



Dear Team Captains,

Thank you for volunteering to lead PAIR's *I Make Justice Happen!* 2020 campaign, especially this year as we navigate challenges posed by the pandemic. This is a grassroots fundraising campaign created, led, and driven by dedicated legal associates like you. PAIR is holding the fundraiser this fall during the month of October, which marks Pro Bono Month. **Our goal is to raise at least \$30,000 overall.** We need strong and committed PAIR volunteers like you to make this happen. All of the money raised goes directly to support PAIR clients and programs.

Here is a packet of information to help make your outreach a little easier. It includes:

- a) A tip sheet for soliciting and fundraising
- b) A guide to using GoFundMe Charity for fundraising
- c) A list of digital assets with links to help you fundraise

Please know we are always here to help. **If you have any questions or concerns, please contact Yanzie Chow, PAIR's Development Associate:**
ychow@pairproject.org or (626) 726-1198.

We understand how busy you are and greatly appreciate that you are taking the time to be a Team Captain for PAIR. You give so much but you found it in your heart to do even more. Your dedication and commitment will ensure access to justice for so many. Thank you!!



I make
justice
happen!

TEAM CAPTAIN GUIDEBOOK



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“O Captain, My Captain,”

Thank you for being a part of PAIR’s 2020 *IMakeJusticeHappen!* 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. *IMakeJusticeHappen!* 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 \$40,000 for PAIR clients, a record-setting amount for *IMakeJusticeHappen!* 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 *IMakeJusticeHappen!* 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 GoFundMe Charity team member page. Prepare to kick off your fundraising by familiarizing yourself with how to direct donors to your personal GoFundMe Charity 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. PAIR has already created your team's account, but if you still need help, please contact ycho@pairproject.org.

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.

Send targeted messages. Ask friends, colleagues, associates, partners, non-attorney staff and anyone else you might consider donating to PAIR. Tell them 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. 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.

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 #2020IMJH 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 *IMakeJusticeHappen!* 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 GoFundMe Charity page. Tag people individually and ask them to donate.

Consider hosting virtual event or creating a pitch video. There are many fun events you can host to connect with potential supporters online. You can also create a short video about your campaign and why you're fundraising for PAIR.



Who and How to Ask, Virtually!

WHO: Approach 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 GoFundMe Charity page by sending the link via email or text.

Solicit contributions by email, phone, virtual events, or any other creative way you can think to encourage individuals to give!

See whether there are matching opportunities at your firm or among your peers. Matches are a great way to drive additional fundraising.

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 firm's *IMakeJustice Happen!* goal" works better than "Please give to the campaign."

If possible, create a short video with a personalized message. Link to it in emails, social media posts, and your email signature. Embed it on your GoFundMe Charity site.

Use friendly competition, emotions, inspiration, 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.

LOGISTICS: Encourage donors to give using GoFundMe Charity and to pay the transaction fee, or to donate offline to avoid the fee.

Colleagues can give directly through GoFundMe Charity using a credit card. Transactions through GoFundMe Charity does require a fee – and if donors opt not to pay it, PAIR will have to shoulder the cost. PAIR loses close to \$1,000 each year due to these fees.

If a donor would prefer to make a check, offer to send them PAIR's mailing information. Once PAIR receives the check, we will enter these gifts on your GoFundMe Charity page to give the donor recognition (see page 10).



Ensuring Success for Your Firm

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

Solicit donations from your colleagues by practice group, associate class, or law school—there are lots of creative ways to slice the groups you want to recruit.

Ask your colleagues to spread the word about your fundraising efforts among their networks. Make it easy for them to share your efforts.

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 coordinate to reach out to them personally.

Have fun with the drive—bring lots of energy and talk about how important PAIR's work is.

Try to share client stories (without identifying information).

Keep checking your firm's total donations on GoFundMe Charity to see where you stand.

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 speak at a virtual event or would like more printed materials like brochures and client stories to share.

A User Guide to GoFundMe Charity

Each participating firm will have one Team Captain monitor its firm's team page on GoFundMe Charity under PAIR's [*I Make Justice Happen! 2020 Campaign*](#) following these steps:

1. Using the username and password provided to your team or created on your own, go to <https://charity.gofundme.com/> and log into the account.
2. Once you have logged in, you will see your Campaigns. You can click “Edit” while hovering over the 2020 IMJH campaign, and then hover over the Team Page box and click “Edit”. Here you can change the settings and design of your firm’s team page (see Personalizing Your Page below).
3. Alternatively, you can see the button in the upper right of the Team Page dashboard to help you “Manage” your campaign. Here you can find an activity feed with donations, post status updates about your fundraiser, and options to thank donors via email.
4. By clicking the icon on in the top right, you can click “Account” to change your account information and email notification settings. You may need to verify your email in order to change your account information.

Personalizing Your Page

From the Team Page dashboard, select “Edit”. 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? \$2,500 goal? Or \$5,000+ 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 GoFundMe Charity: they can donate through your personal team page or through the main *IMakeJusticeHappen!* 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 upper right side menu of the dashboard or by selecting "Manage" on the right column.

If a donor goes through the main fundraiser page (<https://charity.gofundme.com/o/en/campaign/i-make-justice-happen-2020-campaign>), 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

GoFundMe Charity 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 "Manage" 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 donation 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 a virtual event.

