

HOW BIG IS YOUR HEART?

YOU HAVE
3 WEEKS
TO SHOW HER.
PLEASE
DONATE NOW.



Protect immigrant women and girls fleeing violence.
Visit www.tahirih.org/bighearted to learn more.



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BIGHEARTED
ATTORNEYS CAMPAIGN
OCTOBER 5-23, 2015



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TOP 10 WAYS TO SHOW US YOUR BIG HEART

Thank you for being a part of our 2015 Bighearted Attorneys Campaign. Our ambitious, but achievable goal is to raise \$150,000 in support of courageous immigrant women and girls fleeing violence.

To help you raise funds and make justice real this fall, here are our top 10 fundraising tips:

1. **Your Big Heart Beats Twice as Hard with a Matching Gift!** Whether it's a firm match that will give your firm "credit" in the DC Access to Justice "Raising the Bar Campaign," or a match from one of our corporate sponsors, you could double your impact with a matching gift!
2. **Host a Bighearted Event.** Host an event at your firm to share stories of triumph that are only possible because of bighearted attorneys like you! Happy Hours, Bagels and Breakfast, or even a potluck could serve as the perfect forum to raise funds for our courageous clients.
3. **Put Bighearted Fun into Fundraising with a Donate-to-Participate Day.** Whether it's a jeans day, an Alma Mater Sweatshirt Day, or whatever works best for your firm's culture, it's sure to be a hit and help you get one big step closer to your firm goal!
4. **Unleash the Spirit of Competition – Who Has the Biggest Heart?** You know your firm and colleagues – do they love a good challenge? Organize a floor challenge, practice group vs. practice group, litigation versus transactional, women vs. men. See who can raise the most in a day or week.
5. **Make Our Big Heart Your Big Heart.** No need to reinvent the wheel! We've got you covered with the Bighearted Tool Kit! It's chock-full of great ideas – social media posts, email templates, flyers, and more.
6. **Be Creative!** *Somebody* came up with the ice bucket challenge, right? The opportunities to develop a challenge tailored to your office family and firm culture are endless. Ultimately, it's about the end goal – to raise funds and make justice real for women and girls fleeing violence.
7. **Share Your Big Heart.** Be part of our weekly Bighearted Firm Coordinator calls to share your ideas and find out more about what your fellow firm coordinators are doing.
8. **Make the Best of Your Big Heart.** Use the Bighearted Attorneys Campaign to kick off National Pro Bono Week (Oct. 25-31) or link the campaign to relevant events like International Day of the Girl (Oct. 11).
9. **Be Heart Smart.** Make a donation by midnight on Oct. 9 to be eligible to win weekly campaign raffles.
10. **Be True to Your Big Heart.** Share your personal client victories and encourage your colleagues to do the same. When our hearts beat together as one, we can change the world for women and girls!

QUICK TIPS

- ◇ Use the Bighearted Campaign toolkit
- ◇ Organize 'matches'
- ◇ Schedule an event
- ◇ Participate in weekly Firm Coordinator calls
- ◇ Share your personal story – why do you support Tahiri?

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SAMPLE EMAIL

ASK YOUR FRIENDS TO DONATE TO WOMEN AND GIRLS IN NEED

Hi [INSERT NAME],

I'm writing to ask you to join me in helping immigrant women and girls access justice. Right here in our community, women and girls are refusing to be victims of rape, forced marriage, female genital mutilation, human trafficking, and other forms of violence. Please make a gift to Tahirih Justice Center's Bighearted Attorneys Campaign today!

I've volunteered to raise critical funds for this campaign to transform the lives of women and girls who have experienced heartbreaking trauma. Each dollar I raise will help provide free legal and social services to these courageous women and girls.

There are so many non-profits doing great work, but I support Tahirih because [INSERT A PERSONAL ANECDOTE, i.e. I represented a woman who survived ... everyone deserves justice ... I believe in Tahirih's mission and trust them to get the job done.]

Pro bono service can be lifesaving. Because Tahirih efficiently leverages donated professional services, every \$1 that you donate equals \$5 of impact for women and girls. Tahirih also maintains a 99% litigation success rate, even as it accepts difficult cases that other organizations turn down. Your donation will help save the lives of women and children who would otherwise have no place to turn.

Here's what your gift will do:

- ◇ \$100 covers one month's transportation to medical and legal counseling appointments
- ◇ \$300 pays for a psychiatric evaluation for a traumatized woman or child
- ◇ \$500 reunites a woman with her children from overseas
- ◇ \$1,000 pays for short-term emergency family housing assistance
- ◇ \$5,000 saves the life of a woman or girl by covering the annual cost of her legal & social services

This year, we need to raise \$150,000 to meet the need in our community. With your support, I know we can do it. In a time of immigration court backlogs and government slow-downs, it's harder than ever to access justice. Would you please consider a gift of [INSERT \$]? Please contribute to this cause that is so close to my heart. Women and girls have a right to live in safety and with dignity.

Please donate now. Visit www.tahirih.org/bighearted today to make your donation.

