EBCLC’s Associates Giving Campaign
Fundraising Tips

Thank you for being a part of EBCLC’s first-ever Associates Giving Campaign! We truly appreciate your support in encouraging the Bay Area’s legal community to invest in justice through education and advocacy. To help make your firm’s campaign a success, here’s a few fundraising tips and tools of the trade to get you started.

Getting the word out!

- Recruit another associate (or two! or three!) to head the firm’s Campaign with you. Sometimes two heads and another pair of hands are better.
- Set up weekly team meetings. This gives you an opportunity to discuss the Campaign’s status and brainstorm on creative ideas to encourage support. The meetings can be as long or short as you think is necessary, the important thing is to communicate regularly.
- The week of July 5th, begin to send targeted e-mail messages to colleagues. Be sure to include why you gave to the campaign, how they can also give, and any incentives (matches, competitions, etc.).
- Starting July 5th through the end of the campaign, use Facebook, Twitter and other social media platforms with #AssociatesGive to share updates during the Campaign and generate buzz around your Campaign events.

Who to Ask

- Solicit contributions by floor and/or practice area. Encourage floors or groups to compete for the most “committed to equal justice” champions.
- Cultivate summer associates for contributions to the Campaign
- As much as possible, make a personal ask. People give to people, so show your personal commitment to the cause by having an old fashioned, face to face conversation.
- Whenever possible, get an interested colleague to give in the moment. Show them how to donate via text message on their phone; use your phone to point them to the campaign website, which they can grab right then; or email them the link.

How to Ask

- If you worked with EBCLC before, talk about a case you worked on and the help you were able to give your client.
o Invite EBCLC staff attorneys to join you for associate or firm for brown bag lunch presentations to discuss our work. The presentation can range from a quick 30-minute pitch to an hour-long deeper dive.

o Attend the campaign kick-off reception (downtown San Francisco on July 6) and happy hour (downtown Oakland on July 19). Encourage your colleagues and friends to join you.

o In your personal requests for contributions, be specific! *(i.e., “Please consider a gift of at least $250 to help us reach our goal” works better than “Please give to the campaign”).*

**Incentives to give:**

- Mention the **All Star Associates** giving recognition program, which recognizes non-partner donors who give $250 or more during the Campaign.

- Be creative! Create challenges between groups, floors, etc., and solicit partner matches. Use friendly competition, food, guilt, humor, peer pressure and EBCLC swag to encourage contributions.

- Aim for 100% participation (by firm, by practice group, by associate class or law school – there are lots of fun ways to slice this).

- Use a firm and/or partner match to drive giving by individuals. Remind donors for every dollar they donate the firm or partner will match it.

- Create a sense of urgency w/numbers: The East Bay has the highest rate of disappearing affordable housing in the country. And between January 2015 and March 2016 there were over 1,200 evictions filed in Oakland alone.

- Prior to distributing forms, complete information on firm to reduce the time for the donor to complete. If copying materials, use bright and colorful paper.

**Additional resources/support:**

- Be sure to contact Nana Duffuor or a Campaign Co-Chair if you need ideas and suggestions

- Don’t hesitate to contact a coordinator at another firm (listed on website) about what they are doing that’s getting positive results; imitation is the highest form of flattery!

- Contact Nana Duffuor, EBCLC’s Donor Relations Officer, at nduffuor@ebclc.org or 510-548-4040 ext. 322 for support or if you would like one of our staff to come speak at a firm event

Thank you so much for supporting *justice through education and advocacy* this summer!