

The Attorney

James, 36

James is a young defense attorney working in a local district attorney's office in southern New Jersey. Though he usually works on small, civil cases, he is taking on his first-ever criminal case with a juvenile-aged defendant despite having little experience in representing juvenile clients who are being tried as adults. James's office lacks support staff to facilitate case development, so he is doing his own research to prepare for trial.

Values

- James has limited resources and depends on online legal resources and databases. He looks for organizations that have an "attorney's sense" for indexing and formatting their legal resources.
- He is somewhat familiar with the Juvenile Law Center as an organization who functions in the juvenile justice space regionally and nationally, but he has never navigated to its website to conduct legal research.
- Due to his busy schedule and caseload, James is a restless, on-the-go web user and easily jumps from site to site until he finds the keywords or search guides that he's looking for.

Opportunities

- James is a key consumer of the Juvenile Law Center 's "Legal Docket" resources and other research-focused tasks through the website.

Needs

- James is interested in finding resources and strategies specific to legal professionals to help guide his case development and needs a clear path to the Juvenile Law Center's "Legal Docket" section.
- He wants an easy-to-use, research-friendly, and searchable index of the Juvenile Law Center's casework to locate cases that could help him establish legal precedent for his case.
- He expects a logical organization of relevant documentation, metadata, and case files when viewing a case.
- He may be interested in reviewing news items or updates on the Juvenile Law Center's current advocacy work, especially if it relates to his case's focus.

Preferred devices





The Government Representative

Steven, 64

Steven is a mid-career Pennsylvania state house representative. He represents a large district in one the state's most populous cities and his office is particularly focused on social and judicial issues affecting families in his district. As part of his platform, Steven and his staff are looking to introduce a new bill to establish better protections around juvenile life without parole within his state's criminal justice system.

Values

- Steven's commitment to legal and/or constitutional protections for system-affected juveniles is a newer facet of his political platform and he wants to become more educated on the current issues at both the state and national level.
- As a seasoned representative, Steven is increasingly busy with committee and other House affairs; when reviewing policy recommendations or bill drafts, he expects to see key statistics and executive summaries to quickly digest the information.
- He relies heavily on his staff to research, review, and synthesize information from the country's leading policy

Opportunities

- Steven is a key actor in the legal and constitutional dynamics that affect the juvenile justice and child welfare systems and his alignment with the Juvenile Law Center's overall interests could create large-scale, progressive changes for youth and young adults.
- Steven is a high-value voice and representative for juvenile justice and child welfare advocacy issues that establish the Juvenile Law Center's core mission and competencies.
- He and his office are key consumers of the Juvenile Law Center's policy-oriented content and could facilitate disseminating the Juvenile Law Center's expertise and content across state- and federal-level government.
- Steven's advocacy partnership with the Juvenile Law Center could promote regular news updates about his office's activity in this sector, as well as provide a longer-term case study to demonstrate the Juvenile Law Center 's national reach.

Needs

- Steven wants to find an authoritative and trusted voice across legal and social justice organizations that he can depend upon—and potentially partner with—to guide his political advocacy work.
- He and his staff want timely news and updates about the juvenile justice and child welfare systems, especially articles that highlight how state or federal government is responding to these systemic issues.
- He wants impactful and credible statistics or case studies that convey the significance of the criminal justice system to youth locally and nationally.
- He and his staff want a user-friendly, issues-based search interface to review the Juvenile Law Center 's publications and other resources to support their research on juvenile issues.

Preferred devices



The Devoted Donor

Juliana, 62

Juliana is a longtime supporter of the Juvenile Law Center. She is a former corporate attorney based in Philadelphia and clerked for a family law judge during law school. Her past experience working with families has inspired her to support organizations locally and nationally that advocate for the rights of youth and younger adults. She is connected to a large, high-powered community of attorneys and legal professionals as well as other executive-level professionals in the area.

Values

- Juliana prioritizes her support for the Juvenile Law Center and attempts to supplement her regular giving with some form of outreach or fundraising amongst her community of colleagues, friends, and family.
- She likes to connect with her family and friends via social media and looks forward to sending them interesting articles or updates from her favorite blogs and publications.
- She values her ability to translate complex legal issues or decisions for the layperson and is excited when she's able to broadcast to individuals outside of the legal community.

Opportunities

- Juliana is an effective advocate and promoter of the Juvenile Law Center's work, whether it be a major accomplishment or an upcoming campaign.
- She can help encourage others within her professional and personal communities to engage with the Juvenile Law Center as donors or regular blog readers / subscribers.