Thank you, [INSERT YOUR NAME]

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SOCIAL MEDIA TOOLKIT

SAMPLE FACEBOOK POSTS

- ◇ Did you know that immigrant women and girls are 2x more likely to experience domestic violence than the general population? Please donate now to Tahirih Justice Center's Bighearted Attorneys Campaign to protect immigrant women and girls fleeing violence in our community: bit.ly/Tahirih. Your big heart will change her life! #BigheartedAttorney
- ◇ I'm a #BigheartedAttorney. Are you? Please join me in supporting immigrant women and girls fleeing violence and help raise \$150,000 for Tahirih Justice Center: bit.ly/Tahirih.
- ◇ Calling all of my coworkers, friends, and family! Join me in raising vital funds to protect women and girls who are fleeing human rights abuses such as rape, female genital mutilation, and human trafficking. Please donate now: bit.ly/Tahirih! #BigheartedAttorney



HASHTAG

The official hashtag for this campaign is #BigheartedAttorney. Please light up the Twittersphere!



KEY DATES

- ◇ Oct. 5: Official launch date
- ◇ Oct. 11: Day of the Girl
- ◇ Oct. 23: Last day of campaign

SAMPLE TWITTER POSTS

- ◇ I'm a #BigheartedAttorney. Are you? Donate now to @tahirihjustice & protect immigrant women & girls from violence: <http://bit.ly/Tahirih>.
- ◇ [@ a friend of your choice], I just donated to @tahirihjustice to support women and girls. Have you donated yet: <http://bit.ly/Tahirih>? #BigheartedAttorney
- ◇ I donated to @tahirihjustice to support women & girls in #DC & #Baltimore. Join me, donate now: <http://bit.ly/Tahirih>! #BigheartedAttorney

SAMPLE MESSAGES FOR FACEBOOK AND TWITTER BY DATE

- ◇ **Campaign Launch Day:**
IT'S LAUNCH DAY! Join me & become a #BigheartedAttorney. Donate now to protect women & girls from #humanrights abuses: bit.ly/Tahirih.
- ◇ **Day of the Girl:**
On #DayoftheGirl, protect girls fleeing violence. Donate now to @tahirihjustice's #BigheartedAttorney Campaign: bit.ly/Tahirih.
- ◇ **Campaign Last Day:**
LAST CHANCE! Donate now to @tahirihjustice: bit.ly/Tahirih. Women & girls need your support. I'm a #BigheartedAttorney. Are you?

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FREQUENTLY ASKED QUESTIONS

Q: What is the Bighearted Attorneys Campaign?

The Bighearted Attorneys Campaign is an annual fundraising drive that challenges attorneys, law firm staff, and their friends and family to raise critical funds for immigrant women and girls who need free legal representation and social services to reject violence and rebuild their lives in the Baltimore and Greater DC area. This year, the three-week campaign runs from Oct. 5-23. During this time, the campaign is promoted to all firms and attorneys in Tahirih's Pro Bono Network, which includes over 1,300 attorneys with active cases from nearly 250 law firms in Greater DC and Baltimore. Many participating firms also hold informal events which feature firm pro bono attorneys and Tahirih speakers. Donations are collected online. Our ambitious but achievable goal for 2015 is to raise \$150,000.

Q: What is a "Participating Firm"?

The Bighearted Attorneys Campaign encourages friendly competition among law firms in the Baltimore and Greater DC area to raise the most contributions online. Participating firms simply register their interest with Tahirih in order to compete against other firms within their firm size (based on the number of attorneys in their local office) and to be recognized as the leading contributor to the campaign.

The campaign not only helps Tahirih clients, but also helps firms raise awareness of their work, while building relationships and a spirit of collective action in support of access to justice for all. Since many firms are active members of Tahirih's Pro Bono Network, the campaign also provides a moment to celebrate the incredible commitment of pro bono service by lawyers in the firm. Law firm gifts to the Bighearted Attorneys Campaign also count towards the firm's benchmark for those firms participating in the District of Columbia Access to Justice Commission's "Raising the Bar in DC" initiative.

Q: How will my contribution help a woman or girl access justice?

All contributions support our direct services to immigrant women and girls in the Baltimore and Greater DC area. Every dollar given to Tahirih through the Bighearted Attorneys Campaign is truly life changing. For example:

\$250 pays for a medical evaluation for a traumatized woman or girl

\$500 pays for the legal support required to reunite a client with her children

\$5,000 saves the life of a woman or child by covering the cost of holistic legal and social services for a year

Q: How are Participating Firms recognized for their contributions?

Participating Firms are recognized throughout our campaign materials, including on our website and via emails to our Pro Bono Attorney Network. Winning firms also receive special recognition on our website, which receives 70,000 visitors per year, and in congratulatory emails to our Pro Bono Attorney Network.

Additionally, every individual who contributes \$5,000+ will be recognized as a Lifesaver in Tahirih Justice Center's annual Impact Report. Law firm gifts to the Bighearted Attorneys Campaign also count towards the firm's benchmark for those firms participating in the District of Columbia Access to Justice Commission's "Raising the Bar in DC" initiative.

