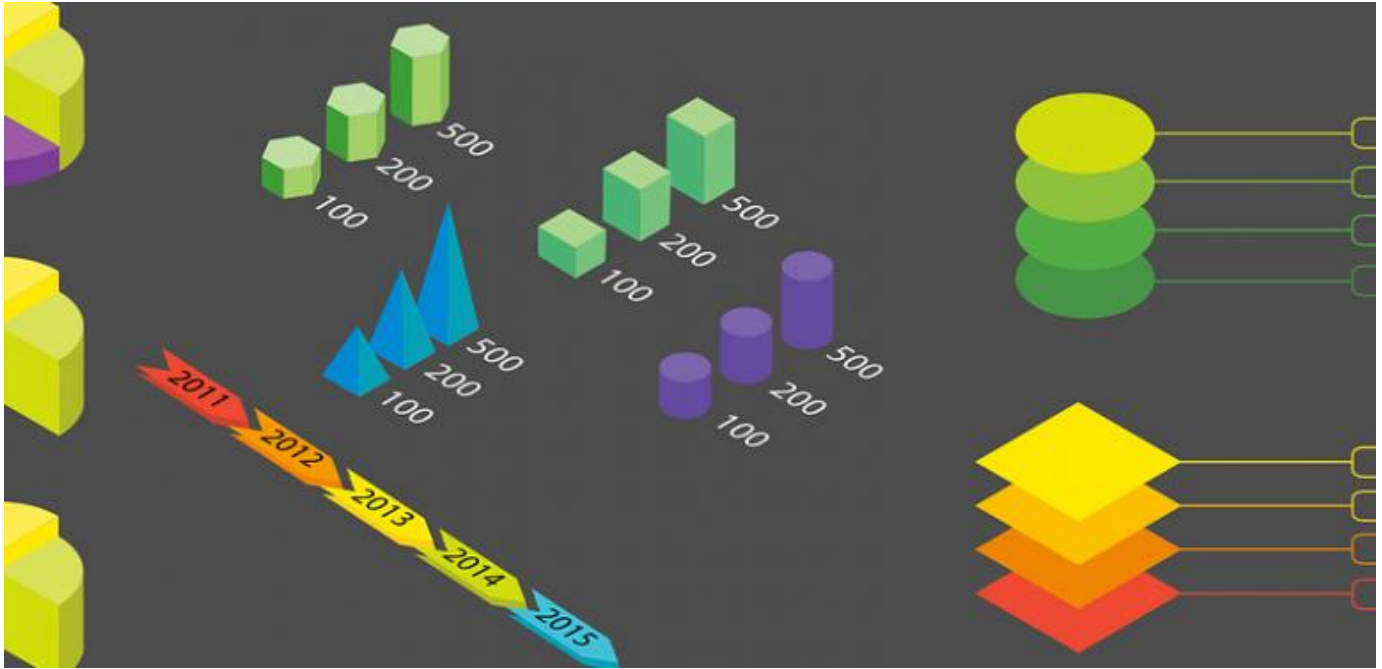


Legal Aid Organizations Using Infographics

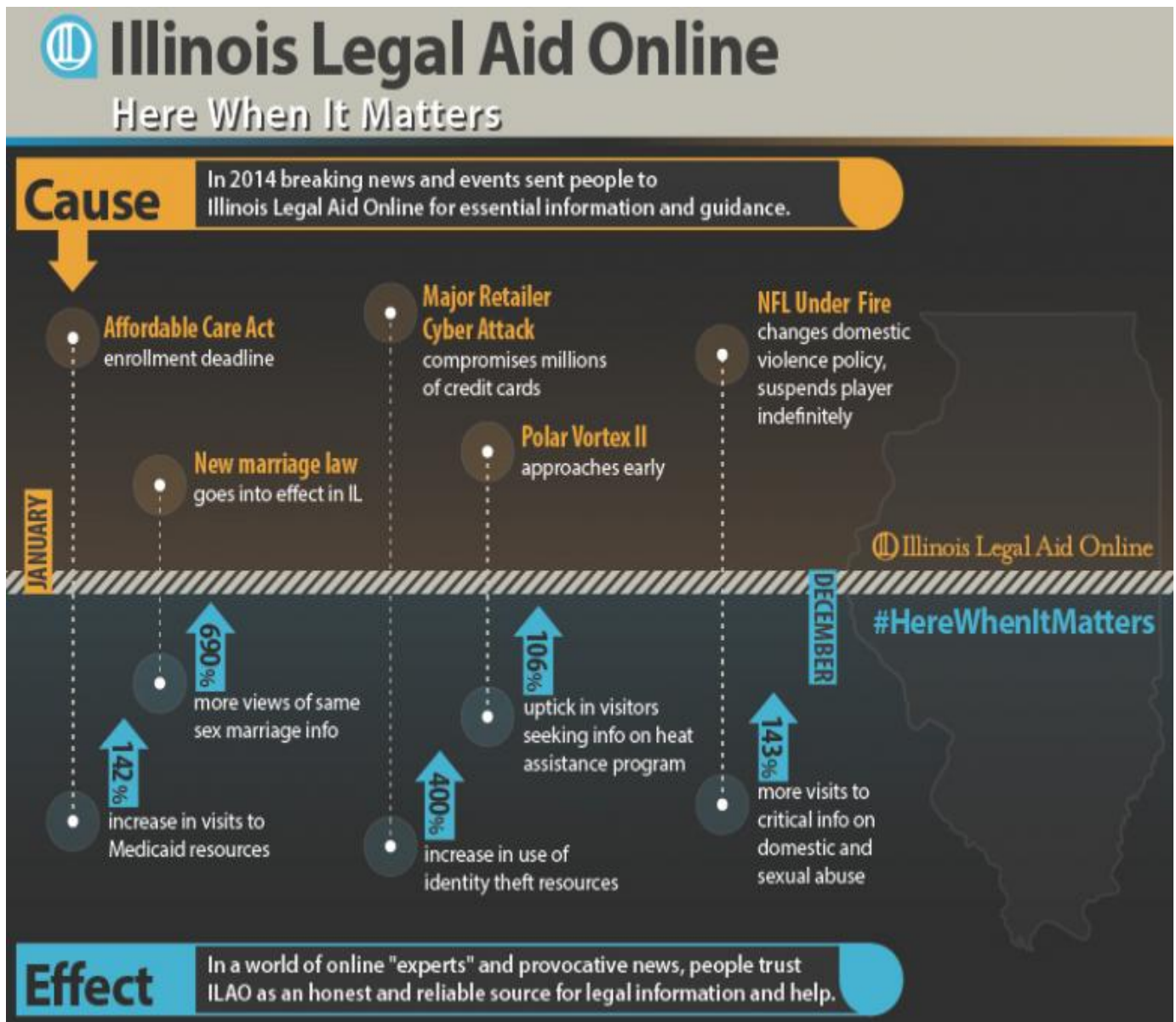


Information graphics or Infographics are graphic representations of data or knowledge, and they are used for a variety of purposes due to their unique ability to present information in an easily understandable and aesthetically pleasing way. Infographics incorporate data and design to tell a story or present complex information. The infographic format simplifies information by creating a visualization that our brains are more likely to understand and remember. They are also more readily shared on social media sites and can be a great way for legal aid organizations to promote their work. Here are some ways legal aid orgs are using infographics:

[Illinois Legal Aid Online](#)

