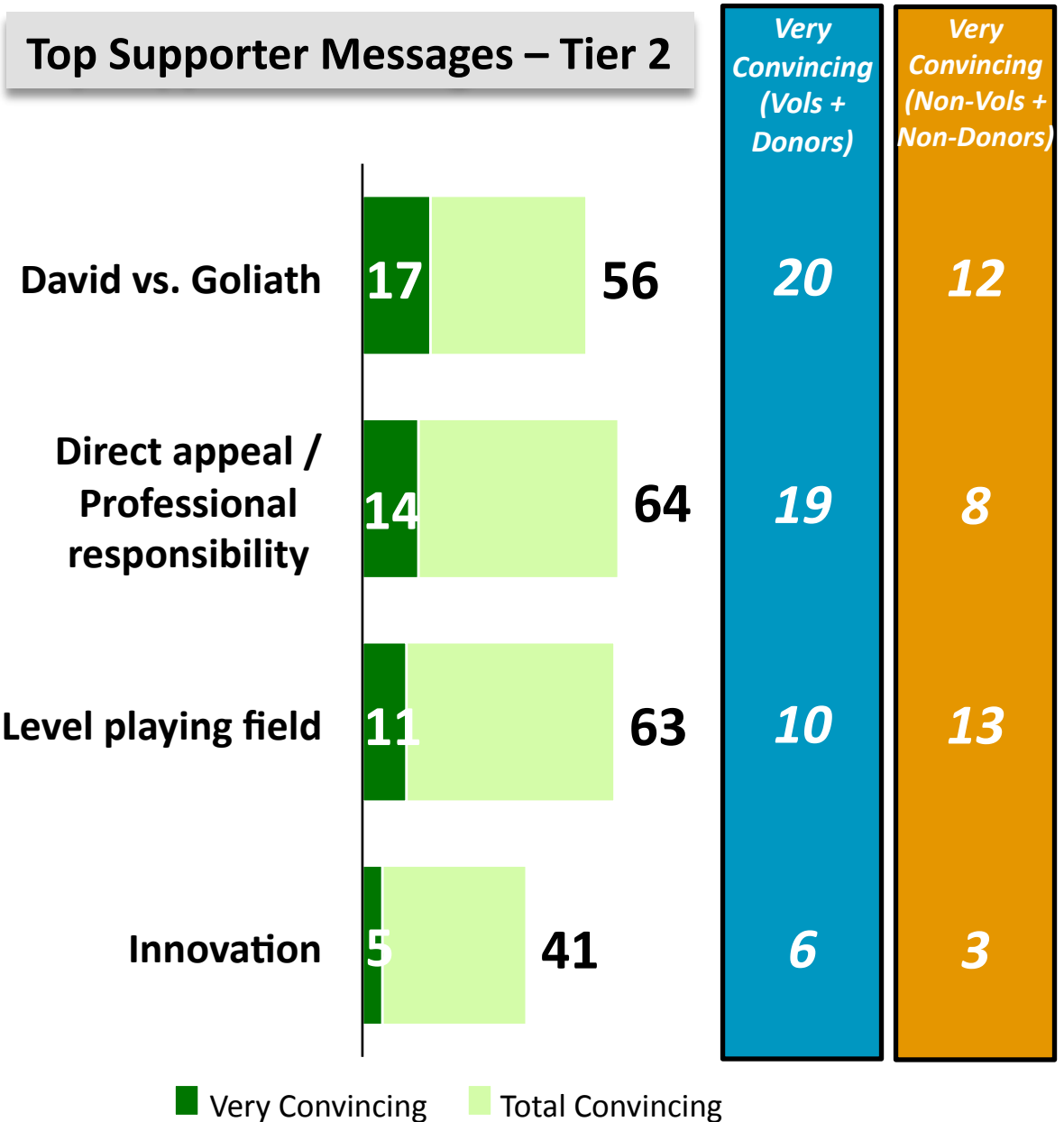
In addition, it is useful with lawyers to highlight the current funding crisis and focus on lawyers being the intermediary to creating better access to justice.



Now you will read messages in support of increasing funding for Civil Legal Aid. Please indicate whether the statement you read is a very convincing, somewhat convincing, not too convincing, or not at all convincing reason for you to donate to or volunteer for Civil Legal Aid programs.

