



Dear Team Captains,

Thank you for volunteering to lead PAIR's *I Make Justice Happen!* 2021 campaign, especially we continue to 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 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 Manager: 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!!



TEAM CAPTAIN GUIDEBOOK



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“O Captain, My Captain,”

Thank you for being a part of PAIR’s 2021 *IMake 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. *IMake 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 \$27,000 for PAIR clients, an incredible amount for *IMake Justice Happen!*’s first all-virtual campaign. 100% 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 *IMake 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:

Activate your GoFundMe team page. Prepare to kick off your fundraising by familiarizing yourself with how to create your firm's GoFundMe team page and to direct donors to it. Detailed instructions can be found on page 8 in this guidebook. If you still need help, please contact ychoy@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.

Followup! 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 #2021IMJH 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 personal GoFundMe 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 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 *I Make Justice 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.

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: Donors can give using GoFundMe or donate offline to avoid transaction fees.

Colleagues can give directly through GoFundMe using a credit card. Transactions through GoFundMe does require a fee, which come out of the donation.

If a donor would prefer to make a check, offer to send them PAIR's mailing information. Once PAIR receives the check, we will be sure 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 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.

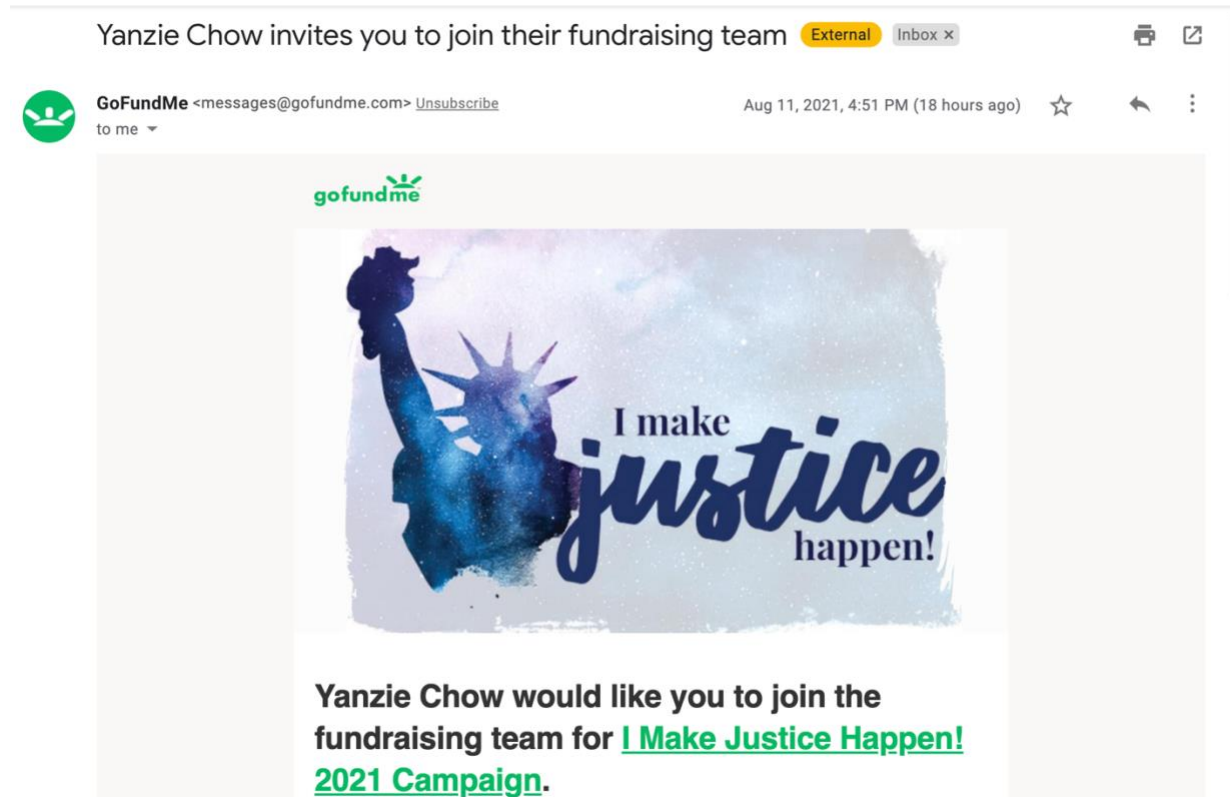
Contact PAIR if you would like one of our staff to speak at a virtual event or would like more printed materials like brochures and client stories to share.

A User Guide to GoFundMe

Crowdrise/GoFundMe Charity, which PAIR has used to run the IMJH campaign in the past few years, is shutting down and transitioning to GoFundMe.com. We have decided to use GoFundMe for this year's campaign.

Each participating firm will have one Team Captain monitor its firm's team page on GoFundMe following these steps:

1. View the email invitation to join the GoFundMe [“I Make Justice Happen! 2021 Campaign”](#) sent to you by PAIR staff. Click “Join Team”.



I started a GoFundMe campaign and I'd like you to join my fundraising team.

About this fundraiser

Since 1989, the Political Asylum/Immigration Representation (PAIR) Project has provided free immigration services to indigent asylum-seekers and detained immigrants, assuring fairness and access to justice. PAIR's clients leave behind everything to flee torture, abuse, and possible dea...

