



## FUNDRAISING GUIDELINES 2018

*These guidelines are based on the Access to Justice Board's Performance Standards for Legal Aid in the State of Washington (Standard Seven: Resource Development) and also on the Legal Foundation of Washington's Grant Agreement (Appendix - Annual Grant Funds, Section 12: Resource Development).*

LFW's Campaign for Equal Justice is Washington's unified fundraising campaign for the legal community.

- We conduct fundraising appeals on behalf of grantees to members of the legal community so our grantee organizations can focus on legal aid delivery rather than resource development.
- We provide unique sources of funding to annual grantees which may not otherwise be available to single organizations (i.e., WSBA dues donations, Law Firm Campaign gifts, Gates Foundation grants, etc.).
- We promote an equitable and strategic distribution of resources where civil legal needs are greatest.

### **Participation in the Campaign Means that Grantees Should:**

- Encourage 100% giving by Grantee Board Members to the Campaign annually.
- Volunteer for regional Campaign for Equal Justice fundraising activities (Law Firm Campaigns, regional phone-a-thons, Beer & Justice events, etc.).
- Refrain from independently soliciting the legal community for donations, except as outlined below.

### **Grantee Organizations May Independently:**

- Solicit gifts from **outside** the legal community.
  - Host events and solicit sponsorship (event invitations, sponsorship requests, and follow-up appeal may be directed at legal community, but follow-up must be (1) limited to invited non-attendees and (2) sent within two weeks of the event).
  - Seek private foundation grants.
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