Illinois Legal Aid Online (ILAO) created this powerful infographic which demonstrates a correlation between national events and the impact on their organization. Although this could easily be presented as data in a chart, the infographic is more

likely to be read and shared with other prospective donors.



ILAO created this infographic in house using Photoshop & Illustrator.

[Empire Justice Center](#)

The Empire Justice created a couple of infographics this fall to help more easily explain complex issues. The infographic below was used in their education efforts with state policymakers to more easily explain the steps of a Social Security Appeal. They also developed an [infographic](#) for their C.A.S.H (Creating Assets, Savings & Hope) Program, which provide free tax preparation and financial literacy for low-

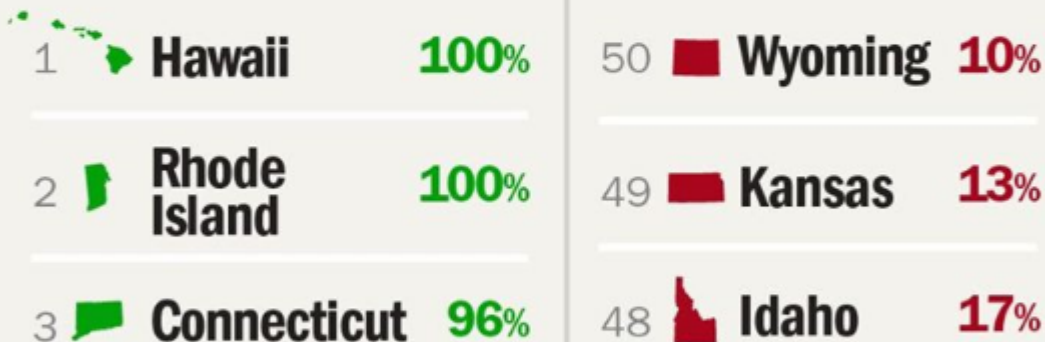
income working families.



