

WHAT'S THE BIG IDEA?

What public interest law practice area or social justice issue are you most passionate about and why?

NOTE: It also helps to have a demonstrated and proven commitment to the issue area.

Do any established organizations already focus on this issue? Who are they, and how do they address the problem?

NOTE: Just because an organization already focuses on a particular issue, doesn't mean you can't!

What services *don't* those organizations provide that are needed by their client populations?

NOTE: You may have to do some research for this question! Don't be afraid to talk to organizations and tell them your ideas.

How can you and/or your organization help fill in those service gaps?

NOTE: This is the main inspiration for your BIG IDEA!

DRAFTING THE PITCH

Your Basic Idea

Example: "A community-based legal aid organization that provides expungement services to veterans with criminal records."

Why is the project needed?

Including data and statistics is always helpful in articulating why your solution is needed to address the problem.

How will the project operate?

It's helpful to walk yourself through the "experience" your project is offering – be detail-oriented!

Why are you the right person for this project?

Think about your skills, expertise, contacts, and passion. You are the driving force for the entire project.