



Dear Team Captains,

Thank you for volunteering to lead PAIR's *I Make Justice Happen!* 2022 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 client partners and programs.

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

- a) Tips for soliciting and fundraising
- b) A guide to using Network for Good 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 at [ychow@pairproject.org](mailto: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 2022 *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 \$40,000 for PAIR client partners, an incredible amount for the *IMake Justice Happen!* campaign. 100% of the money raised goes directly to supporting PAIR’s programs and client partners.

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 Network For Good team page.** Prepare to kick off your fundraising by familiarizing yourself with how to create your firm's Network For Good 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 [ycho@pairproject.org](mailto: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 partner 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 #2022IMJH 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 branded images 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 Network For Good page. Tag people individually and ask them to donate.

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

# Who and How to Ask

**WHO: Approach colleagues at the firm and make a personal ask to folks you may know or who you know have worked on PAIR cases. Direct them to your personalized Network For Good page by sending the link via email or text.**

Solicit contributions by going office to office, email, phone, virtual/in-person 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 client partners. If you have taken a case with PAIR, talk about that case and the help you were able to give your client partner, or use the client partner 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 Network For Good or donate offline to avoid transaction fees.**

Colleagues can give directly through Network For Good using a credit card.

Transactions through Network For Good do require a fee, which will come out of the donation unless donors opt to pay the fee. You can encourage your supporters to cover the fee, so that PAIR receives 100% of the donation.

If a donor would prefer to make a check, offer to send them PAIR's mailing information:

PAIR Project, 98 N. Washington Street, Suite 106, Boston, MA 02114

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 partner stories (without identifying information).

Keep checking your firm's total donations on Network For Good to see where you stand.

Don't hesitate to contact PAIR staff 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 an event (virtual or in-person) or would like more printed materials like brochures and client partner stories to share.