The second tier of messages resonates very little with lawyers. The text of the ‘Direct appeal/ Professional responsibility’ message, tested here, is less effective than arguments about the key values that are upheld by Civil Legal Aid. The ‘Direct Appeal’ tested earlier includes the vulnerable populations that are most served by Civil legal Aid and the realities of the funding crisis. Nestling those arguments within a more intimate appeal to lawyers invokes commonly-held experiences and principles of those who work in the legal profession and therefore receives more support.

Talking about Civil Legal Aid as a leader in innovations in the industry fell flat with lawyers.



Now you will read messages in support of increasing funding for Civil Legal Aid. Please indicate whether the statement you read is a very convincing, somewhat convincing, not too convincing, or not at all convincing reason for you to donate to or volunteer for Civil Legal Aid programs.

Across the board, the top testing message is protecting the vulnerable, except in the Midwest. Lawyers in the Midwest, who are the toughest target, prefer the ‘David vs. Goliath’ message, although it invokes similar values—protecting those who cannot afford help and increasing access to justice—as the top testing message. The direct appeal has some reach with medium size firms and could prove particularly useful with this less interested group.

% Very Convincing	All	Vols/ Donors	Non- Vols/ Non- Donors	Firm Size			Region			
				Solo or Small	Medium	Large	NE	MW	S	W
Protects vulnerable	31	38	20	34	25	32	38	13	32	39
Funding crisis	20	23	15	20	17	24	31	14	15	18
Justice for all	19	24	11	22	12	11	26	13	20	13
Equal access	18	19	18	19	15	21	22	18	10	25
Lawyers=Better access to justice	17	19	15	19	13	20	22	19	12	17
David vs. Goliath	17	20	12	18	15	16	19	24	10	18
Direct appeal/ Professional responsibility	14	19	8	14	21	13	12	22	12	13
Level playing field	11	10	13	11	12	13	9	12	10	13
Innovation	5	6	3	4	6	11	1	13	2	6

Text of Top Supporter Messages – Tier 1

Protects vulnerable: Civil Legal Aid protects people with nowhere else to turn. Civil Legal Aid groups provide legal representation for victims of domestic violence, families dealing with threats or neglect from absentee landlords, as well as children, seniors, and veterans who are denied access to health care or benefits. Ensuring that Civil Legal Aid is adequately funded means that we are not turning our back on the most vulnerable and helping them gain access to the civil justice system.

Funding crisis: The facts are plain – more people need legal aid now than ever, but the resources are not there. In the past decade, as poverty rates have risen the funding per eligible client has dropped by almost 60%. Legal aid programs turn away two of every three people who qualify for services due to lack of resources. It is estimated that a staggering 80% of serious legal needs of low-income people go unmet due to grossly insufficient funding. This prevents access to the justice system that all Americans deserve.

Justice for all: When we say the Pledge of Allegiance we end it with “justice for all”. However, today, too many people are left without access to justice. Civil Legal Aid exists to make sure every American has access to justice, regardless of how much money they have. We need programs like Civil Legal Aid to ensure the very principle our founding fathers envisioned remains alive: justice for all not the few who can afford it.

Equal access: Civil Legal Aid ensures equal access to justice under the law. It provides access to legal help for people who cannot afford it otherwise, especially when it’s necessary to protect their livelihood, their health or their family. The quality of justice should not depend on how much money you have. Civil Legal Aid provides the fairness and equal access to justice that all Americans deserve.

Lawyers=Better access to justice: Lawyers who donate to or volunteer for legal aid programs help increase access to justice. Everyone benefits when lawyers can provide advice and legal services to those who qualify for legal aid because courtrooms run smoother, cases are handled properly, and their knowledge and expertise can help clients navigate the complicated legal process. All of this translates to better access to justice, including those who do not qualify for Civil Legal Aid because systems get set up to best serve those in need.

Text of Top Supporter Messages – Tier 2

David vs. Goliath: Civil Legal Aid helps people without legal knowledge or resources stand a fair chance against those who could block their access to justice. Too many times people are forced to live with their rights trampled and their economic livelihoods put at risk simply because they cannot afford legal advice and help. Civil Legal Aid gives the little guy—and gal—the people without money and power, the opportunity to defend themselves against unlawful behavior.

