



Nevada IOLTA “Leadership Institution” Program

Thank you for your participation or interest in the Nevada IOLTA Leadership Institution Program. Leadership Institutions agree to pay premium rates on *all* IOLTA (Interest on Lawyer Trust Accounts) accounts under deposit.

This investment helps support Nevadans in need who cannot otherwise afford an attorney in civil legal cases. It also helps stabilize Nevada communities by keeping employees on the job and kids in school, which prevents cascading problems that can cause personal strife leading to increased government spending.

Program & Recognition Details:

- Financial institutions that voluntarily agree to pay a premium rate on *all* IOLTA accounts in excess of minimum required rates can be recognized as a Leadership Institution.
- Leadership Institution rates are determined and announced by the Nevada Supreme Court Access to Justice Commission on a biannual basis in the Spring and Fall of each year in coordination with the standard Rate Review process.
- **“Leadership Institution”** recognition:
 - Website – listed in a special section at the top of the IOLTA financial institution listing. Listings will include the promotional rate and can include a logo, a direct link to the bank’s IOLTA page, and a financial institution contact with contact information.
 - Nevada Lawyer
 - Monthly advertisement feature - paid and placed by the Nevada Bar Foundation
 - At announcement – complimentary mention in “news¬es” section
 - Half Page Advertisement Complimentary with Paid Ads – on an annual basis, opportunity to submit a half page advertisement for complimentary placement in *Nevada Lawyer* if paid ads total \$3500 or more. May be requested for a particular month, but would be run on a space available basis.
 - State Bar of Nevada E-News
 - At announcement – complimentary mention of Leadership Institution status
 - Biannually, opportunity to submit a digital advertisement for complimentary placement in State Bar of Nevada E-News which could be requested for a particular week, but which would be run on a space available basis. Additional advertising packages available at a discount.

- State Bar of Nevada Annual Meeting
 - Supreme Court Justice mention of importance of IOLTA program and all participating banks, with named mention of Leadership Institutions
 - Special mention in the Nevada Bar Foundation Annual Report for each year the bank remains as a Leadership Institution
 - Included on a promotional rack card of Nevada IOLTA financial institution listings featured at various meetings, exhibits, State Bar of Nevada offices, etc.
 - Quotes from State Bar of Nevada and/or Nevada Bar Foundation leadership for inclusion in financial institution press release
 - Other special announcements
 - State Bar of Nevada Board of Governors
 - Nevada Bar Foundation Board of Trustees
 - Nevada Supreme Court Access to Justice Commission
 - Nevada's five core legal aid providers (who in turn will promote)
 - Social media posts - Access to Justice Commission Twitter & Facebook accounts
 - Social media posts - State Bar of Nevada Twitter & Facebook accounts
 - Periodic social media posts recognizing "Leadership Institutions"
- Other IOLTA participants, known as "Sustaining Financial Institutions" recognition:
 - Website –
 - For banks paying standard rates – financial institution listing
 - For banks paying rates higher than standard rates, but not premium rates on all IOLTA accounts – listed in regular bank listing but with a link to bank web home page with a note about paying higher rates on "select accounts"
 - Meeting mentions – mentions at various meetings with thanks for funding IOLTA
 - Nevada Lawyer Advertisements –
 - Featured with other IOLTA-participating financial institutions on Nevada Bar Foundation ads placed monthly in *Nevada Lawyer*
 - When a new financial institution joins they will receive a complimentary mention in "news¬es" section
 - State Bar of Nevada E-News – biannual thanks to all Nevada IOLTA-participating financial institutions, additional advertising purchases available
 - State Bar of Nevada Annual Meeting - Supreme Court Justice mention of importance of IOLTA program and all participating financial institutions
 - Included in the Nevada Bar Foundation Annual Report
 - Included on a promotional rack card of Nevada IOLTA financial institution listings featured at various meetings, exhibits, State Bar of Nevada offices, etc.
 - Periodic social media posts recognizing and thanking Nevada IOLTA-participating financial institutions