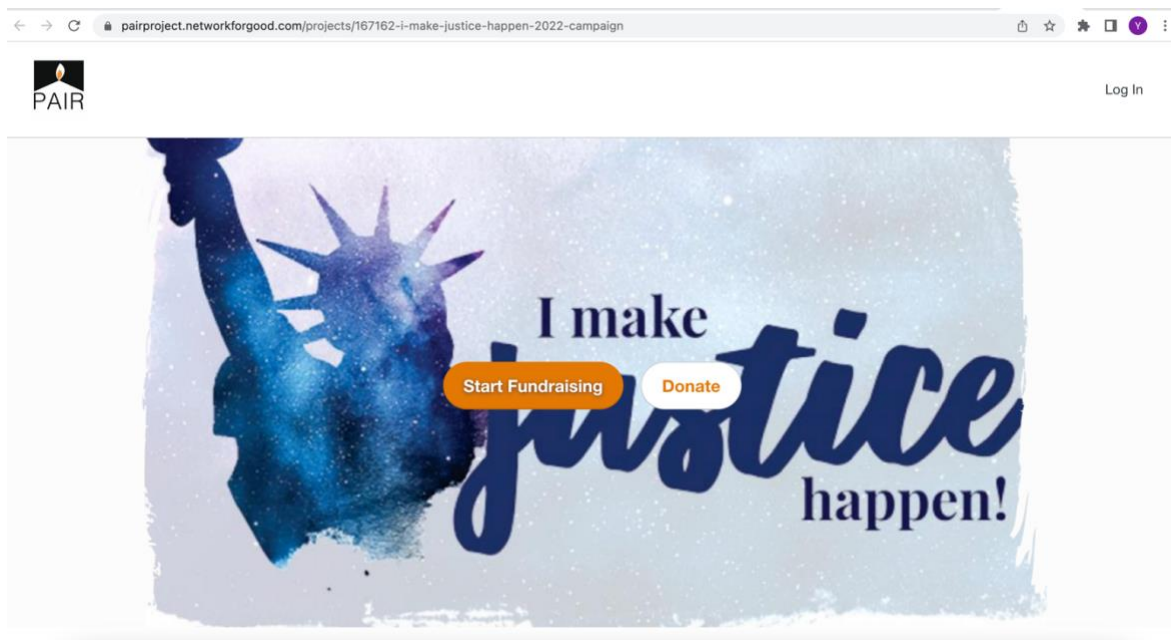


# A User Guide to Network For Good

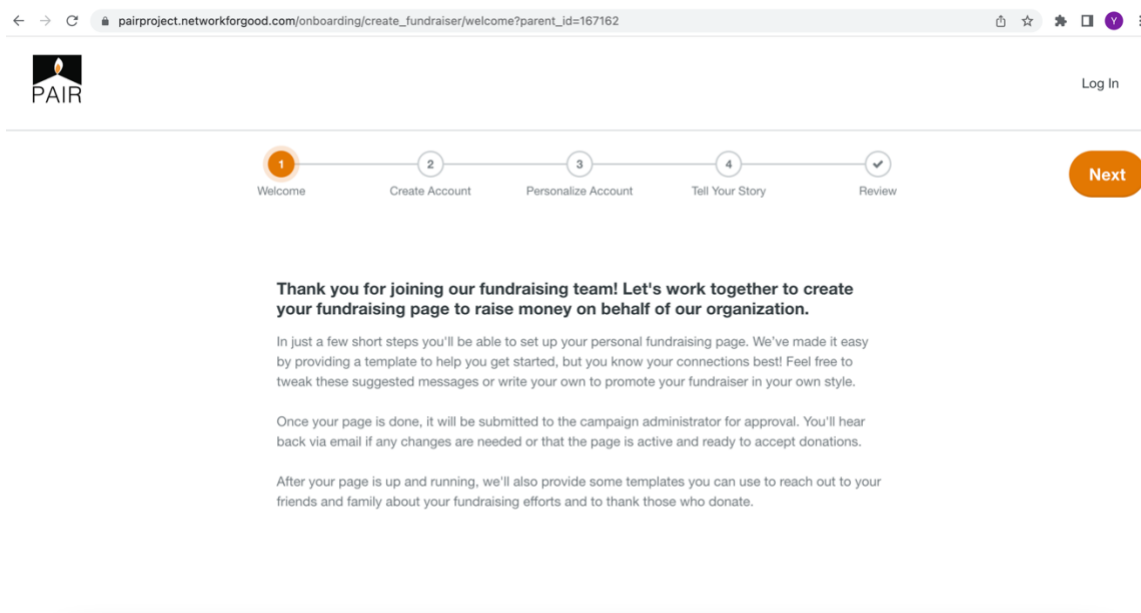
PAIR used GoFundMe.com last year. We have decided to use Network For Good, our longtime donation platform, for this year's campaign.

Each participating firm will have one Team Captain create and monitor its firm's team page on Network For Good following these steps:

1. Go to [PAIR's I Make Justice Happen! 2022 main page](https://pairproject.networkforgood.com/projects/167162-i-make-justice-happen-2022-campaign) and click "Start Fundraising".



2. You will be redirected to an overview page and then will be asked to create an account. Please create an account for your firm ("Create a New Account" > select "Organization" tab).







Log In

Prev



Log in with Facebook, or create a new account.

Continue with Facebook

We will never post anything to your Facebook profile without your permission nor access your friends list. ?

OR

Create A New Account

Have an account? [Log In](#)



Log In

Prev



### Create A New Account

Are you representing an Individual or Organization?

Individual

Organization

\* Organization Name

\* Organization Email

\* Password

\* Re-enter Password

Create Account

- Once you've successfully created an account, please upload a picture of your firm's logo when prompted ("Choose your photo").





Prev



Next

### Choose Your Photo

People are more likely to give to those they know and trust — that's you! Make sure your friends and family know who is reaching out to them with a nice clear picture of you.

#### \* Your Profile Picture

Choose file

Browse

Use a square photo for the best resolution.

Powered by  
Network for Good.

- Next, you will be asked to customize the information on your team's fundraising page. Feel free to make adjustments as desired. You can see how the page will look on the left hand side.

← → ↺ pairproject.networkforgood.com/onboarding/create\_fundraiser/tell\_your\_story

PAIR My Account Log Out

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SHARE: f t in

\$0 towards \$1,000

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 death to forge new lives in safety and freedom.

