



Geaux Casual for Pro Bono 2015

The Baton Rouge Bar Foundation (BRBF) invites you to join in the 4th annual Geaux Casual for Pro Bono jeans day fundraising competition! All proceeds from Geaux Casual benefit the BRBF Pro Bono Project.

The BRBF Pro Bono Project has provided free legal services to the Baton Rouge community for more than 30 years! Feel free to customize your event to “suit” your workplace culture. YOUR support will allow us to continue serving the most vulnerable residents of our community.

Celebrate National Pro Bono Week, October 25-31, 2015.

Employees at participating workplaces are asked to donate \$5 (or more!) to wear jeans to work on **Friday, October 23, 2015** (or any day your office designates).

Competitors will be divided into categories based on firm size.
The top workplaces will be honored with a plaque and in the *Around the Bar* magazine.

Office size (including support staff):

Small: less than 11 employees

Medium: 11 to 25 employees

Large: More than 25 employees

How do we participate?

- **To enter the contest**, your workplace will need to contact Caroline at the Baton Rouge Bar Foundation, and choose the date to hold your jeans day.
- **Collect donations** either in advance of or on the day of Geaux Casual for Pro Bono. Donations can be made by check (payable to “BRBF”), online at brba.org (Visa, MC, Amex, Discover) or cash. Please do not send cash through the mail. If you collect cash donations, please arrange for a pick-up or drop-off with Caroline.
- **Turn in donations** to the Baton Rouge Bar Foundation immediately following your jeans day.

For more information or to register your workplace, please contact Caroline Cooper at caroline@brba.org or 225-214-5558.

New for 2015

On the day of Geaux Casual for Pro Bono (October 23rd), take pictures with everyone in their jeans and link it back to The Baton Rouge Bar Foundation with the hashtag, **#GeauxCasual2015**

Tips for Success

- **Put a small team or one person in charge.** It will help to have champions for this event within your office – people who will agree to send emails, convene a gathering, encourage employees to participate and explain to them what a difference BRBF makes.
- **Set a goal.** Whether it is the number of people participating or a dollar amount. In previous years, our large firm winner, Taylor, Porter, Brooks & Phillips, matched all donations made by their staff.
- **Treat your team.** Consider making a donation on behalf of your support staff or an associate working with your firm.
- **Provide a prize for your team.** Encourage participation by offering a prize drawing for those who make a donation.
- **Make it your own!** Every office has its own culture and camaraderie, but a little interoffice competition can make this event take off.
- **Make it visible!** Share our promotional materials with your office. Ask Caroline for details about free stickers your workplace can distribute to participants.

Special thanks to all firms that participated in 2014!

Participating firms were *Baker, Donelson, Bearman, Caldwell & Berkowitz; Baton Rouge City Court; Kean Miller; McGlinchey Stafford; Phelps Dunbar; Shows, Cali & Walsh; Taylor, Porter, Brooks & Phillips, LLP; Breazeale, Sachse & Wilson; Division of Administrative Law (Baton Rouge office); The Family Court of East Baton Rouge; Southeast Louisiana Legal Services; Walters Papillion Thomas Cullens, LLP; The Juvenile Court; Akers & Wisbar; and Baton Rouge Bar Foundation.*

2014 Geaux Casual for Pro Bono Winners:

Large firm: *Taylor, Porter, Brooks & Phillips, LLP*

Medium firm: *The Family Court of East Baton Rouge*

Small firm: *Akers & Wisbar*

THANK YOU!

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