



CLIMB WITH US!

October 19, 2017  
The Helmsley Building  
230 Park Avenue

# Fundraising Toolkit



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# Your Fundraising Page



Fundraising is an opportunity to make a big impact for Her Justice.

The first step is an easy one: create your fundraising page!

Your page will come branded with the Her Justice logo and a short video about the organization, but we encourage you to personalize it. Personalize your fundraising page and tell your potential donors WHY you are getting involved. You can (and should) even include your own pictures and video. **Pages that have a profile picture are more likely to receive donations!**

## Outreach

The next step is to reach out to family, friends and your favorite people on the planet so they can help reach your goal.

- Start by sending an email to five to 10 very close contacts (family and closest friends)
- Next, send an email to 10-15 close contacts (your entire circle of good friends)
- Then, send an email to as many other contacts your feel comfortable sending a message to (co-workers, friends of friends, distant relatives, etc.).
- Finally, promote your climb on social media.

# Sample Email #1



Dear \_\_\_\_\_,

I'm proud and excited to participate in **Story by Story**, a unique stair climb event to raise funds for Her Justice, on Thursday, October 19th.

My goal is to raise \$[\_\_\_\_\_] to help support the vital work of Her Justice -- a nonprofit that recruits caring and talented attorneys from New York City's law firms to provide free legal help in family, divorce and immigration law to women living in poverty. Your support can help Her Justice empower the City's most vulnerable women and children to obtain the pro bono legal services they need to achieve safety, stability and self-sufficiency.

Why I climb? In New York City, where the poverty rate for single women is double that of the city overall, women and children disproportionately suffer the consequences of unequal access to justice. Together, we are shifting the power of the legal profession to those who need it most. Last year, Her Justice clients received on average an 85% increase in their income post-representation, which means that they can go on to live safe and self-sufficient lives.

Please help me support this great organization by making a donation through my page for the 2017 Story by Story. Even a small donation will help me achieve my goal!

Thanks so much for your support.

# Sample Email #2



Dear \_\_\_\_\_,

I'm proud and excited to participate in **Story by Story**, a unique stair climb event to raise funds for Her Justice, on Thursday, October 19th.

My goal is to raise over \$[\_\_\_\_\_] to help support the vital work of Her Justice -- a nonprofit that connects and supports volunteer lawyers from New York City's law firms and corporations to stand side-by-side with low-income women who would otherwise go to court alone. Teamed up with a lawyer, clients get a fighting chance to obtain the legal results they need to overcome abuse and poverty.

For poor women and their children, especially victims of domestic violence, effective legal counsel can make the difference between long-term stability and extreme poverty, even homelessness.

Susan\*, a Her Justice client, was receiving \$50 per month in child support to care for her two sons when she came to Her Justice. Her husband was self-employed and did not provide the court with proof of his income which was substantially more than he admitted. Her Justice assigned her case to a volunteer attorney at a major law firm and a volunteer forensic accountant offered his services to determine the father's actual income. The result was that the court ordered the father to pay \$961/month—an increase of nearly 2000%!

Together, we can help more women, like Susan! Her Justice stretches every dollar you donate to provide \$6 worth of high-quality legal services. Your donation will ensure that women, who cannot afford to pay for a lawyer, gain access to the legal protections they need to transform their lives.

Thank you for your generous support!

# Facebook - @HerJustice



Be sure to follow Her Justice on social media and tag us in your posts!

Some tips for Facebook posts:

- Posts with images tend to get more engagement
- Use tags to mention donors and thank donors directly on their Facebook walls
- Use the Story by Story hashtag - #storybystory

Sample posts:

- I'm raising money for @HerJustice #StorybyStory to support free legal help for NYC women living in poverty. Every dollar donated delivers 6 dollars of services and I'm only \_\_ away from my goal!
- This October 19th, I'm climbing at #StorybyStory because \_\_\_\_. Any contribution supports my goal of \_\_ to deliver free legal help to NYC women living in poverty.
- My team \_\_ is climbing to bring free legal help to NYC women living in poverty. Donate or share today to help us reach our goal of \_\_ !

# Twitter - @herjusticenyc



Be sure to follow Her Justice on Twitter!

Sample tweets and posts:

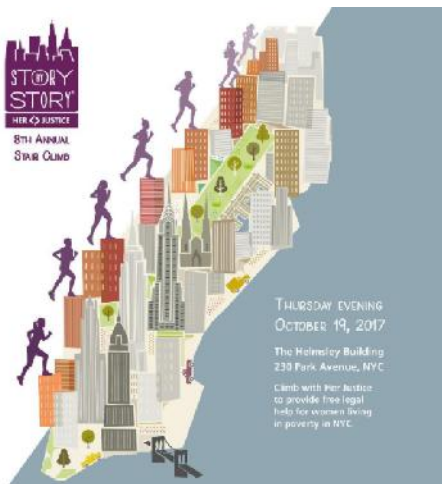
- I'm climbing 34 flights of stairs on October 19th to fund free legal help for women living in poverty in NYC!
- Contribute to @herjusticenyc for #StorybyStory2017! Together we can provide legal help to women living in poverty.
- Help me fundraise for @herjusticenyc #StorybyStory2017! I'm raising \$\$ for legal help for women living in poverty.
- Have you contributed to #StorybyStory2017? I'm fundraising for women living in poverty who need legal help.
- Support @herjusticenyc through my #StorybyStory2017 fundraising page! I'll be climbing for women living in poverty!

# Instagram-@herjustice



Be sure to follow Her Justice on Instagram!

Sample posts:



The 8th annual stair climb is going to take place on October 19th at the Helmsley Building! It's time I start skipping the elevator and taking the stairs to prepare to climb to provide free legal help to women living in poverty in NYC!  
#storybystory @HerJustice



Why I Climb? I climb because \_\_\_\_.  
Support my climb and Her Justice.  
#storybystory @HerJustice



This October 19th, my team is climbing at #StorybyStory because \_\_\_\_ . Any contribution supports my goal of \$XX to deliver free legal help to NYC women living in poverty. @herjustice



# Campaign Checklist



- Personalize your fundraising page
- Educate your network about the organization
- Encourage people to share if they can't donate
- Break fundraising goals down to manageable weekly goals to motivate folks to give
- Countdown the end of the campaign to create urgency for final gifts
- Thank donors on social media by calling them out and naming them specifically
- Follow Her Justice on Facebook (@HerJustice), Twitter (@HerJusticeNYC), and Instagram (@herjustice)
- Post with images if you can, or feel free to share material and content posted by Her Justice
- Post with the hashtags #HerJustice and #StorybyStory

## CAMPAIGN TIP SHEET

### 1. GET THE BALL ROLLING



Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved.

### 2. ADD YOUR WHY TO THE EMAIL



We've put together an email template you can use right from your fundraising page. The most important thing you can add to this message is **why you are fundraising**. Let your family and friends know why this matters to you, that's what they care about most!

### 3. START WITH YOUR CLOSE CONTACTS



It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then use the email template you customized to reach all of your other contacts.

### 4. NOW MOVE TO SOCIAL MEDIA



Once you've sent your first batch of emails out, it's time to turn to social media.

One of the best strategies to use on both Facebook and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind you.

### 5. REENGAGE WITH EMAIL



Don't hesitate to send a few follow up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.

### 6. CONTINUE THANKING AND UPDATING SOCIAL MEDIA



As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal.

Fundraising often takes a little creativity and persistence, but it's vitally important to our mission and you can do it. Know that your effort will make a big difference! **THANK YOU!**