

## PALADIN MESSAGING TEMPLATES

### INTERNAL INVITATION MESSAGE:

*To further our firm's commitment to impactful pro bono work, we are excited to announce that we are launching the [Paladin](#) platform. Paladin connects attorneys to pro bono opportunities in their areas of interest via an intuitive, user-friendly interface. You'll be able to visit the Paladin opportunity database any time to view available pro bono matters and sign up for trainings, clinics, and other pro bono events. You'll also begin receiving a weekly email digest of opportunities curated to your preferences.*

*Join us on **[DATE/TIME]** for a 15-minute virtual event to preview the Paladin platform and hear from the pro bono team. Prior to the event, you will also receive an email invitation to set your pro bono preferences and begin browsing the opportunity database for your area.*

*We hope that you will join us for the launch event, and use Paladin to connect with new pro bono projects. If you have any questions about Paladin or the firm's pro bono program, please contact **[REDACTED]**.*



**LSO OUTREACH MESSAGE:**

Dear [LSO Partner],

We're thrilled to let you know that we're now using [Paladin](#) to help us manage our pro bono program. As a part of this, we're delighted to invite you to start using their simple online referral tool to send us available opportunities.

Paladin's platform is free for our legal services partners and, if desired, has features that may be valuable to help manage your pro bono program more broadly. For more information about the platform and how to activate your free account, please visit the [Paladin Resource Center](#). Once activated, Paladin will reach out to provide you with all the training necessary to effectively utilize the tool!

We will be launching in [ ] and anticipate good engagement during this period. It would be great to have your organization included as we kick off!

## INTERNAL FOLLOW UP MESSAGE:

As many of you know, to further our firm's commitment to impactful pro bono work, we launched a new pro bono platform, [Paladin](#). We are happy to report that all offices now have access to the platform. With that, we wanted to offer some tips for how to enhance your pro bono experiences through Paladin:

1. **Browse available pro bono opportunities!** Log into your Paladin account and browse the opportunities available for your office. Simply click on the following [link](#) to get started.
2. **Set your preferences within your Paladin account!** This will allow us to provide you with pro bono opportunities that are tailored specifically to your interests, skillset, and availability. For more information on how to set your preferences, please click [here](#).
3. **Sign up for one (or two... or three) more pro bono opportunities!** As many of you know, we are currently asking all attorneys to engage in at least [ ] hours of pro bono. Paladin can help! Simply log into your dashboard and express interest in an opportunity that inspires you. For more information on how to express interest in an opportunity, please click [here](#).

Paladin's opportunity database is now available any time to view available pro bono matters and sign up for trainings, clinics, and other pro bono events. You'll also receive a weekly email digest of opportunities curated to your preferences.

Please reach out with any questions!

## INTERNAL MESSAGING - SETTING PREFERENCES:

Hello Everyone,

*This is a friendly reminder to set (or update!) your pro bono preferences within the Paladin platform. Setting preferences allows Paladin to provide you with pro bono opportunities that are tailored specifically to your interests, skillset, and availability. For example, if you are looking to get involved in a reproductive justice matter, setting "Reproductive Rights" as a preference will ensure that you are alerted to any available matters in your weekly pro bono digest.*

*Updating your preferences only takes a few minutes! Simply complete the following steps:*

- 1. Log into Paladin and click on your name in the top right corner to see the dropdown menu*
- 2. Click on "Your Preferences"*
- 3. Select the different types of pro bono projects you are interested in and click save!*

*If you have any questions, please feel free to contact the Paladin team at [support@joinpaladin.com](mailto:support@joinpaladin.com) or see the following [article](#) for more information.*