Check or Cash Donations

We want all of your donors to get recognition and for all donations to count toward your personal goal! PAIR will ensure offline donations are entered on your team's GoFundMe Charity page as soon as we receive them. You can email Yanzie Chow at ychow@pairproject.org if you know of donation that are on its way.

Offline donations 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 GoFundMe Charity

Be sure to thank your colleagues and friends for donating. It's great to do this with a creative touch (such as using images and notes), and you can also send an email directly from your GoFundMe Charity dashboard.

From the “Manage” 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 GoFundMe Charity team page, please contact Yanzie Chow, at (626) 726-1198 or ychow@pairproject.org.



Digital Resources

Use these resources to dress up your personalized GoFundMe Charity 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 YouTubeVideo](#)

PAIR Materials

- [PAIR Program Brochure](#)
- [PAIR Client Stories One-Pager](#)
- [2019 Annual Report](#)

Communications

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





Sample Email for Fundraising

*Use this template to email colleagues at your firm asking them to donate to the cause!
Personalize the template in the highlighted sections for extra impact.*

As many of you know, I am a volunteer attorney with the PAIR Project. For over thirty years, the PAIR staff has worked on a lean budget to accept as many indigent asylum-seeker clients as possible, to place each PAIR client with volunteer attorneys, and then to provide 24/7 mentoring and strategic support for each and every case. In light of recent events, their work has become even more critical. What I have gained through the time I have spent volunteering with PAIR has been invaluable to me. I have worked with asylum seekers who have fled unimaginable harm and violence, and who dream of a new life in safety. I've been part of a legal team that's made them feel welcome and helped them through the first step of realizing that dream.

Every hour of time an attorney donates to PAIR to volunteer on a case has the value of a billable hour. Last year, PAIR calculated that attorneys donated more than 20,000 hours, a value of \$12 million, serving more than 1,700 new clients! Each one of these clients has found new hope because of PAIR.

An average case costs PAIR thousands of dollars because of the expenses related to intakes, conducting trainings for new volunteers, and maintaining mentoring and support programs. This year, PAIR's rising costs are largely due to the dramatic increase in demand from the immigrant community. In the wake of draconian anti-immigrant policies, such as increased enforcement and family separation, and impact of the pandemic, PAIR has seen the demand for its pro bono legal services rise dramatically. PAIR reached out to me, with a proposal for how I and other attorneys, even those not able to take on an asylum case, might be able to make a difference in the lives of PAIR clients.

Would you consider donating the dollar value of a billable increment of your time – a quarter hour or even an hour – to help PAIR make justice happen for hundreds of asylum seekers?

Throughout the month of October, also known as *Pro Bono* Month, you can help PAIR raise money through the I Make Justice Happen! Campaign. **PAIR's goal is to raise \$30,00 this month. The funds will go directly to PAIR programs and its clients.** You can choose to donate the value of any number of billable increments – even one six-minute increment goes a long way!

Many of our firm attorneys have shown an incredible commitment to representing asylum clients, but even those of us who cannot take on cases can support PAIR's work. Please consider donating to PAIR and help us Make Justice Happen for thousands of immigrants in Massachusetts!

To donate, go to my personal GoFundMe Charity fundraising page: [\[LINK\]](#). Or make a check out to "PAIR Project" and send to PAIR. If you have any questions, please feel free to contact me.





Quick Facts about PAIR

Use these facts in social media posts, in emails, in conversation with your colleagues, etc.

- PAIR clients are in a desperate circumstance until they meet PAIR: They are without legal status, in need of social services, homeless, and unable to work. All PAIR clients live 125% below the Federal Poverty Level.
- For asylum seekers, who have no right to a free attorney, the stakes of deportation are life and death. According to the American Immigrant Council, asylum seekers are five (5) time more like to win if they have an attorney to represent them.
- Nearly half the people in Immigration Court are unrepresented when counsel really matters. Only 13% of pro se asylum seekers win their case. A study of the New York Immigration Court found that unrepresented detainees won relief in only 8% of their cases.
- In FY19-20, PAIR helped more than 690 asylum-seekers who have fled horrible situations from all over the world with their legal cases. This included their asylum cases, applications to reunite with their family in safety, and green card applications to help them get on a path to citizenship.
- Each year, PAIR provides legal orientation to more than 800 detained immigrants, who have no right to free counsel and be held for many months or years without access to counsel.
- PAIR has greatly expanded the number of asylum seekers it screens through intake, serving more than 200 in the last fiscal year! These asylum seekers have no here else to go since no other agency in Boston is doing asylum intake.
- Sadly, PAIR turns away almost half of the asylum seekers who need help. The past three years have been especially difficult for PAIR as the number of asylum seekers coming forward dramatically increased after the presidential elections and Executive Orders on immigration.
- PAIR has tremendous success for its asylum clients with a 95% grant rate! Between the asylum and detention program, PAIR saw 70 client wins last year.
- PAIR has more than 1,200 volunteer attorneys who take pro bono cases and participate in our community outreach initiative. Each year, PAIR recruits almost 100 new volunteers.
- PAIR clients represent more than 90 countries across the world, from Afghanistan to Zimbabwe. In FY19-20, PAIR saw a significant amount of clients fleeing persistent violence from Central America, LGBTQ+ persecution in East Africa and civil wars in the Middle East.
- PAIR's fundraising first and foremost supports its direct legal services. On average, more than 80% of PAIR's budget goes directly to its programs.

