



WASHINGTON LAWYERS' COMMITTEE FOR CIVIL RIGHTS AND URBAN AFFAIRS

WLC 2017 ASSOCIATES CAMPAIGN GUIDE

Specific strategies and examples to boost your impact

GOAL, TIMELINE, & RECOGNITIONS

- **\$100,000** is our goal! This number represents the annual cost of an experienced WLC staff attorney. Anyone who has worked with one of our attorneys knows how phenomenal they are and how they are able to multiply their value by partnering with you, our firm co-counsel. Last year you raised \$91,478, so we are confident you will build on that success to raise even more this year.
- **March 1 – May 31** will be the focus of this year's Campaign.
- **Top 3s + Biggest Leaps**: This year we will recognize your fundraising with four categories—the Top 3s based on DC firm office size, and a final category recognizing the firms that made the biggest leap in their fundraising from last year. We will update your Top 3s weekly on our dedicated webpage. The Biggest Leaps be calculated at the end of the Campaign. All winners in each category will be recognized at the Branton Luncheon!
- **Everything Counts**: Whether the donation comes from an associate, partner, or someone else, all gifts from individuals at your firm will count towards your Associate Campaign total. Firm matching can also count!

GENERAL STRATEGIES & TIPS

- **Set an Example**: Make your donation early in the campaign to set a generous example.
- **Tell Your Story**: The most powerful fundraising tool is simply sharing why you personally support the Committee. You are ambassadors of WLC's mission within your firm. Talk to your colleagues about why being a part of WLC is meaningful to you. It's also a good time to recruit other associates to the cause!
- **Connect**: When possible, visit offices and talk to people in person instead of just sending an email. Use the Campaign as a way to build relationships within your firm. It's an opportunity for you to talk to a senior partner, or for junior associates to meet colleagues across the firm.

- **Have Fun:** Think about fundraising events that will bring people together, like an auction, lunch, or happy hour. Think about what your colleagues will respond to, and what will be fun for you! What's your firm culture? We've seen internal office "pub"/around the world crawls, bocce tournaments, wine tastings, voting for a specific kind of food at a meeting, bidding to avoid a less than desirable task, and more.
- **Suggest Donation Levels:** Help others think big by suggesting donations equivalent to one billable hour, or a certain percentage of their bonus. Even if they choose to donate at a lower level, they are more likely to give a larger amount than they originally were considering.
- **Ask for Matching Funds:** Ask your firm, WLC Board Members, Trustees, and other partners to donate to the WLC, and offer that amount as a matching incentive to the associates at your firm. The WLC can help you make this request. Consider using this tool to encourage early donations.
- **Time with Bonuses:** People tend to be especially generous around bonus time, so think about timing your efforts around the time bonuses are announced or awarded.
- **Tap Into Competitive Spirit:** Think about creating a fundraising competition within your firm. For example, people can compete by floor, seniority, practice group, etc.
- **Target a Specific Period of Time:** Consider selecting a period of time within the campaign to make your big push. This will help you avoid burning out or losing momentum.
- **Schedule a WLC Presentation:** We want to visit your firm to talk about what the Committee does and how your colleagues can get involved in a case or school partnership. Contact Kiva to get started.



FUNDRAISER IDEAS

March Madness

- March Madness 2017 runs from March 16 – April 4.
- People donate to the WLC in exchange for participating in a March Madness bracket challenge.
- Connect any prizes to participation in the bracket challenge, not performance.
 - For example: Firm-wide viewing parties; a pizza party for floor with biggest participation.
- Participate in WLC's city-wide law firm bracket! Results reported by individual bracket entry and by firm team. It's all done through a super helpful website. Stay tuned for details on how to participate (optional).
- Suggest donation amounts per bracket. Consider deals if playing multiple brackets; different tiers for staff, associates, partners.
 - Example: At Kirkland, the staff recommended donation was \$20; associates \$50; partners \$100-200.
- Host a watch party or happy hour!
 - Ask firm vendors to donate food, drink, and door prizes like iPods and gift cards.
- Feeling lucky? Organize around St. Patrick's Day (Friday, March 17th).

Pie-A-Partner

- There are different ways this has worked, all are pie-tastic!...
- When your office meets a fundraising goal, a partner gets pie'd in the face.
- Create tiered goals so that the more money raised, more/different partners will get pie'd.
- Or, people can vote on who gets pie'd.
- Host a happy hour type event when the pie-ing will take place.
- At the a-pie-nted hour, people can bid further on being the one to do the pie-ing.
- Use lots of pie puns :)

Sweet Treats

- Deliver a sweet treat around the office along with a note asking for a donation.
 - Examples: Candy Grams, Cupcake Drop, Cookie Surprise, Dollars for Donuts
- As you visit offices, talk about your experiences with the Committee and why you support us.
- If your office is too big for door-to-door delivery, consider enlisting your messenger department to deliver candy in pre-labeled envelopes.
- Follow up with a more detailed email(s).
- Note: Purchases made to promote the Campaign (like sweets) may count as tax-deductible contributions. If you spend between \$100-250, send Kiva the receipt to obtain a letter acknowledging your contribution. If you plan to spend more than \$250, please contact Kiva first.

Auctions

- Solicit prizes to be bid on in a live and/or silent auction.
- Live auctions held at the end of the day in a happy-hour setting tend to be the most successful.
- You can also hold a silent auction during the day via e-mail, with the live auction at the end of the day.
- Ask a popular partner to serve as auctioneer.
- Seek donated items for auction from Partners and area businesses.
- Prize ideas: getaways at a partner's vacation home, nights at a nice hotel, behind-the-scenes tours of shows or DC sites; tickets to sporting events, theater, or concerts; dinner at a local restaurant; spa gift certificates; bottles of wine or champagne; rounds of golf; wine tasting at a partner's home; sailing on the Chesapeake in a partner's boat; ballroom dancing lessons; interior design consultation; personal trainer sessions; art or jewelry.
 - Tip: To get a restaurant donation, offer to buy a gift certificate for X dollars if the restaurant will donate a certificate of equal value.
 - Tip: Package two smaller items to make one large live auction item (e.g., hotel & brunch; dinner & theatre tickets).
- Choose an opening bid amount for silent auction items; usually ~50% of value. State bid increments.
- **Please refer to WLC's Auction Guidelines!** We need a copy of your bid book and for you to complete the Auction Spreadsheet. Find Guidelines and Spreadsheet at www.washlaw.org/Associates-Campaign.

Thank you for being a leader in support of the Washington Lawyers' Committee