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FREQUENTLY ASKED QUESTIONS

Q: What is the role of a Firm Coordinator?

Firm Coordinators volunteer to champion the campaign within their participating firm. They help shepherd the campaign by engaging colleagues with Tahirih's work and encouraging donations.

During each week of the campaign, Tahirih invites Firm Coordinators to join an optional 30-minute phone call with Tahirih and the 2015 Campaign Co-Chairs, **Amy Mudge**, Partner, Venable LLP and **Kady D. Ashley**, Partner, Skadden, Arps, Slate, Meagher & Flom LLP to check-in, exchange ideas with other Firm Coordinators, share victories, and work through fundraising challenges.

Many Firm Coordinators arrange for informal events at the firm during campaign week to raise awareness and encourage donations to the campaign. These events are excellent for celebrating the firm's pro bono engagement and sharing Tahirih's mission to protect immigrant women and girls fleeing violence with colleagues.

Q: How should I ask my co-workers, friends, and family to donate?

It's an invitation to take action on a cause you genuinely care about. Here are four tips:

- 1) **Share your heart.** Personal messages and stories are a key ingredient of fundraising success. When one believes that a cause truly matters, giving is almost an afterthought. Tell your co-workers, friends, and family what supporting Tahirih means to you.
- 2) **Use email, social media, and word of mouth** to share why YOU are a Bighearted Attorney.
- 3) **Be specific** about what you are asking your donors to do so that they clearly understand why it is so important for them to give. For example, "Will you support the campaign?" is an easy opt out.
- 4) **Be precise** in your ask for a contribution. Try "Would you consider a gift of \$300 to help us reach our firm goal of \$X?" or even "I honestly have no idea how much to ask you to contribute, but is a gift of \$300 something you'd be able to consider?" Or, "I see you contributed to the Bighearted Attorneys Campaign last year. We're so appreciative. Would you consider increasing your gift this year?"

Q: How can I leverage my professional and social networks in service of women and girls fleeing violence?

Here are five suggestions:

- 1) **Recruit** another colleague (or two! even three!) to head your firm's campaign with you.
- 2) **Start now!** Send targeted emails in the first few days of the campaign to friends and colleagues.
- 3) **Use [Facebook](#), [LinkedIn](#), and [Twitter](#)** with #BigheartedAttorney to share updates during the campaign and generate buzz around your firm's campaign events.
- 4) **Don't be shy.** Share your fundraising campaign progress with your friends and family on social media networks. Remember to be specific and clear about why their contributions matter to women and girls seeking justice.
- 5) **Make it a friendly competition.** Solicit contributions by the floor and practice area of your law firm.

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FREQUENTLY ASKED QUESTIONS

Q: What can I do to ensure my firm's success?

These are seven tips to pave the road to your firm's success!

- 1) **Set up a lead Firm Coordinator.** If your firm has multiple coordinators, set up a lead Firm Coordinator. This person will convene and rally the group for check-ins and help to come up with a fundraising plan for all three weeks. The lead coordinator will also identify and recruit pro bono cheerleaders, as well as divvy up roles and responsibilities so that the group can divide and conquer!
- 2) **Set a clear goal for the firm.** How much can you raise? Once that amount is achieved, set a stretch goal for fundraising.
- 3) **Review individual and firm giving history** from previous years (provided by Tahirih to Firm Coordinators) to help you ask for increased donations from individuals.
- 4) **Ask your firm and/or partner to match gifts** to help drive individual gifts and bolster the firm's overall campaign contribution.
- 5) **Aim for 100% participation!**
- 6) **Share your excitement!** When you meet one of your fundraising goals, or when you are close to hitting a major milestone, share your excitement. Friends, family, and coworkers will all want to hear the big news, and your enthusiasm will help encourage others to give.
- 7) **Thank everyone.** Be sure to thank all of your donors for their amazing support in helping you achieve your fundraising goals. After the campaign, Tahirih will follow up with each donor to thank them for their gift.

Q: What support is available for Participating Firms and Firm Coordinators?

We will be right beside you throughout the campaign to help you reach your goals. In addition to our fundraising toolkit, here are four resources to help you along the way.

- 1) **Participate in a weekly 30-minute Firm Coordinator call.** Contact Heather Taylor at HeatherT@tahirih.org or 571-282-6161 for more information.
- 2) **Get in touch with our 2015 Campaign Co-Chairs,** Amy Mudge, Partner, Venable LLP, at amudge@venable.com and Kady Ashley, Partner, Skadden, Arps, Slate, Meagher & Flom LLP, at katherine.ashley@skadden.com for ideas and suggestions for fundraising, engaging co-workers, or initiating internal competitions.
- 3) **Contact a Firm Coordinator at a neighboring firm** (listed at www.tahirih.org/bighearted) about exchanging ideas on how to get more and better results.
- 4) **Invite a staff speaker to speak at a firm event or conduct a legal training.** Contact Brenda Dushko (BrendaD@tahirih.org; 571-282-6161) if you would like one of our staff to come speak at a firm event.

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