



2012 LEADERSHIP DEVELOPMENT TRAINING

The Westin Arlington Gateway, 801 North Glebe Road, Arlington, VA 22203
Tentative Agenda as of May 1, 2012 (Subject to Change)

This Summer

You must book your travel and complete the [registration form](#) no later than August 20, 2012.

Please watch for e-mails with details about the pre-event webinars you will be required to view, including **Friday, September 7, 2012 at 2 pm EDT.**

Monday, October 22, 2012

TRAVEL DAY FOR WEST COAST FELLOWS

For those Fellows who will travel on Monday, October 22, a hotel guest room will be provided.

Tuesday, October 23, 2012

Morning

ARRIVE AT LEADERSHIP DEVELOPMENT TRAINING

You must be at the hotel and ready to begin at Noon on Tuesday, October 23, 2012.

Noon to 4 pm

OPENING SESSION AND KEYNOTE

The Equal Justice Works staff will welcome you and highlights the national vision of our work, new organizational programs, and support for Fellows. Additionally *Joey Coleman, Chief Experience Composer for Design Symphony*, will offer the extremely informative and highly interactive keynote session.

Whether you plan to put your law degree to work in the non-profit sector as a future executive director, start your own law firm, or be a star associate, the most important factor in your career success stems from your ability to manage and hone your "personal brand." Your personal brand is what you are known for - the special value you provide to a team, an organization, or a project. Everyone has a personal brand. Asking, "What is my personal brand?" and "How am I promoting my personal brand as part of my career and life development?" will help you to develop and maintain a personal network to support your project, your personal ambitions, and your career. Fellows will assess their personal brand attributes, package them in a compelling way, and practice promoting these attributes to potential allies, funders, and project supporters. Attendees will leave the session with tools for determining their key brand qualities and creative suggestions for packaging and marketing. Remember, if you don't brand yourself, someone else will.

4 - 5:30 pm

ISSUE AREA GROUPS

6 pm

OPENING RECEPTION

Wednesday, October 24, 2012

8 to 9 am

BREAKFAST

9 am to Noon

MASTER SKILLS TRAININGS

You may choose two of the four master skills, one in the morning and one in the afternoon. Please pre-register for your preferred sessions.

During Equal Justice Works' engaging master skills sessions, you learn simple, yet powerful tools for developing your project and creating a career that has a positive impact on the world around you. These sessions are based on the best practices of some of our most successful alumni and national experts. All master skills sessions include activities are lively and dynamic, featuring group sharing and self-reflection. **Please [choose one session](#) in each timeslot and note pre-requisites.**

STRATEGIC PROJECT PLANNING, presented by [Zoe Fogarty](#) of [KPMG](#)

If you don't know where you are going, any road will get you there. -- Lewis Carroll

A strategic plan helps to provide direction and focus for your project work, fundraising, and potential growth. Research has repeatedly shown high performing organizations have some sort of formalized strategic plan and have implemented it well. On the other hand, those organizations or projects that struggle typically have no plan in place or struggle to successfully implement the plan. This session will explore what strategy means in the context of your Equal Justice Works Fellowship, why it is important to spend time developing a strategy, how to develop your strategy, and identify five critical success factors needed to achieve their strategy. Fellows will leave understanding the fundamentals of strategic planning and have their own strategy outlined.

This same session is offered again in the afternoon.

MESSAGING AND STRATEGIC COMMUNICATION, presented by [Mark Shields](#) of [Spitfire Strategies](#)

Knowing what to say and who to say it to are undeniable cornerstones of an effective strategic communications plan. Unfortunately, these two pieces of the puzzle are often the hardest ones to figure out. Effective messaging is about sharpening the focus and making a few strong points that key audiences will remember and act upon. Director Mark Shields will give you an overview of the Smart Chart – a strategic communications planning tool that offers a practical approach to developing communications programs by guiding Fellows through the choices that must be made to put a successful plan in place. This session will go over the objective you are looking to achieve, the current landscape in which your project is operating, and on choosing the right audiences on which to focus your communication efforts. We will then discuss how to reach the audiences most important to your efforts by tapping their values and crafting clear, compelling messages that resonate with the selected group. Spitfire will discuss strategies for identifying the most appropriate communications tactics for each audience and our tips for incorporating evaluation into your planning so your efforts stay on track. Fellows will leave understanding how to determine which audiences they need to reach, craft tailored messages that will resonate with these audiences, and the process of developing messages simpler, more efficient, more effective, and a lot more fun.

