



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 5th! This month-long fundraising campaign, run by over 50 coordinators who are associates at more than 30 law firms in the Bay Area, benefits EBCLC, the largest provider of free legal services to low-income people in the East Bay and the [community-based legal clinic of Berkeley Law](#).

About EBCLC:

EBCLC was 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 law firms, which currently contribute 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.

Campaign Logistics:

The Campaign begins July 5th 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, organizing 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. Also, EBCLC will support 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.

EBCLC will offer **three 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. Wednesday, June 15 – 4:00 PM
2. Thursday, June 23 – 12:00 PM
3. Thursday, June 30 – 11:00 AM

Fostering Friendly the Competition:

Starting the first week of July, each Wednesday and Monday, EBCLC will post a list of the top contributing firms in each of the [four firm size categories on our website](#). At the end of the campaign, the highest contributing firms will be recognized in EBCLC's year-end Annual report for their generosity and commitment to legal aid.

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.

Final campaign results will be posted in August. The highest contributing firms in each firm size category will be highlighted 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 EBCLC supporters, including over 1,600 EBCLC alumni. Additionally, EBCLC will share highlights from the campaign with Berkeley Law's Communications Office and legal news media outlets.

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