\*I Make Justice Happen\* is a grassroots fundraising campaign created, led, and driven by generous law firm associates to help support PAIR's programs. Since 2009, PAIR has received thousands of dollars in donated funds with the help of our dedicated associates. All funds go directly to running PAIR's programs and providing free legal services to PAIR's clients.

Privacy Policy

How much would you like to raise? Think about how many donors you might be able to reach and how much each donor might give.

\* Headline

You Can Make Justice Happen!

What are you fundraising for? Start with a verb and write a short statement that will inspire more donors to give.

Secondary Headline

Join me and help make a difference, please give today

Describe the next step you want donors to take.

\* What's your personal story for this cause?

B I [ ] [ ] [ ] [ ] [ ]

Since 1989, the Political Asylum/Immigration Representation (PAIR) Project has provided free immigration services to indigent asylum-seekers and



5. Next, you'll preview what your team's fundraising page will look like. After you've clicked "Launch Your Campaign", you will receive an email (linked to account) letting you know that your fundraiser has been activated, with instructions on how to edit your page.

pairproject.networkforgood.com/onboarding/create\_fundraiser/submit\_for\_review

PAIR

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**Congratulations!**

**One last step...**

Here's a preview of your fundraising page! Like what you see? Great! Click the 'Launch Your Campaign' button below to start fundraising today!

**Launch Your Campaign**

PAIR

My Account Log Out

PAIR Project's Fundraiser

**I make Justice happen!**

You Can Make Justice Happen!

Join me and help make a difference, please give today.

SHARE: f t in

Donate to PAIR Project

\$0 towards \$1,000

PAIR Project's 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 have believed everything to free tortures, abuse, and possible death to forge new lives in safety and freedom.

"I Make Justice Happen!" is a grassroots fundraising campaign created, led, and driven by generous law firm associates to help support PAIR's programs. Since 2008, PAIR has received thousands of dollars in donated funds with the help of our dedicated associates. All funds go directly to running PAIR's programs and providing free legal services to PAIR's clients.

1 of 2,318

Important information regarding your new fundraising page External Inbox x

Political Asylum Immigration Representation Project Inc. <noreply@networkforgood.com> 2:52 PM (0 minutes ago) ☆ ↩

to me

**Hi PAIR Project**

**Congrats on creating your new fundraising page**

Dear PAIR Project,

Thank you for creating a fundraising page! We're so glad to have your help. You have completed the first step toward helping us meet our goal.

If you'd like to make more edits to your page, please go to: [PAIR Project's fundraiser](#) (Note: You will need to [log in](#) before you can access this page.)

In the meantime, don't forget to create a list of people who might support your fundraiser. Start with your family and friends, then think about other networks, such as social media connections or colleagues.

Thanks again for your support.


Best,


The Team at Political Asylum Immigration Representation Project Inc.

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6. Should you need to edit your team page, you can go to “My Account”, click the fundraiser, and click “Edit Page” in the Administration toolbar. You may be prompted to confirm your email address at this point. Go to the email linked to the account to do so.

My Account Log Out



## My Account

Fundraisers Donations


PAIR Project

Organization

My Account

Donation Summary

Settings





**PAIR Project's fundraiser**  
I Make Justice Happen! 2022 Campaign

\$0 Raised


0% Achieved

Administration: [Edit Page](#) [Send Project Updates](#) [Donor Ask Templates](#) [Donor Thank You Templates](#)

