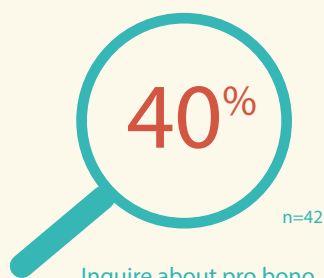


Legal departments are in a unique position as consumers of law firm services to encourage pro bono efforts and address the gap in access to justice. In addition to providing pro bono legal services and partnering with outside counsel on pro bono efforts, in-house counsel increasingly consider pro bono in their evaluation of law firms.

## 2020 CPBO Challenge® Survey

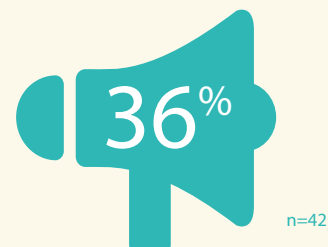
The Corporate Pro Bono Challenge® initiative is the industry standard for in-house pro bono. More than 185 general counsel, including those at over 86 Fortune 500 companies, have agreed to encourage at least 50 percent of their legal department staff to engage in pro bono, and to encourage their outside counsel to engage in pro bono. For more information, see [www.cpbo.org/challenge](http://www.cpbo.org/challenge).



Inquire about pro bono in RFPs (Request for Proposals)



Consider pro bono performance when evaluating a firm



Encourage outside counsel to join the Law Firm Pro Bono Challenge® initiative

“At Accenture, being a responsible business is in our DNA. So, as we evaluate partners, those who share our **commitment** to making a **positive impact in their communities** really do stand out.”

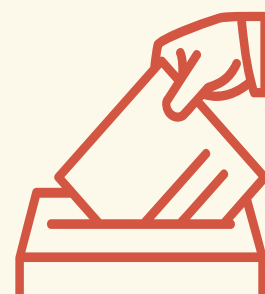
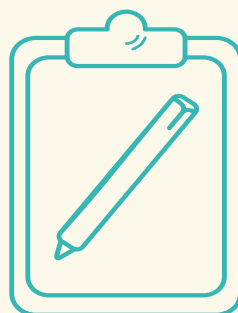
Joel Unruch, General Counsel & Corporate Secretary  
Accenture

“If you want to be one of our vendors, you need to show that you share our **values**, and one of the ways you could do that is through **pro bono** work. It is a great way to build a relationship with a client that goes **beyond the paying arrangements** you may have.”

Darryl Bradford, Former EVP and General Counsel  
Exelon Corporation  
Jenner and Exelon: A Business Case for Pro Bono, Bloomberg BNA

## Sample RFP Language

The [Company] Legal Department recognizes that it has a special responsibility, both within and outside our organization, to foster and encourage the provision of pro bono legal services to those in need. To underscore the importance that we attach to pro bono efforts, law firms will be evaluated based upon demonstrated commitment to pro bono work. We request that you provide a statement of your firm’s commitment to and plan for providing pro bono legal services. In addition, we would like you to share any ideas you may have about partnering with [Company] to perform pro bono work for the greater community.



## 2020 CPBO Benchmarking Report

CPBO invited Corporate Pro Bono Challenge signatories and additional legal departments that participate in CPBO programs and initiatives to participate in our 2020 Benchmarking Survey. The following data reflects responses to questions asked in the 2020 Benchmarking survey about legal departments’ practices when partnering with law firms:



Enter into pro bono partnerships with law firms



Partner with firms it does not have a prior relationship with