



## \$30 Million is Set Aside to Hire Minority and Women-owned Law Firms: Is Your Online Platform Ready?

April 19th, 2010 by Kara

In early March 2010 several large corporations declared their commitment to work with the minority and women owned (MWBE) law firms in 2010 and have created the [Inclusion Initiative](#) to challenge other companies to follow their lead.

They will be working closely with the [National Association of Minority and Women Owned Law Firms \(NAMWOLF\)](#) to identify best practices for corporations to maximize relationships with high quality minority and women owned law firms.



[Thomas Sager](#), Senior Vice President and General Counsel of Dupont, this initiative will help to improve chances “that the economic downturn does not disproportionately affect minority and women owned law firms.” Sager also pointed out that many minority law firms are smaller and more cost effective. Sager views this initiative as a way for corporate law firms to cut costs at a time when many law departments are trying to trim budgets.

[The Inclusion Initiative companies will work closely with the National Association of Minority and Women Owned Law Firms \(NAMWOLF\) to identify best practices for major corporations to maximize relationships with high quality minority and women owned law firms throughout the United States.](#)

[“The companies of the Inclusion Initiative and their general counsels are proven leaders on the issue of diversity in the legal profession,” said Richard Amador, Inclusion Initiative task force chair for NAMWOLF. “Their collaboration will provide a successful model demonstrating that law department leadership, tracking and support for utilizing highly-qualified MWBE firms can reap significant benefits for both the companies and the MWBE firms.”](#)

[Contact NAMWOLF for more details](#)

Mastering the tools of social media, aka online brand building is the most viable and cost effective ways to attract the attention of large corporate counsel to your firm’s abilities and want to bring you on to work with their clients.

Social media is not only about sharing your knowledge, but also sharing the knowledge of others and helping your audience grow in their knowledge. The center of your social media informational platform is your blog, so if your firm isn't using one and generating traffic, getting one sooner rather than late is key, so you don't get caught in "catch-up" mode.

Karasma Media offers a [Jumpstart Your Social Media Workshop](#) designed for legal marketers to develop new business and come up with answers to key questions that will accelerate your productivity. [Click here for details](#)

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[Kara works with legal marketers to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want.](#)

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