



## 2016 EBCLC Associates Giving Campaign

*Support Justice through Education and Advocacy this Summer!*

The [East Bay Community Law Center](#) (EBCLC) is thrilled to launch its first-ever [Associates Giving Campaign](#) on July 5<sup>th</sup>! This month-long fundraising campaign, run by associate coordinators from law firms across the Bay Area, benefits EBCLC, one of the largest providers of free legal services to low-income people in the East Bay and the [community-based legal clinic of Berkeley Law](#). Founded in 1988 by a group of Berkeley Law students who recognized a) the pressing need for community-based legal services for the East Bay's most vulnerable residents and b) the importance of experiential legal education, EBCLC has been fighting for *justice through education and advocacy* for over 27 years. Our work would not be possible without the support of the Bay Area's legal community, which currently contributes approximately 8% of our budget. This year, we'd like to challenge the Bay Area's most influential law firms to do even more by participating in the Associates Giving Campaign.

The Campaign begins July 5<sup>th</sup> and lasts for one month. Although run by associates, the Campaign is supported by associates, partners, counsel, staff attorneys, non-attorneys, as well as the firms themselves. Firms are encouraged to support their associates by providing a firm match. Throughout the month of July, the associate campaign coordinators will engage in a variety of fundraising strategies that range from sending weekly emails to organizing happy hours and other events, instigating competitions across practice groups and associate classes, and much more. EBCLC's lawyers and other program staff are happy to come to associate or firm lunches to discuss our work and the Campaign.

Starting the first week of July, EBCLC will post a daily list of the top contributing firms in each of the [four firm size categories on its website](#). This fosters a spirit of friendly competition--a hallmark of the Campaign. Final campaign results will be posted in August, promoted in EBCLC's year-end Annual Report, and on EBCLC's website and social media (Facebook and Twitter), all of which are shared with over 5,000 of EBCLC supporters, including over 1,600 EBCLC alumni who are now members of the legal community in the Bay Area and beyond. Additionally, EBCLC will share highlights from the campaign with Berkeley Law's Communications Office and legal news media outlets.

EBCLC will also recognize the Campaign's "All Star Associates"—non-partner donors who give a cumulative total of \$250 or more to the Campaign—on our website.

EBCLC supports coordinators by providing a variety of resources, including: statistics and information about our work, speakers (to attend Campaign events), fundraising strategies, and, most importantly, stories about clients who have benefitted from EBCLC's services with the help of funds raised.

**Orientation Conference Calls** – EBCLC will offer scheduled orientation calls for Campaign coordinators, and for those interested in learning more. These 30-minute calls are a great way to learn about successful fundraising strategies and prepare for the Campaign. Please choose one of the available times below to participate:

1. June 20 – 4:00 PM
2. June 23 – 12:00 PM
3. June 30 – 11:00 AM
4. July 1 – 4:00 PM
5. July 5 – 10:00 AM

Please contact Nana Duffuor, Donor Relations Officer, at [nduffuor@ebclc.org](mailto:nduffuor@ebclc.org) to receive more information about the orientation calls, or for more details about the Campaign.