

2017 Generous Associates Campaign

Making Justice Real for 85 Years in the District

About the Legal Aid

Founded in 1932, Legal Aid lawyers have been *making justice real*, in individual and systemic ways, for persons living in poverty in D.C. **for 85 years**. On a near daily basis, families avoid eviction or foreclosure, survivors of domestic violence get to safety, and residents receive the safety net benefits they desperately need and are entitled to under the law, because of Legal Aid representation.

The Generous Associates Campaign

The 2017 [Generous Associates Campaign](#) is an extraordinary fundraising campaign run by [14 co-chairs](#) and approximately 190 associate coordinators from more than [70 law firms](#) in the District. The Campaign benefits the Legal Aid Society of the District of Columbia, D.C.'s oldest and largest general civil legal services organization. Legal Aid could not do what it does without a vibrant Generous Associates Campaign. Last year, it raised a record-breaking \$1,475,000, around a quarter of Legal Aid's budget!

The Campaign begins June 1st and lasts for one month. Although run by associates, the Campaign is enthusiastically supported by associates, partners, counsel, staff attorneys, as well as line staff – indeed, not surprisingly, overall partner giving exceeds that of associates during the campaign. Many firms also support their Generous Associates Campaign by providing a firm match.

Campaign coordinators engage in a variety of fundraising strategies that range from sending weekly emails to organizing happy hours and other events, securing firm or partner matches for donations made during the campaign, holding corn hole tournaments, instigating competitions across practice groups and associate classes, and much more. Legal Aid's Executive Director, Legal Director and other staff attorneys are happy to come to associate or firm lunches to discuss our work and the Campaign.

Starting the first week of June, Legal Aid will post a daily list of the [top five firms](#) in each of the seven firm size categories on its website. This fosters a spirit of friendly competition, always a hallmark of the Campaign. Final campaign results will be posted in August, promoted in Legal Aid's year-end Annual Report, and the following year's Servant of Justice Awards Dinner.

2017 "Outstanding Generous Associates!" Recognition Program

In 2014, Legal Aid introduced the [Outstanding Generous Associates!](#) recognition program to recognize non-partner donors who give a cumulative total of \$250 or more to the Campaign. We felt it fitting to highlight those donors for their support of Legal Aid's work and commitment to *making justice real*, and we continue to recognize donors through this program each year.

<p>For 2017, our Generous Associates Campaign Co-Chairs have decided to increase the giving threshold for this recognition program to \$285 in honor of Legal Aid's 85th anniversary.</p>

Resources and Information for Firm Coordinators

Legal Aid supports coordinators by providing a [variety of resources](#), including: statistics and information about Legal Aid, speakers (to attend Campaign events), fundraising strategies, and, most importantly, stories about clients who have benefitted from Legal Aid's services with the help of funds raised by the coordinators. We also provide daily online reports for each firm to track its fundraising efforts. These reports, accessible on our website, are password-protected and are only available to firm coordinators. Coordinators are also assigned a Co-Chair who can provide guidance throughout the Campaign.

Orientation Conference Calls

For 2017, Legal Aid is offering orientation calls for Campaign coordinators, and for those interested in learning more. These 45-minute calls are a great way to learn about successful fundraising strategies and hear from Co-Chairs about their experience and advice for the Campaign. Please choose one of the available times below to participate:

- Thursday, May 18 – 3 to 3:45 PM
- Tuesday, May 23 – 11 to 11:45 AM
- Wednesday, May 31 – 2 to 2:45 PM

Questions?

More orientation calls can be added on request. Please contact Thuy-Tu Tran, Deputy Director of Development at ttran@legalaiddc.org or (202) 661-5957 to receive more information about the orientation calls, or to learn more about the Campaign.