

CHAMPIONS FOR JUSTICE 2021

TEAM LEADER TOOLKIT



INSIDE YOU WILL FIND...

An introduction to Champions
for Justice **1**

How to be a Champion for
Justice **3**

Frequently Asked Questions **4**

DC BAR FOUNDATION

WE INVEST IN JUSTICE

DCBF

www.dcbfoundation.org

What is Champions for Justice?

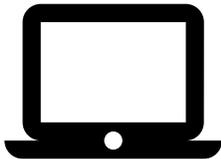
Champions for Justice (formerly Go Casual for Justice) is an annual workplace fundraising campaign, hosted by and benefiting the DC Bar Foundation - the leading funder of civil legal aid in DC. As a participating workplace, you and your colleagues can support Champions for Justice by making a gift to the DC Bar Foundation and participating in the campaign's monthly themed challenges and giveaways:

October: Send us a picture of you working in your favorite Halloween-inspired costume or outfit to be entered into our end-of-the-month giveaway. Two lucky winners will each receive a \$50 Uber Eats gift card. Donations to DCBF are encouraged!

November: Tell us what you're thankful for! All respondents to our "I'm thankful for..." prompt will be entered into our end-of-the-month giveaway. Two lucky winners will each receive a \$50 Uber Eats gift card. Donations to DCBF are encouraged!

December: Tell us something you're looking forward to in 2022. All respondents to our "In 2022, I hope..." will be entered into our end-of-the-month giveaway. Two lucky winners will each receive a \$50 Uber Eats gift card. Donations to DCBF are encouraged!

WHAT?



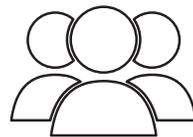
A virtual workplace fundraiser for law firms and other justice-loving workplaces, with opportunities to win fun prizes throughout the duration of the campaign!

WHEN?



This year's campaign kicks off during DC Pro Bono Week on **October 25**, and runs through **December 31**.

WHO?



Though Champions for Justice originated from law firm participation, ALL justice-loving workplaces and individuals can participate in this campaign!

WHY?



To eliminate the gap between financially disenfranchised DC residents and access to the critical legal representation they need.

DC BAR FOUNDATION

WE INVEST IN JUSTICE

DCBF

www.dcbfoundation.org

What does Champions for Justice support?

Champions for Justice supports the DC Bar Foundation (DCBF) - the leading funder of civil legal aid in DC. In 2021 alone, DCBF distributed over \$11.5 million to 32 civil legal aid organizations in the District. On top of that, DCBF supports its grantees through offering training and technical assistance, and supports legal services lawyers with crushing student debt by offering loan repayment assistance.

The DC Bar Foundation's mission is to fund, support, and improve legal representation of people who are financially disenfranchised, or who are otherwise under served in the District of Columbia. **In doing so, DCBF aims to transform DC's legal aid network, working closely with all stakeholders, so that all District residents have a fair and equal legal experience.**

In addition to these key components of our work, DCBF has several new initiatives aimed at transforming the city's legal aid network, which include:

1. **Coordinated Intake and Referral (CIR):** Working with legal services providers across DC to create the first-ever District-wide CIR system for all areas of civil legal aid.
2. **Network mapping:** Engaging in a network mapping evaluation that will show overall network health, indicated by how are we connected, what level of trust exists between organizations, and where might we focus our efforts.
3. **Participatory grantmaking:** Empowering community members who will determine where to distribute funds within DC's legal aid network.

The DC Bar Foundation's extensive knowledge of DC's legal aid network means that **when you donate through Champions for Justice, your dollars get put to the best use, every single time.** Giving to DCBF means supporting DC's entire complex and vital legal aid network by targeting the funding it needs to create better legal outcomes for our District neighbors facing life-altering civil legal issues.

This year, we aim to raise \$70,000 from DC-area workplaces. By participating in Champions for Justice, you demonstrate your commitment to ensuring access to justice for all District residents. THANK YOU!



www.dcbfoundation.org

How can we be Champions for Justice?

- **Register your workplace to participate in Champions for Justice.** Once registered, DCBF staff will send you a link to an online giving page, personalized for your workplace.
- **Set a fundraising goal.** Whether it's a certain amount raised, a percentage increase over your total from last year, or some other target, having a goal in mind makes it easy to reach success! If applicable, DCBF will send you a report of your workplace's Champions for Justice (formerly Go Casual for Justice) giving history.
- **Choose which emails to send to your colleagues inviting them to participate in your workplace's Champions for Justice campaign.** We have several sample email options on our Champions for Justice landing page. Choose from standard emails, Wizard of Oz emails, or spooky Halloween emails if you're feeling festive!
- **Personalize your emails.** As you'll see, the Wizard of Oz and Halloween emails call for some fun with photoshop. Reach out to Greer Richey, Development and Communications Specialist (richey@dcbarfoundation.org) to get your firm's faces in the images. Ex: "Please photoshop Partner A's face into the Harry Potter image" And, be sure to include the link to your firm's personalized giving page in your outreach. Encourage your colleagues to participate in the monthly challenges for a chance to win a \$50 Uber Eats gift card each month!
- **Send out your emails and keep the campaign rolling.** If you've joined together with a senior partner at your firm, ask them to send emails with you, or follow up with support for Champions for Justice. Their name will add legitimacy to your campaign, and help bring in donations!

Keep an eye on DCBF's social media accounts where we will update our Champions for Justice leaderboard and announce the WINNERS of our monthly prize giveaways. See if your workplace can make it to the top!

- Twitter and Instagram: @DCBarFoundation
- LinkedIn: DC Bar Foundation



www.dcbarfoundation.org

Frequently Asked Questions

What is the recommended gift amount?

While contributions made through Champions for Justice have ranged from \$10 to \$1,500, we recommend a \$50 minimum gift amount. But what's most important is that, no matter the amount, every gift makes a difference.

How will my gift be used?

Dollars raised through Champions for Justice transform DC's civil legal aid network through grants, training, and technical assistance, and our Loan Repayment Assistance Program (LRAP), which helps legal aid attorneys pay off their educational debt. See page 2 of this toolkit for more information on DCBF's important work!

Is a gift to DCBF tax-deductible?

Yes. The DC Bar Foundation is a 501(c)(3) organization, so donations are tax-deductible to the fullest extent allowed by law.

Will donors receive a receipt for tax purposes?

Tax receipts will be generated for all online gifts and for donations of \$100 or more made via check (if an email address has been made available). Due to COVID-19, we strongly encourage online gifts for this year's campaign. **Unfortunately, cash will not be accepted this year.**

Can I donate if my workplace doesn't participate in Champions for Justice?

Of course! Visit: <https://www.dcbfoundation.org/donate> to make a donation.

Does my workplace have to raise a minimum amount?

No, but it's always good to set a goal. DCBF will send your workplace giving history (if applicable) and is available to help you establish a goal. We suggest setting a goal that is 10% more than what you raised last year. Be sure to celebrate your success after reaching your goal!