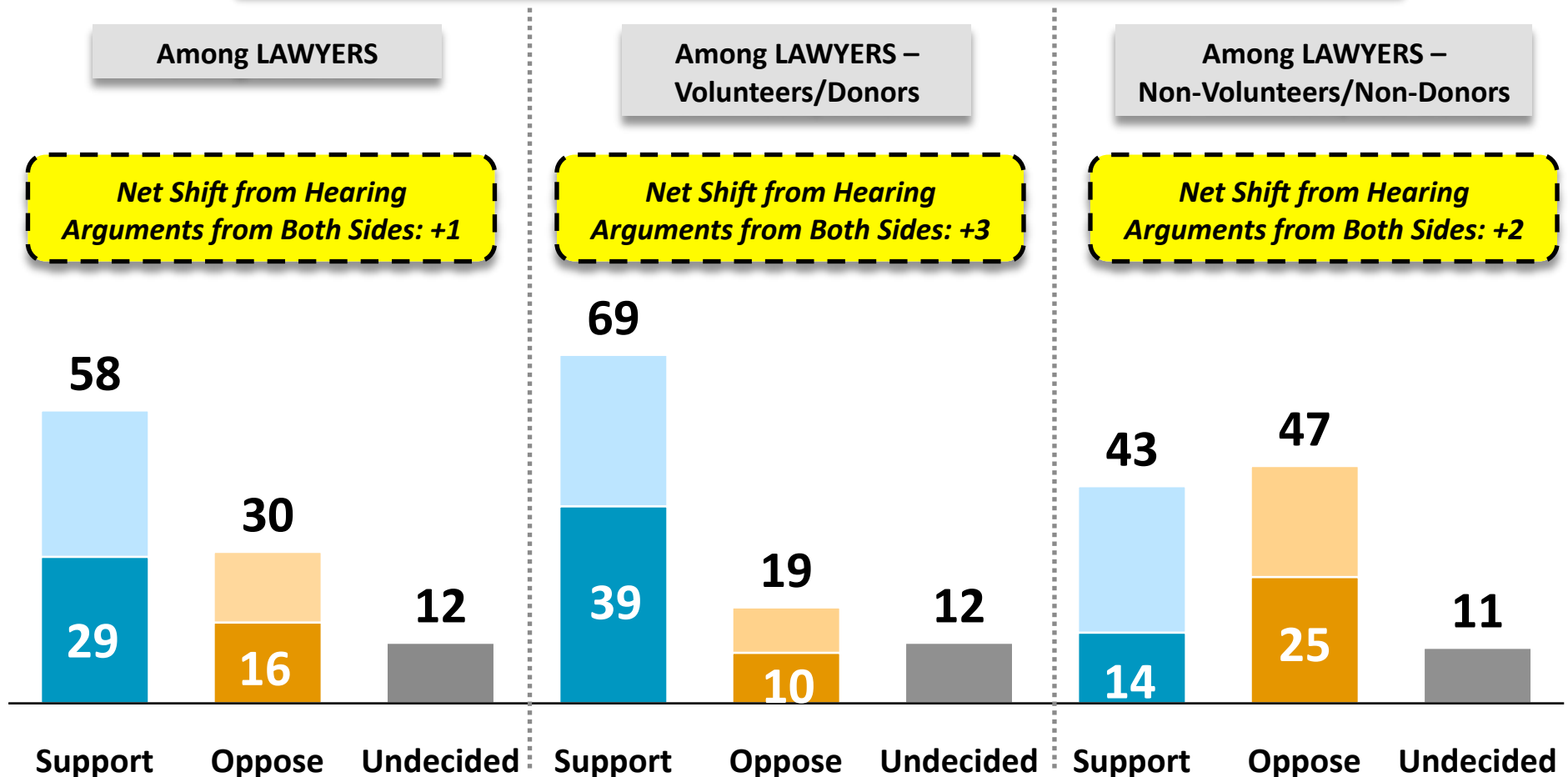
Direct appeal /Professional responsibility: As lawyers, we know first-hand the value and necessity of quality legal representation. We also see the lack of access Americans face with the civil justice system and how that costs people their rights, their freedom, their homes, their livelihoods, and their families. We work every day for justice for our clients and have a professional responsibility to assure access for others. Supporting Civil Legal Aid is a way to work for justice for all.

Level playing field: Civil Legal Aid levels the playing field for everyone, including those who do not qualify for the program. It provides access to legal help for people who cannot afford it otherwise, especially when it's necessary to protect their livelihood, their health or their family. The quality of justice should not depend on how much money you have. Civil Legal Aid provides the fairness and access to justice that all Americans deserve.

