



Team Captains' Guide

Campaign Start Date: **November 21st, 2022**

Campaign End Date: **December 31st, 2022**

Fundraising Goal: **\$300,000**

Campaign Timeline

Nov. 21-23: First Contact/Thank You for Your Support

- Ideally your first contact with the attorneys at your firm will be before Thanksgiving. This is a time when you can send out a general message thanking those who donated to Indianapolis Legal Aid Society last year and show everyone what their generosity helped accomplish.

Nov. 29: Facebook Fundraiser/Giving Tuesday

- To boost our fundraising, we are asking all captains to share Indianapolis Legal Aid Society's Facebook fundraiser on #GivingTuesday, November 29th. This is only to your personal contacts through Facebook.
- Directions on sharing the Facebook Fundraiser will be sent out in the next couple weeks.

Dec. 15-20: Update on Fundraising Goal & Building Urgency

- By mid-December, each captain will receive an update on total fundraising and the total giving from your firm. We will also update you on who gave from your firm, so you know who not to continue to request donations from.
- This point of contact will be a chance to remind those who still haven't donated and show them how close we are to the overall goal. This will also be the last point of contact before Christmas.

Dec. 29-31: Final Fundraising Push

- This is our chance to pull last minute donations from people who are still deciding where to donate or are just putting it off till the last minute.
- You will receive another update on fundraising totals before these last couple of days.

How to Donate

- The easiest way to donate is **online**. There is a designated donation form for the Attorney Campaign at www.indylas.org/ye-donate
- If donors wish to mail in checks, they may send them to our office at the address below. In the memo, please have them write "Attorney Campaign" and the firm they work for.
 - o **Indianapolis Legal Aid Society**
615 N Alabama St., Ste. 122, Indianapolis, IN 46204
- If you collect any checks or cash, please note who the donor is and what firm they work for. You can mail those donations in or contact Ky Schreiber to have them picked up.



Talking Points

Indianapolis Legal Aid Society Overview

- Dedicated to providing civil legal aid to low-income residents (those at or below 125% of the poverty guideline) of Central Indiana at no cost to them.
- Provide Legal aid in over 5,000 cases a year.
- Main Legal matter addressed:
 - o Family Law (Domestic Violence, divorce, separation/annulment, child custody and visitation, guardianship, adoption, etc.)
 - o Housing Issues
 - o Re-entry (Driver's license reinstatement, Removal of traffic tickets, etc.)
- Individuals receive legal advice directly from a staff attorney. Other legal providers in the area will guide clients toward legal forms and often never speak to an attorney.
- Indianapolis Legal Aid Society uses a wholistic approach to provide wrap around services. They employ 2 full time social workers to guide clients to other resources that are often needed but do not fall under legal needs.
- Funded through individual donations and grants.
- DOES NOT receive funding from the Federal Legal Services Corporation.
- DOES NOT accept fee-generating cases.

Impact Overview

- An analysis in 2018 by the Coalition for Court Access determined that for every \$1 invested in Indiana Legal Aid, the citizens of Indiana receive \$6.70 of immediate and long-term financial benefits.
- **Help waive over \$100,000** in traffic tickets and driver's licenses reinstatement fees.
- Saved low-income residents of Central Indiana over **\$3 Million in Legal Fees**.
- For every \$1 donated to Indianapolis Legal Aid Society, over \$0.80 goes toward direct services to clients.
- Indianapolis Legal Aid Society provides legal aid on average of \$200/client case. In contrast, the average rate for a Family Law Attorney in Indiana is \$250 per hour.

Resource Materials

Email Templates

Indianapolis Legal Aid Society Overview

Social Impact: Success Stories

Facebook Fundraiser Guide

Fundraising Goal Updates

- All Resources will be available at indylas.org/captains

If you have any questions or need help finding or utilizing any of the resources, please feel free to call or email Ky Schreiber at **317-217-5347** or kyungs@indylas.org.