[The Shriver Center](#)

The Shriver has used infographics for various purposes including fundraising, legislative advocacy, and promoting reports. The infographic below was used to promote The Shriver Center's 2012 Poverty Scorecard which rated state representatives on their efforts to end poverty. The Shriver Center is also running a [year-end fundraising campaign](#) on Facebook which includes a series of infographics. Here is another example of [an infographic](#) The Shriver Center used for legislative advocacy work.

WHO DOES THE **MOST** & **LEAST** TO FIGHT AGAINST POVERTY?



(percentages indicate the proportion of 'yes' votes on anti-poverty measures, averaged across a state's Senators & Representatives)

HOW DOES YOUR STATE RANK? FIND OUT

The Shriver Center uses piktochart.com to create their infographics. They've also used **InDesign & Photoshop**. . Piktochart has a robust free option which comes with a lot of icons and fully customizable templates. The free version can go a long way, but piktochart.com has a premium version which nonprofits can apply for at \$39/year.

[The Northwest Consumer Law Center](#)

The NWCLC used this infographic in a newsletter which was handed out to guests at their "friendraiser." The event and the infographic were designed to help raise awareness, celebrate accomplishments, and get the attention of potential donors.

NWCLC - *on the Front Lines*

The Call Comes In



It could be you on the line if:

- You're in danger of losing your house or condominium
- You're overwhelmed by debt
- Debt collectors are suing you or abusing you
- You need help with your ongoing bankruptcy case
- You don't know where else to turn

Help is On the Way

Each day we receive an average of 10 calls. We listen carefully to every one. If the caller qualifies for help, they will speak with a staff attorney. We keep a database of alternative resources for anybody we can't help.



We Operate Like a Law Firm and Get Real Results

1900+
Callers Served

700+
Clients Represented

200+
Homes Saved

YOU MAY HAVE DEBTS,



BUT YOU STILL HAVE RIGHTS

Debt collectors cannot threaten jail time, use abusive language, make false statements, call after certain hours, or tell your boss about your debt.

NWCLC TAKES ON ABUSIVE DEBT COLLECTORS AND BRINGS PEACE OF MIND BACK TO OUR CLIENTS



A Powerful Tool When Your Home is at Stake

NWCLC's expertise in Chapter 7 and Chapter 13 Bankruptcy has made us indispensable in the legal services community. We use it to help our clients qualify for loan modifications, get caught up on mortgages, break free from liens on their homes, and more.

MORE HOMEOWNERS COULD SAVE THEIR HOMES THROUGH MEDIATION

Approximate yearly average number of referrals to the Foreclosure Fairness Act

Mediation program: **2071***

Approximate yearly number of Washington homeowners who have fallen behind on their mortgages or are in foreclosure: **60,000****

NWCLC IS HARD AT WORK TURNING THESE NUMBERS AROUND

* Source: Washington State Department of Commerce
** Source: Mortgage Bankers Association, National Delinquency Survey



520 E. Denny Way • Seattle, WA 98122
(206) 805-0989 • www.nwclc.org

This infographic was created using Microsoft Publisher 2013 with images from pixabay.com. Images were combined and edited with GIMP, a free image editing program.

[New York Legal Assistance Group](#)

The New York Legal Assistance Group used this infographic to help raise awareness about their work and reach potential donors. The infographic gives a quick visualization of what "Your \$200 gift can become."



These are just a handful of ways legal aid organizations are taking advantage of the infographic's unique ability to present information. Please use the comments section to share helpful resources and tell us about how your org is using infographics.

Special Thanks to [NYLAG](#), [The Shriver Center](#), [ILAO](#), [NWCLC](#), & the [Empire Justice Center](#) for sharing your infographics with LSNTAP for this post.

10 Easy-to-Use Tools for Creating Infographics - <http://t.co/7mgt6Ffczj>
[#nptech](#) [#lstech](#)

— LSNTAP (@LSNTAP) [February 9, 2015](#)

Last updated on January 08, 2022.

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