This same session is offered again in the afternoon.

EQUAL JUSTICE WORKS 2012 LEADERSHIP DEVELOPMENT TRAINING
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ADVANCED PROJECT FUNDRAISING, presented by the [Foundation Center](#)

"With just a little more money, I could do so much more..." Fellows often find themselves in a catch-22: not enough time or know-how to fundraise but limited by funds to fully achieve their project goals. A successful nonprofit project or organization has clear objectives, a development plan that supports those objectives, and diversified funding streams. The Foundation Center will present two sessions. Both will explore the planning process for diversifying your project's financial support.

The morning session is for Fellows who have an understanding of development basics and have already had success in raising some revenue. This hands-on session will teach how to determine your project's income strategy and apply the cost/benefit analysis to different revenue options. This session will look closer at identifying your best funding prospects: understanding the costs and value of different funding sources; assessing the direct, indirect, and hidden costs of a new revenue stream.

Session Prerequisite: This session is for Fellows who have had previous success in fundraising.

MAXIMIZE YOUR IMPACT: BEGIN NOW!, presented by TBD.

In this all-alumni, interactive session, you will discuss the various strategies for having maximum impact in your Fellowship project. For example, you've discovered something that cries out for a systemic solution or you've been approached by a local coalition to lend your expertise to a broad campaign for change. What to do? This session will discuss the various tactics Fellows have used to have maximum impact. Tactics to be discussed will include: policy research and analysis and what to do with it when it's done, working with community organizers, when and how to develop impact litigation cases and how to partner with (or hand your case off to) civil rights organizations, national organizations, or law firms. The panelists will cover what you can and cannot do within Legal Services Corporation, AmeriCorps and IRS 501(c)(3) restrictions. The session will cover how to choose tactics, offer practical tips for effectuating the tactics, and provide examples of successful (and not so successful) use of various tactics in Fellowship projects and other legal services/social justice related organizations. Please bring your current issues that are begging for a systemic solution. This is a session for all Fellows and assumes only basic knowledge of the various impact strategies and how to employ them. Participants will get more out of the session, however, if you come prepared with a specific example of a problem facing your client community.

Noon to 2 pm

REGIONAL LUNCH AND EXECUTIVE DIRECTOR ADDRESS

2 to 5 pm

INTENSIVE SKILLS TRAININGS

PROJECT FUNDRAISING, presented by the [Foundation Center](#)

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The afternoon session is for Fellows who have no development experience or those who want an overview of fundraising basics. This interactive session will provide an overview of the process of strategically thinking through the components of a fundraising plan, including fundamentals of fundraising planning, foundation fundraising, individual donors, government funding, and grassroots tactics. You'll learn how to take stock of your project's strengths and assets, identify fundraising goals and funding partners, prepare a fundraising event plan and calendar.

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[MAXIMIZE YOUR IMPACT: NEXT STEPS](#), presented by TBD.

This is an **advanced session** and is intended for those who have identified a client or community problem that is ripe for a broad impact strategy, or for those who have an impact strategy, as opposed to direct client work, as the centerpiece of their Fellowship project. In this all-alumni, interactive session, you will discuss the various strategies for having maximum impact in your Fellowship project. For example, you've discovered something that cries out for a systemic solution or you've been approached by a local coalition to lend your expertise to a broad campaign for change. What to do? This session will discuss the various tactics Fellows have used to have maximum impact. Tactics to be discussed will include: policy research and analysis and what to do with it when it's done, working with community organizers, when and how to develop impact litigation cases and how to partner with (or hand your case off to) civil rights organizations, national organizations, or law firms. The panelists will cover what you can and cannot do within Legal Services Corporation, AmeriCorps and IRS 501(c)(3) restrictions. The session will cover how to choose tactics, offer practical tips for effectuating the tactics, and provide examples of successful (and not so successful) use of various tactics in Fellowship projects and other legal services/social justice related organizations. Please bring your current issues that are begging for a systemic solution.