Needs

- Juliana needs to see the Juvenile Law Center's recent accomplishments prominently featured across the website and in major media publications, including the Juvenile Law Center's acknowledgments in journals and major case decisions.
- She wants statistics and other graphic content related to the Juvenile Law Center's success to share with her social media and personal networks.
- She wants to sign up for the Juvenile Law Center's newsletter and be able to easily peruse the Juvenile Law Center's blog and news content.

Preferred devices





The Grant Officer

Brenda, 43

Brenda is a grant officer for a large, nationally-recognized family foundation. She has worked in the nonprofit sector for the majority of her career and is familiar with a wide variety of social and human rights organizations. Brenda's role as grant officer allows her to closely engage organizations whose work overlaps with the foundation's key initiatives.

Values

- Because of her experience in the nonprofit world, Brenda appreciates organizations with clearly defined mission statements and program structures that effectively communicate how their work is carried out.
- She is geared towards organizations with a solid and active commitment to their base and that are leaders in their particular advocacy or social justice cause.

Opportunities

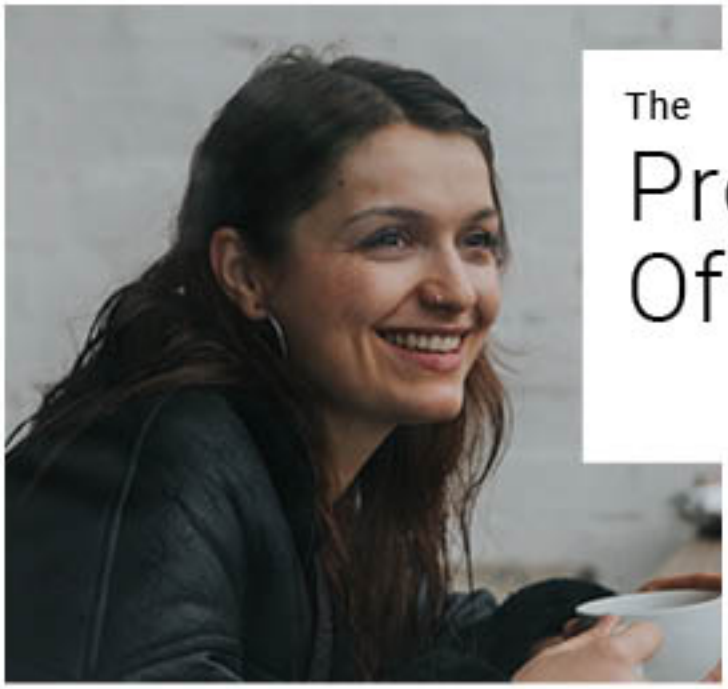
- Brenda is an important funder and supporter of the Juvenile Law Center; her appreciation and familiarity with the Juvenile Law Center could produce a long-term funding and engagement stream for the Juvenile Law Center.

Needs

- Brenda wants to understand the Juvenile Law Center's story and legacy as a nonprofit organization and easily find evidence that demonstrates their long-standing commitment to juvenile justice and child welfare issues.
- She wants to see a sophisticated and seamless program structure that aligns with the Juvenile Law Center's organizational mission, articulates its core initiatives, and is conveyed through a solid messaging strategy accessible to a variety of audiences.
- She would like to see how the Juvenile Law Center's programs or projects connect to large-scale issues in the sector and how the Juvenile Law Center is leading efforts on these fronts.
- She would like to see other foundations or funders that support the Juvenile Law Center as well as access to the Juvenile Law Center's financial information easily.

Preferred devices





The Probation Officer

Samantha, 35

Samantha is a probation officer in Santa Fe, New Mexico and almost exclusively works with youth and young adults involved in the criminal justice system. Samantha often works with her individual clients as well as their families and encounters a variety of underprivileged social backgrounds. She juggles a lot of competing priorities in her day-to-day responsibilities and, due to limited state funding, is one of the few officers in her unit that works with youth.

Values

- Given the nature of her work, Samantha usually meets her clients under time-sensitive or crisis circumstances, so she has limited time to review her client's case before meeting them.
- She feels like there is little institutional acknowledgment, resources, or support at her agency for individuals working with youth in the criminal justice and child welfare systems.
- She is extremely passionate about her role as a youth probation officer and commits herself to limiting the cycle of youth and young adults in the criminal justice system.

Opportunities

- Samantha's work on the ground level means her engagement with youth in the criminal justice system can be directly impacted by resources that the Juvenile Law Center creates.
- She can help spread the word about the Juvenile Law Center as a resource and advocate to other professionals working in the criminal justice and child welfare systems.

Needs

- Samantha is looking for time-saving shortcuts and quick solutions to immediate problems she faces with her clients and their families.
- She wants easy access to resources that facilitate her work as a probation officer or to build her competencies with youth-based criminal justice reform.
- She would like to review high-level statistics, fact sheets, and guides to support her busy work.
- She might consider signing up for the Juvenile Law Center's newsletter to get up-to-date, rich content related to the juvenile justice field.