[Join team](#)

What is GoFundMe Team Fundraising?

GoFundMe Team Fundraising allows groups of all sizes to raise money together. By joining a Team GoFundMe, you can help manage the fundraiser, spread the word, and help your team reach its fundraising

2. Once you've clicked "Join Team", you will be redirected to your team GoFundMe page and will be asked to create an account. Please create an account for your firm. Once you've successfully logged in, please change your profile name to your firm.

The screenshot shows the GoFundMe interface for a team fundraising page. At the top, there's a navigation bar with links for Search, How it works, Start a GoFundMe, the GoFundMe logo, a user profile for PAIR, Your fundraisers, and a Share button. Below the navigation bar, there's a section titled "Boost this fundraiser" with three cards: "Share this fundraiser so it can raise up to 5x more." with a "Copy fundraiser link" button, "Build momentum for this fundraiser." with a "Donate" button, and "Add a profile photo" button. A dropdown menu is open over the "Account settings" button, showing options: "Donations you've made", "Account settings", "Help center", and "Sign out". Below the "Boost this fundraiser" section, there's a banner for the "I Make Justice Happen! 2021 Campaign" featuring a silhouette of the Statue of Liberty. To the right of the banner, there's a fundraising progress bar showing a goal of \$30,000, with "Share" and "Donate now" buttons.

Full Name

PAIR
Project

Photo

Import from Facebook

Email

asharma@pairproject.org

Password

Update your password

- Return to your email and look for an email titled, “Welcome to the Team, [Name]”. This email contains your firm’s unique share link. **You can share this link when soliciting donations** from your friends at your firm.

gofundme

Welcome to Yanzie Chow's fundraising team, Anita.

To get you started, here are three steps that you can take now to set up your team for success:

- Invite 20 people** to donate via email or text.
- Share your unique link on social media** like Facebook, Instagram, and Twitter to bring in donations.
- Visit your dashboard** to track donations and thank donors.

Here is your unique sharing link: https://www.gofundme.com/imjh-2021-campaign?pc=em_dn_contacts_r&rcid=r01-162872050536-7732601feaf64c9b&member=13145641

Send invites

We're here to help. If you have any questions, you can find answers and contact us 24/7 via the [GoFundMe Help Center](#).

Directing Donors to Your Team Page

As a team member of PAIR's fundraiser, your donors can donate on through your GoFundMe team page or through the main [I Make Justice Happen! 2021 Campaign](#) page.

Bookmark and remember your unique team URL to direct donors directly to your team page. The URL can be found in your welcome email.

If a donor goes through the main fundraiser page, they will have the option to select your firm name from a drop-down menu in the donation page. Whenever possible, direct donors straight to your team page.



Already have an account? [Sign in](#)

The screenshot shows the GoFundMe donation page. At the top left is the GoFundMe logo. At the top right is the text "Already have an account? [Sign in](#)". The main content area is titled "Donation details (optional)". Below this title is a "Referred by" dropdown menu. The dropdown menu is open, showing "Select Team Member" at the top, followed by "✓ PAIR Project" (which is selected and highlighted in grey), and "Yanzie Chow" below it. Below the dropdown menu is a checkbox labeled "Don't display my name publicly on the campaign." with an information icon to its right. Below this is a large orange button with the "PayPal" logo. Below the button, there is a line of text: "By continuing, you agree with GoFundMe [terms](#) and [privacy policy](#)." Below that is another line of text: "This site is protected by reCAPTCHA and the Google [privacy policy](#) and [Terms of Service](#) apply." At the bottom, there is a paragraph of text: "Certified Charity donations are made to PayPal Giving Fund, minus [processing fees](#) and granted within [15-45 days](#), subject to its [terms](#). In the unlikely event [that there is a problem funding your chosen charity](#), PayPal Giving Fund will contact you before reassigning the funds. Your donation is typically tax deductible in the US."

Sharing Your Fundraiser

GoFundMe 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 how much your team has raised.

You can use this information 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 your donors to get recognition and for all donations to count toward your personal goal! PAIR will ensure offline donations are counted towards your team’s fundraising efforts as soon as we receive them. You can email Yanzie Chow at ychow@pairproject.org if you know a donation is 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

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 a message directly from your GoFundMe dashboard.

- a) Scroll down to "Donations"
- b) Select "Say Thanks" under the donor's name and type your message in the field
- c) Click “Send”

Questions?

If you have questions or encounter problem setting up and using your GoFundMe team page, please contact ychow@pairproject.org.

Digital Resources

Use these resources to 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.

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 2021 Gala Video](#)

PAIR Materials

- [PAIR Program Brochure](#)
- [PAIR Client Stories One-Pager](#)
- [2020 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 24,000 hours, a value of \$14 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. As draconian anti-immigrant policies remain in place and with the 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 \$30,000 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 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 FY20-21, PAIR helped more than 870 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 600 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 nowhere 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 42 client wins last year.
- PAIR has more than 1,400 volunteer attorneys who take pro bono cases and participate in our community outreach initiative. Each year, PAIR recruits almost 200 new volunteers.
- PAIR clients represent more than 90 countries across the world, from Afghanistan to Zimbabwe. In FY20-21, PAIR saw a significant number 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.