

## RFPs and Pro Bono Contributions

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There may be instances when the Legal Marketing Association needs a significant product or service that requires an official Request For Proposal (RFP). This RFP will be prepared by the LMA staff in conjunction with whichever committee is responsible for the initiative, if applicable. The RFP process and resulting decision must be approved by the LMA Board of Directors or its designate (*i.e.*, the executive director).

The RFP will be distributed to all LMA active members who have designated themselves as service providers. Distribution may also be made to other vendors who are not members of the association. RFPs will also be posted on the Web site in the appropriate section, e.g., sponsorship opportunities, so that all members are made aware of the RFP.

Exceptions to the Rule:

1. Where there is limited time (60 days or less) to make a product or service purchase decision, the association may not be in a position to employ a full RFP process. In these instances, the association reserves the right to undertake a significantly abbreviated process, or simply employ a service provider.
2. On occasion, the association is approached by a supplier offering a suggestion for a sponsorship, service, or program that it would like to sponsor in some significant manner. For LMA to accept the idea but subsequently to initiate an RFP process could ultimately result in fewer opportunities for the association. This would not be in LMA's best interests. In these instances LMA is not obligated to open the RFP process. If LMA accepts the sponsorship, service, or program, the supplier offering the suggestion may be renewed on a right of first refusal basis for one additional year only.
3. The association is fortunate in that it may receive pro bono services or products from its members and others. The phrase pro bono is by its nature an offering that is made without expectation of any reimbursement. LMA will require a specific agreement to cover the nature of the pro bono service or product.

The LMA Board of Directors will determine when pro bono offers will be considered without the RFP process.

These policies shall be published widely to all members of the association. This policy shall also be posted on the Web site.