



I make

justice

happen!

TEAM CAPTAIN GUIDEBOOK

Table of Contents

The Guidebook	4
How to Begin	5
Who and How to Ask	6
Ensuring Success for Your Firm	7
A User Guide to Crowdrise	7
Digital Resources	10



Team Captain Guidebook

“O Captain, My Captain,”

Thank you for being a part of PAIR’s 2017 “I Make Justice Happen!” campaign, which kicks off on October 1st, marking the start of Pro Bono Month, a celebration of the tremendous impact of volunteerism in the legal community. “I Make Justice Happen!” is a grassroots fundraising campaign created, led, and driven by dedicated legal associates like you.

Because of your efforts since 2009, PAIR has received thousands of dollars in donations during this campaign. Last year, the dedication of Team Captains brought in more than \$12,000 for PAIR clients, a record-setting amount for “I Make Justice Happen!” All of the money raised goes directly to supporting PAIR’s programs and clients.

To help make justice possible for more low-income asylum seekers in Massachusetts, we have provided a Team Captain Guidebook to support your fundraising for the “I Make Justice Happen!” campaign. We have also created an online giving platform to make the donation process easier for you, for your donors and for the PAIR staff. The tips in this Guidebook are suggestions—please feel free to use whatever will be helpful to make the campaign a success at your firm.

How to Begin

The first step is to get the word out:

Personalize your Crowdrise team member page. Prepare to kick off your fundraising by familiarizing yourself with how to direct donors to your personal Crowdrise page by uploading your firm's logo and sharing stories of PAIR clients you've served. Detailed instructions can be found on page 8 in this guidebook. If you would like PAIR to help with setup, please contact us.

Multiply your efforts. Recruit another associate or two to head the firm's efforts with you and share the guidebook. Set up a time to meet as a team to discuss at least once a week, even if it's just for 15 minutes.

In person requests are the most powerful. Go door-to-door at the firm and ask friends and colleagues if they might consider donating to PAIR. Tell your friends about PAIR and PAIR's work. You can tell them about your PAIR client and how PAIR supported you during the case. Encourage them to be a part of making justice happen.

Send targeted email messages. These can be to associates, partners, non-attorney staff and anyone else you think might contribute to PAIR. We have provided a sample email in the digital resources section of this guidebook.

Follow up! Send follow-up/reminder emails to individuals, about a week after the initial email. Include updates on how close you are to your goal or what your ranking is among participating firms.

Take your ask to social media. Are you on Facebook, Twitter, LinkedIn or some other type of social media network? These can be valuable tools for raising funds and thanking donors! If you make a Facebook post asking friends to donate, recognize them when they do by tagging them in the comments section. Use Facebook, Twitter and other social media with #2017IMJH to share updates during the Campaign and generate buzz around your campaign.

Use digital assets provided by PAIR to get the word out. Download the PAIR logo or the "I Make Justice Happen!" logo using the links in the resources section of this guidebook and post it to your social media page. Update your status on how the firm is doing and updates on reaching your goal with a link to your personalized Crowdrise page. Tag people individually and ask them to donate.

Who and How to Ask

WHO: Stop by the offices of colleagues at the firm and make a personal ask to associates you may know or who you know have worked on PAIR cases. Direct them to your personalized Crowdrise page on the spot with a mobile device or by sending the link via email or text.

Solicit contributions by floor, by practice group, by associate class, by law school or any other creative way you can think to drive competition within the firm!

Let your colleagues know that you're also competing against other law firms and share your goals and ranking week by week.

HOW: Help your potential donor connect to PAIR's mission and its clients. If you have taken a case with PAIR, talk about that case and the help you were able to give your client, or use the client stories we've shared in the digital and print resources to personalize the ask.

In your personal requests for contributions, be specific about the impact of a donation. "Please consider a gift of at least \$250, the equivalent of half hour of attorney billable time to help us reach our goal" works better than "Please give to the campaign."

Whenever possible, get an interested colleague to give in the moment: use your phone to point them to your Crowdrise page or email them the link on the spot.

Use friendly competition, food, guilt, humor, and peer pressure to encourage contributions.

Share facts about PAIR so they get a sense of why this campaign is important and the impact of their contribution. See the resources section for digital materials like the PAIR brochure or the annual report.

Hand out "I Make Justice Happen!" stickers to donors as soon as possible to create excitement and give people a sense of how many of their peers are participating (your door can be first!).

LOGISTICS: Encourage colleagues to give on the spot whenever possible, using Crowdrise or giving envelopes provided for those who want to give by check.

Colleagues can give directly through Crowdrise using a credit card.

If a donor would prefer to make a check, give them a PAIR donation envelope and offer to collect the envelope to send to PAIR. You can also enter these gifts on your Crowdrise page to give the donor recognition (see page 9).

Ensuring Success for Your Firm

Set a clear goals for the firm and keep mentioning the goals—and don't be afraid to be ambitious!

Aim for 100% participation; this can be by floor, by practice group, by associate class or law school—there are lots of fun ways to slice this.

Work with any additional Team Captains you've brought on if you need ideas and suggestions. Work together to make a list of individuals who haven't participated each week and coordinated to reach out to them personally.

Don't hesitate to contact PAIR for ideas about what tips and tricks have garnered positive results in the past and among fellow fundraisers.