[STRATEGIC PROJECT PLANNING](#), presented by Zoe Fogarty of [KPMG](#)

See description above.

[MESSAGING AND STRATEGIC COMMUNICATION](#), presented by [Mark Shields](#) of [Spitfire Strategies](#)

See description above.

Thursday, October 25, 2012

8 to 9 am

BREAKFAST

9 to 11 am

FIRST YEAR FELLOWS WORK GROUP

Being responsible for launching a project as a new lawyer is both exciting and daunting. We will talk about how to navigate your Fellowship. This session for will offer a chance to learn and share your Fellowship expectations and tools for success.

9 to 11 am

SECOND YEAR FELLOWS WORK GROUP

After completing a successful first year, many of you are thinking about future opportunities. Speakers will offer strategies for sustaining your project beyond the two-year term, whether you remain with your host organization or move on. Fellows will also be joined by [Echoing Green](#), a 25-year year old social venture fund that invests in next generation talent to solve the world's biggest problems.

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11 am to 2:30 pm

EQUAL JUSTICE WORKS FELLOWS WORK GROUP AND BOX LUNCH

What does “sponsor relations” mean, why does it matter, what is expected of you as a Fellow, and how do you do it? This session will provide a brief overview of the importance of connecting and communicating with your sponsor, and outline tools and strategies to help you do so. You will hear from current Fellows about their successful work with their sponsors, and then we will break into groups for a question and answer discussion.

11 am to 1 pm

AMERICORPS FELLOW & HOST WORK GROUP AND BOX LUNCH

This session, for the AmeriCorps Fellows and Host Site Staff, will explore the program and the 2012-2013 regulations. In a conversation led by Equal Justice Works AmeriCorps staff, Fellows and host staff will discuss ways to make the most of the Fellowship year in order to have the greatest possible impact in their communities.

1 to 5 pm

AMERICORPS HOST TRAINING CONTINUED

5 to 10 pm

ANNUAL DINNER - ATTENDANCE IS MANDATORY

The Dinner is one of the foremost gatherings of prominent people in the legal world. The program includes a reception, speeches from this year's awardees, and a seated dinner. Last year's speakers included Attorney General Eric Holder and Massachusetts Governor Deval Patrick, along with the general counsel of a large corporation. Speakers of similar caliber are expected this year.

We expect all Fellows to meet and mingle with dinner guests as “ambassadors” of Equal Justice Works. If your fellowship is being sponsored by a law firm and/or corporation, you will likely meet representatives of your sponsors, as well as other key allies and prominent public interest attorneys. Fellows are expected to attend the Annual Awards Dinner. Business attire is mandatory and men must wear a suit with a neck tie.

You will take the Metro from the training hotel to the Dinner and back again. Metro cards will be provided, and we will travel as a group.

Friday, October 26, 2012

8:30 to Noon

Programming concludes after the Annual Awards Dinner. Book your return flight to take advantage of the optional Friday office hours (8:30 am to Noon) and please consider staying for the Equal Justice Works Conference & Career Fair to represent your host site.

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AGENDA AT A GLANCE

Tuesday	Wednesday	Thursday	Friday
Morning Arrive	8 to 9 am Breakfast 9 am to Noon Intensive Skills Trainings <ul style="list-style-type: none"> • Strategic Project Planning • Messaging and Strategic Communication • Advanced Project Fundraising • Maximize Your Impact: Begin Now! 	8 to 9 am Breakfast 9 to 11 am First Year Fellows Work Group Second Year Fellows Work Group	8:30 to Noon Departure Office hours Conference & Career Fair
Noon to 4 pm Opening Session & Keynote	Noon to 2 pm Regional Lunch and Executive Director Address	11 am to 2:30 pm Equal Justice Works Fellow Work Group and Box Lunch	
4 - 5:30 pm Issue Area Groups	2 to 5 pm Intensive Skills Trainings <ul style="list-style-type: none"> • Project Fundraising • Maximize Your Impact: Next Steps • Strategic Project Planning • Messaging and Strategic Communication 	11 am to 1 pm AmeriCorps Fellow & Host Work Group and Box Lunch 1 to 5 pm AmeriCorps Host Training Continued	
6 pm Opening Reception		5 to 10 pm Annual Dinner - Attendance is mandatory	