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Attorneys Help Nonprofits Navigate the World of Technology

While a for-profit corporation might readily utilize technology and have access to expert advisers when launching a new tech product, nonprofits have to consider all of the associated costs before starting such a venture. Keeping abreast of advancements in technology can be a fiscal challenge for nonprofits. Providing expert pro bono legal help is one way our volunteers can help our clients preserve funds for programming while keeping in compliance with laws related to operating in a digital environment, utilizing tech to provide services, or providing educational programs in information technology.

Intellectual property rights are essential for arts groups using technology

Pro bono lawyers who provide advice on intellectual property rights offer an invaluable service for nonprofits that produce creative material.

Case Example: Radio Diaries is a documentary production nonprofit organization recognized for its award-winning, first-person audio diaries and histories. Founded in 1999 by journalist Joe Richman, its mission is to uncover the extraordinary stories of everyday life. Radio Diaries sought expert legal help to negotiate a contract with ESPN for production of a podcast about the longest baseball game in history, and to retain certain rights to that podcast. The podcast was slated to be released on ESPN's "30 for 30" audio podcast, but Radio Diaries wanted to additionally release a version on NPR. The transaction also entailed obtaining clearance to use third-party archival materials and music. A volunteer from **Milbank LLP** provided counsel to Radio Diaries on various aspects of this project, including negotiating the contract with ESPN, assisting with title clearances for the podcast, and preparing releases for the podcast contributors. Without such advice, Radio Diaries may not have been able to complete this project. Nellie Gilles, Radio Diaries' Managing Producer, says, "Radio Diaries felt empowered, as a small nonprofit, by the support from Lawyers Alliance and our pro bono attorney throughout our creative collaboration with a large sports media conglomerate to maintain the rights to the story and our work."

Fundraising compliance advice benefits a food security organization

When a nonprofit organization solicits donations online on behalf of other organizations, it needs to understand how to comply with fundraising laws with respect to the solicitations.

Case Example: Food security became a critical issue during the pandemic, but many New Yorkers aren't accessing all available resources.

Lemontree Foods operates a text-message helpline that connects hungry people to free food. Last year, the organization connected more than 45,000 people to food pantries, soup kitchens, and SNAP (Supplemental Nutrition Assistance Program) resources. As part of its work, Lemontree was looking for ways to fundraise for the organizations to which it refers people. Facilitating contributions to third party organizations is a complicated issue. Volunteers from **Fried, Frank, Harris, Shriver & Jacobson LLP** advised Lemontree on how to comply with the disclosures mandated by the New York State Attorney General in connection with solicitation of donations and how to handle a circumstance where Lemontree might not be able to remit a donation to a designated donee. "I was impressed by the depth of insight and quick turnaround that the Fried Frank attorneys brought to our issue. As a small nonprofit, it's a major blessing to have support on critical fundraising issues like this," says CEO Alex Godin.

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Photo Credit: Lemontree Foods

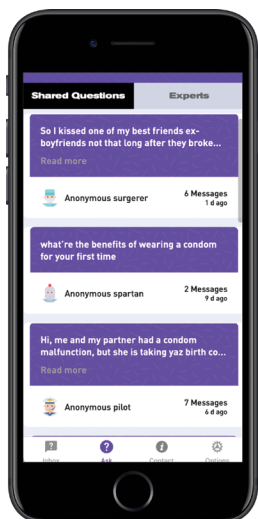
Lemontree Foods' text-message hotline connects hungry people to free food.

Template partnership agreement enables expansion of services through an app

A lawyer's help in preparing a well-crafted template partnership agreement can be instrumental to the growth of a nonprofit organization.

Case Example: Young adults are often caught in situations where going to a parent for help with sensitive issues relating to their health and personal lives can be challenging or intimidating. They might

Young adults can seek expert advice through an app developed by OkaySo.



Graphic: OkaySo

be met with a lack of understanding or with no help at all and are left to cope on their own, possibly seeking inexpert advice from peers. **OkaySo**, which works to improve the physical and mental health of young adults by utilizing technology, has developed an app that allows young people to anonymously seek expert advice on sexual and reproductive health, gender identity, relationships, and mental health, through connections to service providers specializing in these areas. A volunteer attorney from **Clifford Chance US LLP** has prepared a template partnership agreement that OkaySo can use with other partners whose services will be accessible to youths needing guidance. Elise Schuster, co-founder of OkaySo, says, "Partnerships are one of the key ways that we can reach new young people to provide support to them through OkaySo. It was so helpful to think through all of our partnership questions and get support on the contract through Lawyers Alliance and our volunteer attorney. It's made securing those partnerships much easier."

If you are an attorney interested in volunteering, please visit our [website](#).

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