



**LOUISIANA BAR
FOUNDATION**
FUNDING CIVIL LEGAL AID

Request for Proposal

Speak Out for Justice! Focus on Civil Legal Aid – Public Awareness

The Louisiana Bar Foundation (LBF) is seeking proposals from qualified individuals for a new program called *Speak Out for Justice! Focus on Civil Legal Aid*. The purpose of this program is to support the LBF's educational goals by increasing visibility and understanding of the vital need for civil legal aid services for those who cannot afford them.

Background

Civil legal aid is free legal assistance provided to help people facing non-criminal, civil legal challenges. While every American has a constitutional right to an attorney in criminal matters, when it comes to civil matters, access to an attorney is not a fundamental right.

LBF is the state's largest funder of civil legal aid. We partner with a trusted network of more than 70 organizations that lead community driven efforts to help families facing non-criminal, civil legal challenges. Our goal is to make sure that all Louisianians, regardless of their background or income level, have access to the civil legal services that they need.

Through grants, we assist women, children, elderly people, people with disabilities, people who are newly unemployed, those facing loss of their homes, disaster victims, veterans and military families, and many others get the legal aid they need. These services go to the very heart of the health, safety, and security of many of our citizens and their families.

As the 4th most impoverished state in the nation, Louisiana has 1,789,925 people who are potentially eligible for free civil legal aid. Sometimes, civil legal aid is the only thing standing between a family's ability to be self-sufficient and poverty. For many Louisiana citizens facing this crisis, an effective and powerful response must include civil legal aid.

As a high poverty state with limited resources, Louisiana has a pressing need for increased investments in civil legal aid services. It is vitally important to spread the message that civil legal aid is an essential component of philanthropic efforts to improve the economic, social, and health conditions for low-income people and their communities.

Speak Out for Justice! Focus on Civil Legal Aid Purpose

The purpose of Speak Out for Justice! Focus on Civil Legal Aid is to partner with content creators to increase visibility and understanding of the vital need for civil legal aid services in Louisiana for those who cannot afford them.

The LBF seeks to partner with content authors to produce short articles, podcasts, videos, commercials, and other content that are current and relevant to the topic of civil legal aid.

This project should reflect the creativity of the applicant, so there is no set media type that is preferred, as long as the proposal reflects the parameters of the Speak Out for Justice! Focus on Civil Legal Aid educational theme.

We anticipate media types may include (but are not limited to):

- Podcasts
- Series of written content such as blog posts, news articles, interviews, reports, etc.
- Publication
- Video(s)
- PSAs
- Social media content
- Art including murals, digital art, studio art, etc.

Honorarium

Each selected author will receive a \$500 - \$2,500 honorarium, depending on content. Terms will be outlined in an agreement with each recipient. Half will be paid upon contract and the remainder upon completion and acceptance of the work.

Goals and expectations

The draft work must be submitted to the LBF no later than the designated date outlined in the contract. Following any editing required to put the work into final form, LBF agrees to distribute the material in a manner consistent with the author's purpose, as agreed upon by the author and the LBF.

The completed work will prominently designate the author's name and title, among others if applicable, and reference Louisiana Bar Foundation as the sponsor. The author shall maintain full rights to re-publish, reprint, revise, or adapt the designated work, but agrees to provide LBF credit and attribution as the document's original sponsor.

Qualifications

Proposals will be accepted from the following:

- Law professors
- Law students
- Public Relations, Marketing, Digital Design students

- Judges
- Public interest attorneys
- Reporters/writers
- Artists
- Others with a hope of reaching a wide audience on the topics of civil legal aid

Proposal Submission

Authors must submit their proposal by mail, email, or hand-delivered to:

Dee Jones, Marketing Manager

Louisiana Bar Foundation

1615 Poydras Street, Suite 1000

New Orleans, LA 70112

dee@raisingthebar.org

Proposals must include

- Scope of Work (SOW)
- Methods for addressing the SOW
 - Encouraged are two case studies of similar work or examples of other work
- Amount of time it will take to complete project
- Proposed media type to be used
- Three references

Proposal Due Date

September 24, 2021 Proposals submitted after the deadline will not be considered.