TEAM LEADER TOOLKIT

DC WALK FOR JUSTICE 5K

DC BAR FOUNDATION | WE INVEST IN JUSTICE | DCBF

October 22 | 4:00 PM

Nationals Park

About the DC Walk for Justice 5K

Join us for the third annual DC Walk for Justice 5K on October 22 at Nationals Park and get ready for an afternoon of community, education, and fun! Walkers will follow **a new 5K route** that crosses the Frederick Douglass Bridge and showcases views of Nationals Park and the Anacostia Riverwalk Trail.

Participants will end the Walk at the finish-line party with food, drinks, and music at Centerfield Plaza inside Nationals Park.

The DC Walk for Justice 5K aims to raise $500,000 to support a vital network of legal services organizations that serve more than 40,000 DC residents each year.

All proceeds from the DC Walk for Justice 5K benefit the DC Bar Foundation, which works to make civil legal aid more accessible for all District residents through grantmaking, network coordination, community engagement, and more.

DC WALK FOR JUSTICE 5K

Building Your Team & Fundraising Strategy

[Registration](#) for the DC Walk for Justice is free, so we invite participants to sign up for team fundraising with their colleagues, friends, and family to help us reach our $500,000 goal - **$100,000 of which we hope to raise through individual donations and team fundraising.**

After registering, you will be given the option to create an online fundraising team for your organization. Explore our [Registration & Team Fundraising FAQs](#) tab for all the information you'll need to get started.

We know that fundraising takes work! That's why, as a thank you, we are offering prizes to the following teams and individuals:

- The team with the most walkers *(souvenir signed by a Nats player)*
- The team that raises the most money *(souvenir signed by a Nats player)*

01

Set a Goal

Encourage donations from your network by setting two goals: an overall team dollar amount, and a recommended individual donation amount. Emphasize the prizes for donors of $150 - $999 and $1,000!

02

Find a Matching Partner

Ask a partner at your organization if he or she would be willing to match the total amount raised by your fundraising team. Use the matching funds as an incentive to incentivize your colleagues, friends, and family to give!

03

Send an Email to 10 People

Use the template on the next page of this toolkit (or craft your own message!) to send a fundraising email to at least ten justice-loving people, encouraging them to donate and register for the Walk.

DC WALK FOR JUSTICE 5K

Sample Email

Dear [NAME]:

I am proud to be a part of [TEAM NAME], supporting access to justice in DC by fundraising for this year's **DC Walk for Justice 5K**, hosted by and benefitting the work of the **DC Bar Foundation**.

Will you consider making a gift to help us reach our $[DOLLAR AMOUNT] goal? (hyperlink to team fundraising page)

The need for legal services in the District is immense. It touches everything. A woman needing protection from an abusive partner. A family about to be wrongfully evicted from their home. A veteran being denied their disability benefits. A man not receiving his paycheck from his employer.

Legal help for these problems can be entirely out of reach, putting DC residents' homes, families, and health at risk.

Fortunately, the DC Bar Foundation makes grants, provides training, offers technical assistance, and fosters collaboration among dozens of legal aid organizations in DC that provide legal services to more than 40,000 District residents with low incomes each year.

By working with all stakeholders, the Foundation is changing how District residents discover and experience life-changing legal assistance. Hear directly from resident **Toni Monteiro**, whose life was saved through legal services support.

You can donate using this link. **(hyperlink to fundraising page)** Thank you! If you'd like to join me on October 22 for the DC Walk for Justice 5K, you can register for free **here**.

Sincerely,
[YOUR NAME]

Connect With Us

info@dcbarfoundation.org

www.linkedin.com/company/dc-bar-foundation/

@DCBarFoundation

@DCBarFoundation

200 Massachusetts Ave., NW
Washington, DC 20001

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