Innovation: Many experts believe that Civil Legal Aid leads the legal profession when it comes to innovations and new technology, making it easier for all Americans to access information and know their rights. Creative programs, from easy-to-understand forms provided to everyone, regardless of their income, to legal self-help centers, limited-representation services from non-lawyers, and services short of full-scale representation, are benefiting the civil justice system by making legal proceedings more accessible and efficient for all.

Positive messaging helps regain some of the fall-off in support from exposure to the attack on increasing government funding for Civil Legal Aid. A majority of lawyers continues to support increasing government funding for Civil Legal Aid. However, non-volunteers and non-donors still show some hesitance, indicating that even a formidable communications strategy may never win over broad swaths of those who are not currently involved. Early engagement is key to establishing positive relationships with Civil Legal Aid programs.

Support for Increasing Government Funding AFTER MESSAGES



Sometimes over the course of a survey like this, people change their minds. Would you support or oppose increasing government funding for this program, or are you undecided? [IF SUPPORT/OPPOSE] And do you feel that way strongly, or not-so strongly?

Messaging provokes some lawyers to express likelihood to get involved with a Civil Legal Aid organization. However, likelihood is fairly low, especially among non-participants. Lawyers in small or solo firms are the most likely to get involved.

Likelihood – Get Involved with a Civil Legal Aid Organization

**Asked After Messaging*

Overall:

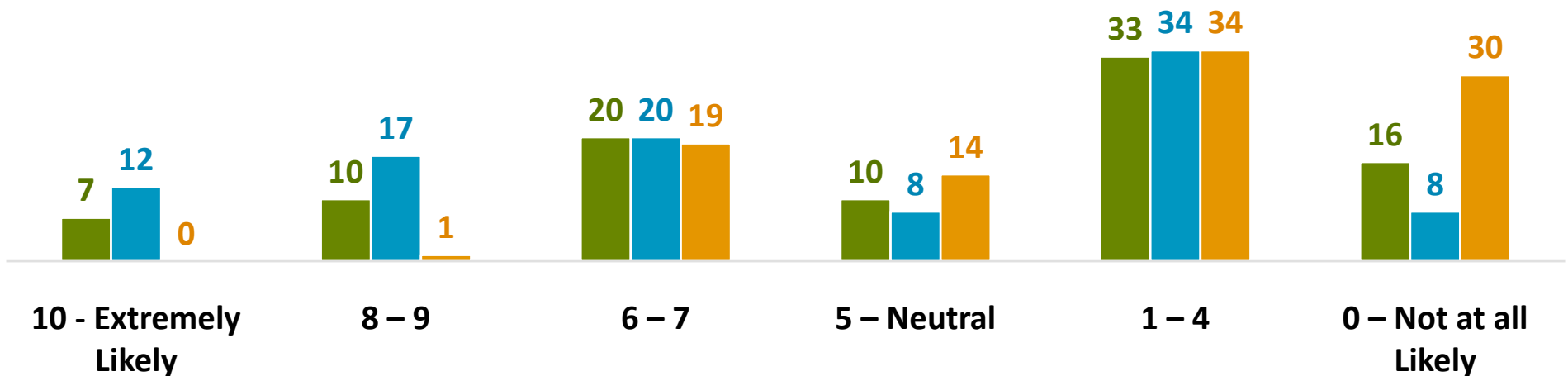
18% Very Likely (8-10)*

Volunteers/Donors:

29% Very Likely (8-10)

Non-Volunteers/Non-Donors:

1% Very Likely (8-10)



Among Small/Solo Firm:

20% Very Likely (8-10)

Among Medium Firm:

15% Very Likely (8-10)