My Account Log Out



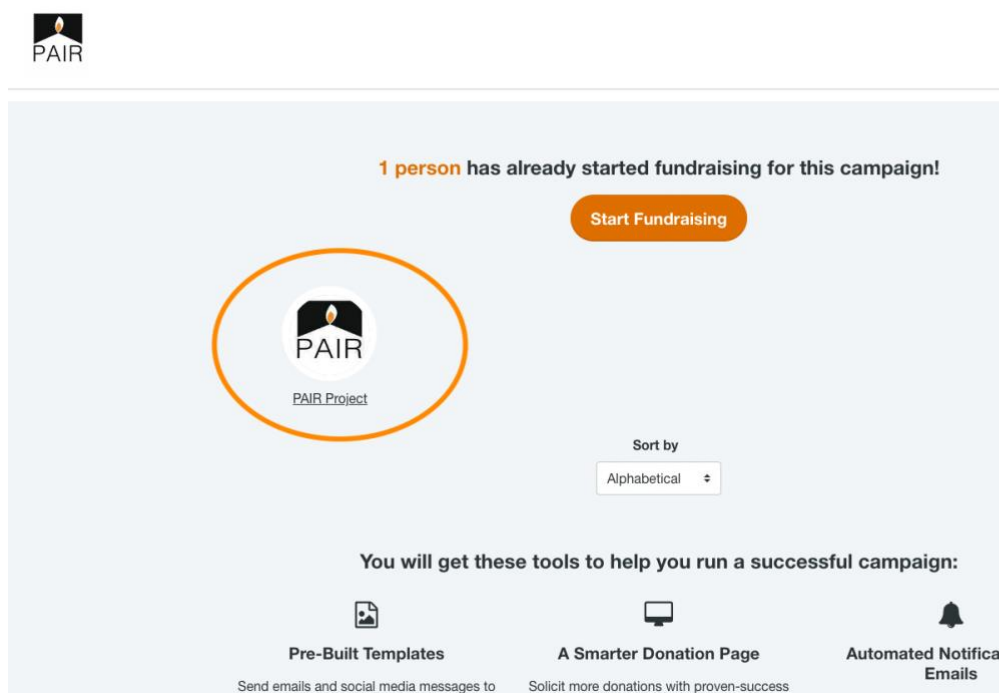
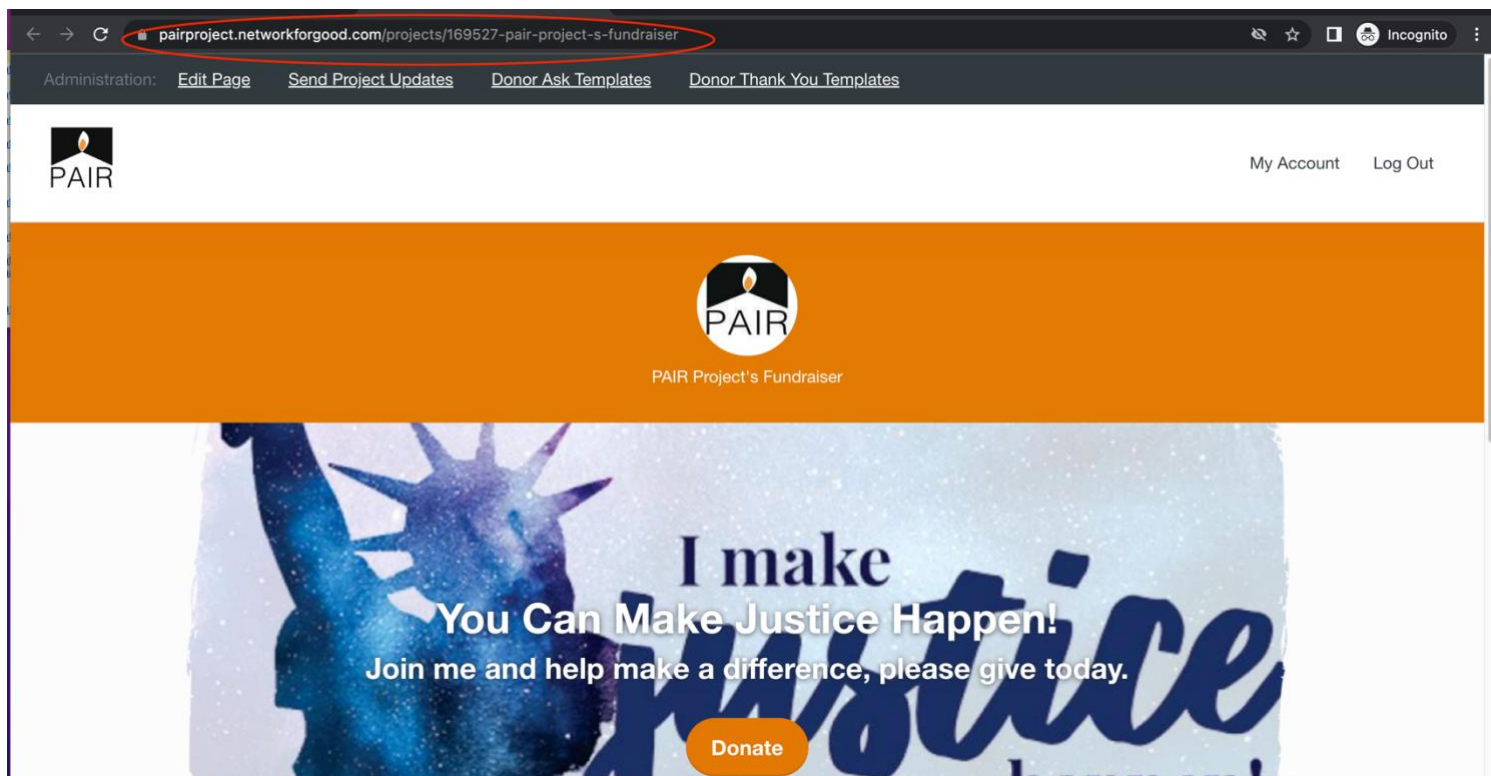
PAIR Project's Fundraiser



