

# Opportunities: Create Effective Titles

The purpose of pro bono opportunity titles is similar to book titles: they need to grab the attention of the intended audience. What makes an effective pro bono title?



## Getting Started

Grab the attention of volunteers using this simple structure to create dynamic titles!

[Action Word] [Who] [What]

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### Action

Help [The WHO] [The WHAT]

Include action words to provide a sense of urgency or importance.

Sample Action Words:

- Help
- Assist
- Advise
- Research
- Draft
- Create
- Consult on
- Present
- Support
- Represent
- Empower
- Negotiate
- Conduct
- Give Advice to

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### Who

Help Father of Four [The WHAT]

Describe the individual(s) or organization the volunteer will be helping, to begin building a connection.

Sample "Who" Descriptors:

- Afghan child
- Mother of Two Detainee
- Small Business Owner Female Entrepreneur Queer Activist
- Local Artists Collective
- Performance Artist

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### What

Help Father of Four Obtain Lost Wages

Be specific about the type of legal work that is needed.

### Bonus

If this is a limited time commitment opportunity or scheduled event, include this information in the title, as well!



Reach out to Danielle LoMastro, Community Growth Manager, at [danielle@joinpaladin.com](mailto:danielle@joinpaladin.com) to learn about recent developments!