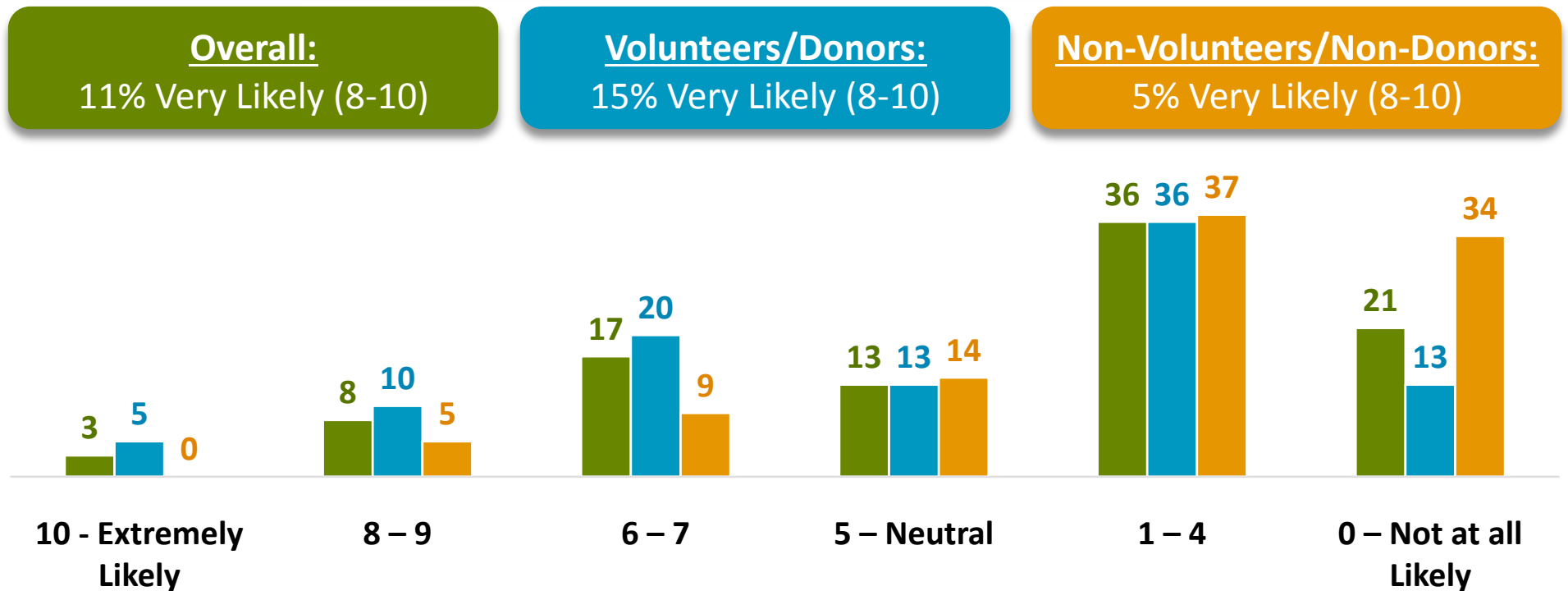
Among Large Firm:

12% Very Likely (8-10)

*All numbers are rounded to the nearest whole number. Adding individual numbers together may result in a higher total number due to rounding.
After reading all of this, on a scale from 0-10, where 10 means extremely LIKELY, 0 means NOT AT ALL LIKELY, and you can be anywhere in between.
How LIKELY are you to get involved with a Civil Legal Aid organization?

Likelihood to give a monetary donation to a Civil Legal Aid program is also low. Even current or previous volunteers and donors express limited likelihood of donating.