**Note:** Fundraisers do not have many edit options on their team page. If you want additional customization, please reach out to [ycho@pairproject.org](mailto:ycho@pairproject.org).

## Directing Donors to Your Team Page

As a team member of PAIR's fundraiser, your donors can donate through your Network for Good team page or through the main [I Make Justice Happen! 2022 Campaign page](#). **Bookmark your unique team URL to direct donors directly to your page.** The link can be copied & pasted from your team page (link in the search bar).



**Note:** If a donor goes through the main IMJH campaign page, they will have the option to donate directly through your team page by scrolling to the bottom of the main page and selecting your team page. **Whenever possible, direct donors straight to your team page.**



## Sharing Your Fundraiser

Network For Good makes social sharing quick and easy. From your team page, 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 team's 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 dashboard of your team page, 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 an 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 [y Chow@pairproject.org](mailto:y Chow@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.

Please ask offline donors to include a note with their donation, indicating that the gift should go towards IMJH and your team's goal.

## Thank You's & Donor Information Through Network For Good

Your supporters will automatically receive a receipt when they make a donation. However, we encourage you to thank your colleagues and friends for donating, either by sending a project update (with a creative touch) or individually.

Fundraisers generally cannot see donors' contact information. If you would like a list of all the donors who gave to your team, please request this information from [y Chow@pairproject.org](mailto:y Chow@pairproject.org).

## Updates

Each week, Yanzie will send a status update on each team's fundraising efforts that week. These updates will also be posted on PAIR's social media & website: <https://www.pairproject.org/imakejusticehappen>.

## Questions?

If you have questions or encounter problem setting up and using your Network For Good team page, please contact [y Chow@pairproject.org](mailto:y Chow@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 Partner Testimonials YouTube Video](#)
- [PAIR Asylum Client Partner Profile YouTube Video](#)
- [PAIR 2021 Gala Video](#)
- [PAIR 2022 Gala Video](#)

## PAIR Materials

- [PAIR Program Brochure](#)
- [PAIR Client Partner Stories One-Pager](#)
- [2022 Impact Report](#)

## Communications

- [Sample Email \(see below\)](#)
- [Quick Facts About PAIR \(see below\)](#)
- [PAIR Client Partner 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 client partners as possible, to place each PAIR client partner 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 19,000 hours, a value of over \$13 million, serving more than 1,700 new client partners! Each one of these client partners 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 client partners.

**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 client partners.** 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 client partners, 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 team's Network For Good 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 client partners 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 client partners 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 four (4) times 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 FY21-22, PAIR helped more than 900 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 around 800 detained immigrants, who have no right to free counsel and be held for many months or years without access to counsel.
- PAIR screened more than 200 asylum seekers through intake last 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 several 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 client partners with a 95% grant rate! Between the Asylum and Detention Programs, PAIR saw 36 client partner wins last year.
- PAIR has more than 1,500 volunteer attorneys who take pro bono cases and participate in our community outreach initiative. Each year, PAIR recruits around 200 new volunteers.
- PAIR client partners represent more than 90 countries across the world, from Afghanistan to Zimbabwe. PAIR continues to see a significant number of immigrants 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.