Contact PAIR if you would like one of our staff to come speak at a firm event or would like more printed materials like brochures and client stories to share.

A User Guide to Crowdrise

Each participating firm will have one Team Captain set up and monitor its firm's team page on Crowdrise under PAIR's "I Make Justice Happen! 2017 Campaign" following these steps:

1. Go to <https://www.crowdrise.com/2017IMJH> and select the button "Join the Team & Create Your Own Fundraiser."
2. Next, you will be prompted to create an account. **We suggest using your company email account. In the fields "First Name" and "Last Name," please use your firm's name following these guidelines:**

<i>For Smith LLP</i>		First Name: Smith, Last Name: LLP
<i>For Smith & Robertson LLP</i>		First Name: Smith, Last Name: Robertson
<i>For Smith, Robertson & Hall LLP</i>		First Name: Smith, Last Name: Roberston & Hall
3. Once you have created an account, you will be prompted again to join the team.
4. Once you are a part of the team, you can head to your fundraiser dashboard by clicking the three-line menu symbol on the top right and selecting "My Dashboard." From the dashboard, you can personalize your page, upload your firm logo, share your fundraiser via email or social media, post status updates about your fundraiser, track donations and enter check or cash donations.

Personalizing Your Page

From the dashboard, select “Edit” from the left-side menu. Here you can upload photos. We suggest adding your firm’s logo as the main photo and using the campaign images from the digital resources as additional photos. You can also add a link to a PAIR YouTube video, which you can find in the digital resources section.

Add your personal goal directly on your team member page! Do you want to raise \$1,000 towards PAIR’s \$12,500 goal? Or \$2,500 towards PAIR’s goal? Let your donors know by including a personal goal.

Add a personal note or story to your campaign description. This can be about your impact as a pro bono volunteer with PAIR or your personal reason for fundraising. Just be sure to leave the pre-filled description from PAIR intact!

Directing Donors to Your Team Page

As a team member of PAIR’s fundraiser, your donors have two ways of donating on Crowdrise: They can donate through your personal team page or through the main “I Make Justice Happen!” campaign page.

Bookmark and remember your team page URL to direct donors directly to your team page. You can find the URL by selecting “View” on the left side menu of the dashboard.

If a donor goes through the main fundraiser page (<https://www.crowdrise.com/2017IMJH>), they will have the option to select your firm name from a drop-down menu. Whenever possible, direct donors straight to your team page.

Sharing Your Fundraiser

Crowdrise makes social sharing quick and easy. From the main page of the dashboard, you can email out your campaign, compose a Tweet, or share on Facebook.

You can also post from social media platforms and get creative by sharing some of the digital assets provided by PAIR. Just be sure to use the URL specific to your personal fundraising page.

Posting Status Updates

Share a personal message, updates on your fundraising progress, stories about your volunteer work with PAIR or links to digital assets provided by PAIR on your team’s page with status updates.

Tracking Donations

From the main page of your dashboard, you can see donations made to your team and other statistics like number of donations and the average donation amount. You can also see web traffic to your team's page.

You can use these metrics to measure how successful your outreach and asks have been. For example, you may see a spike in web traffic and donations made the day you sent an email to your colleagues or after doing door-to-door fundraising.

Adding Check or Cash Donations

We want all of your donors to get recognition and for all donations to count toward your personal goal! Keep track of offline donations by entering them on your team Crowdrise page. From the dashboard, select "Advanced Settings" from the left-side menu and click "Offline Donations Manager." A window will pop up, prompting you to enter a donation amount and donor name.

Alternately, you can complete and mail the included Offline Donation Form provided in the resources section.

Collect check and cash donations in the provided PAIR giving envelopes. These can be mailed to the PAIR office, directed to the attention of Anita P. Sharma, Executive Director, at 98 N. Washington Street, Suite 106, Boston, MA 02114.

Send "Thank You" Emails Directly from Crowdrise

Be sure to thank your colleagues and friends for donating. It's great to do this in person, and you can also send an email directly from your Crowdrise dashboard.

From the main dashboard page, scroll down to the Activity Feed, where you will see a chronological record of all donations. Next to each donation, you will see "Say Thanks." Click on this and type in a personal message—this will go straight to the email used to make the donation.

Questions?

If you have questions or encounter problem setting up and using your Crowdrise team page, please contact Tamara Omazic, Development Specialist, at 617-742-9296 ext. 312 or tomazic@pairproject.org.

Digital Resources

Use these resources to dress up your personalized Crowdrise team page, make your personalized asks, share your fundraiser via email and social media, talk about PAIR to colleagues and friends, and reach your goal! Each listed item is hyperlinked and will take you to a web page from which you can download or use the listed resource. *Denotes these forms are Word Docs and download instantly.

Logos, Photographs and Videos

- [PAIR Logo](#)
- [“I Make Justice Happen!” Logo](#)
- [Branded IMJH PAIR Photographs](#)
- [PAIR Client Testimonials YouTube Video](#)
- [PAIR Asylum Client Profile YouTube Video](#)

PAIR Materials

- [PAIR Program Brochure](#)
- [PAIR Client Stories One-Pager](#)
- [2016 Annual Report](#)

Communications

- [Sample Email*](#)
- [Quick Facts About PAIR*](#)
- [PAIR Client Stories on Website](#)

Donation Tracking

- [Offline Donation Form*](#)