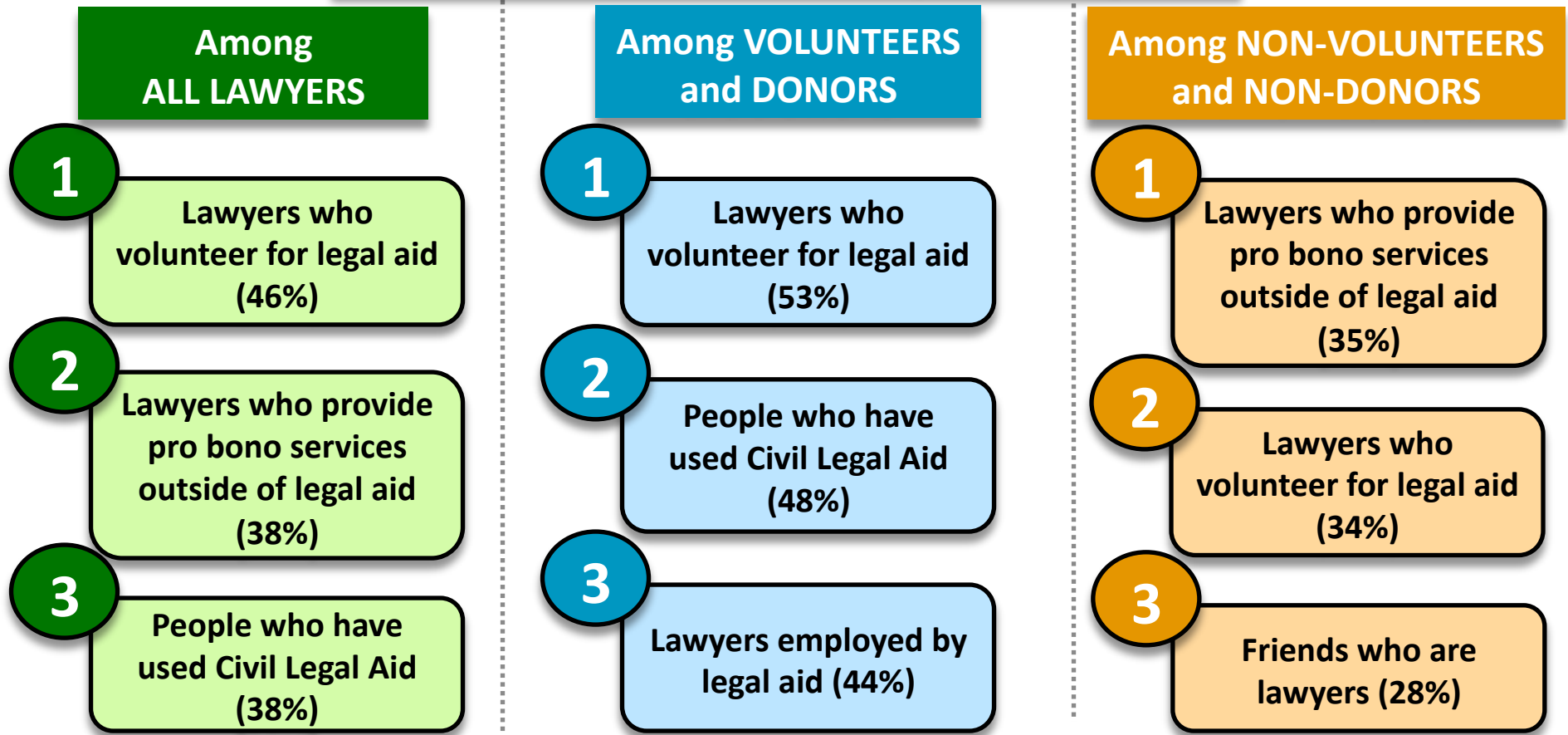
Likelihood – Give Money to a Civil Legal Aid Program **Asked After Messaging*



After reading all of this, on a scale from 0-10, where 10 means extremely LIKELY, 0 means NOT AT ALL LIKELY, and you can be anywhere in between. How LIKELY are you to give money to a Civil Legal Aid program?

Lawyers are more likely to listen to other lawyers who volunteer for legal aid, lawyers who have experience doing pro bono work, or people who have benefited from legal aid. These groups are strong validators for Civil Legal Aid programs and can help grow the donor base. Those who are not involved are less persuaded by people who have used Civil Legal Aid.

Potential Validators for Civil Legal Aid Programs



(People who have used Civil Legal Aid 23%)

Who do you or who would you listen to on this issue? Please click all that apply.

Tapping into lawyers' sense of their professional responsibility and their ability to increase access to the civil justice system will be key to expanding the donor base. These are the most compelling reasons to get involved. Additionally, a direct appeal can be especially powerful in reaching out to new donors.

What is the most compelling reason for YOU to either donate or volunteer your services to Civil Legal Aid programs?

**Asked After Messaging*

*"Because **I believe access is denied to too many people** because they either can't afford it or don't know how to get it; **and as an attorney, I have a responsibility to do something.**" – open end response from lawyer, donor*

*"To give back to the community. Believe that you have an **ethical obligation** as an attorney." – open end response from lawyer, volunteer*

*"I feel an **obligation as an attorney** to increase access to justice in the legal system. I cannot afford to donate money, but I can afford to donate some time." – open end response from lawyer, volunteer*

*"**Equal opportunity to justice for all.** I've seen too many ridiculously confused people in court trying to navigate the legal system on their own because they can't afford a lawyer. The court can only help so much while still staying neutral. **Lawyers need to step up and volunteer.**" – open end response from lawyer, does not donate or volunteer*

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