Preferred devices





The Media

Leo, 28

Leo is a reporter and contributor for a national online publication based in St. Louis, Missouri. He is an assistant editor for the publication's social justice and human interest content. He and his team create both conventional and digital-age journalistic content, including data-driven info-graphics, videos, and photo-driven feature articles. Leonard is interested in expanding his beat to report on the criminal justice system and wants to find an angle that could become a regular series relevant to his national, progressive readership.

Values

- Leo works in a fast-paced, deadline-driven environment and quickly jumps from website to website when doing research for an article.
- He is a quick and perceptive judge of trustworthy and engaging content and only invests his time reading online content from authoritative and credible sources.
- His publication could provide high-quality and captivating journalistic content that the Juvenile Law Center can cross-promote on its own website.

Opportunities

- Leo is a key Juvenile Law Center media partner that can help surface and continually report on issues or causes that the Juvenile Law Center is either directly involved in or can make an expert statement on.
- He can help the Juvenile Law Center further promote its national prominence and allow Juvenile Law Center staff members to be identified nationally as important advocates in the juvenile justice and child welfare systems.

Needs

- Leo and his team of journalists are looking for key talking points and up-to-date statistics about an issue related to juvenile criminal justice and/or child welfare to build a story.
- He wants to review past articles and stories either published by or about the Juvenile Law Center.
- He also wants immediate contact information, especially for the Juvenile Law Center's media liaison in order to receive an official statement or quote from a Juvenile Law Center representative.
- He would like to see media-specific resources like a glossary of terms or photo libraries.

Preferred devices





The Social Activist

Jasmine, 29

Jasmine is a Philadelphia-based social justice organizer. After graduating from a small, liberal-arts university in the area, Jasmine began working for several grassroots organizations focused on the criminal justice system and prison reform before returning to school to receive her master's in social work.

Values

- Jasmine is an extremely passionate and active advocate for socially progressive movements related to criminal justice and participates often in actions or planning committees to combat systemic disadvantages experienced by Philadelphia communities.
- Since starting her masters, Jasmine has become more aware of social issues affecting youth and young adults and wants her career as a social worker to focus on this population.
- She is familiar with the Juvenile Law Center but has not worked with the organization directly in lieu of more grassroots organizing. However, she's interested in understanding how her work can be informed by legal information.
- She is a fervent social media poster and unapologetically blasts interesting articles, stories, or quick facts to her social media networks to solicit support.

Opportunities

- Jasmine is an important advocate for the Juvenile Law Center's mission and could help disseminate and promote its work at the grassroots level to encourage participation and build partnerships with other, similar organizations.
- Jasmine can share web content from the Juvenile Law Center across her social media networks to build awareness, gather petition signatures, and introduce new audiences to the Juvenile Law Center's priorities and overall mission.
- She could be a willing responder for any kind of Juvenile Law Center survey or feedback solicitation.

Needs

- Jasmine wants to read articles and other shareable content that speak to the Juvenile Law Center's current position and stance on pending legislation, current events, and other issue-based causes.
- She wants to sign up for the Juvenile Law Center's newsletter and would appreciate regular calls to action or steps towards progress to evaluate how she can contribute.

Preferred devices





The Empathetic Enthusiast

Susan, 36

Susan is a young mother of two toddler-aged children who works from home in Denver, Colorado. After leaving her position as a middle school teacher, Susan began writing a blog to reflect on how lessons learned as an educator helped her through early motherhood. As her blog has grown in popularity, Susan wants use her blog as platform for more advocacy-focused work.

Values

- Susan scours online news publications, social media networks, and other blogs to find inspiration for a new post. She tries to stay up-to-date on the most pressing issues to provide commentary to her readers.
- Her earliest experience as a student teacher exposed her to issues related to the child welfare and juvenile justice systems but she hasn't remained involved in this space.
- She feels most comfortable with advocacy-based organizations that have strong, clearly-defined, and accessible missions that motivate her and her readers and help them feel like they're making a change.

Opportunities

- Susan can be an important advocate for the Juvenile Law Center within smaller digital communities to promote its content amongst willing supporters looking for organizations to get behind.
- She is a potential small, recurring donor and could help convert other users across the nation into either one-time or recurring small donors.
- She could be a good candidate for the Juvenile Law Center's peer-to-peer campaigns.

Needs

- Susan needs engaging and empathetic content that is issue-based and helps her understand the significance of the Juvenile Law Center's work as it relates to children and families across the country.
- She wants action steps, concrete direction, and explicit instructions about how she can help support causes that the Juvenile Law Center advocates for.
- She needs an easy and simple way to make an online donation.

Preferred devices

