

Pro Bono Opportunity Worksheet: Create Effective Titles

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

Simple structure to help create titles that will grab the attention of volunteers!

[Action Word] [Who] [What]

1

Start with an **Action Word**:

Help [The WHO] [The WHAT]
Write your answer here.

2

Next, let's add the Who:

Help Father of Four [The WHAT]

3

Last, let's add the What:

Help Father of Four Obtain
Lost Wages

Here are three tips that lead to volunteer interest!

- 1** Action: Include action words to provide a sense of urgency or importance.
 - 2** Who: Describe the individual(s) or organization the volunteer will be helping, to begin building a connection.
 - 3** What: 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!

Sample Action Words

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

Sample "Who" Descriptors

- Afghan child
- Mother of Two
- Detainee
- Small Business Owner
- Female Entrepreneur
- Queer Activist
- Local Artists Collective
- Performance Artist
- Economic Empowerment Non-Profit
- Single Father
- Veteran and Mother of Four
- Elderly Home Owner
- DV Survivor
- Refugee Fleeing Religious Persecution
- Racial Equity Collective