

2021 Champions of Justice
Firm Competition
“How It Works” Guide



“How It Works” Champions of Justice Firm Competition Guide Contents

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INTRODUCTION AND OVERVIEW

Greetings! Thank you for taking the time to consider participating in the Texas Access to Justice Commission Champions of Justice Firm Competition. Last year, the winning firms in the competition raised more than \$130,000 for access to justice.

What is the Firm Competition?

It's a two-week period in which firms raise awareness about access to justice and ask their attorneys to donate to the Justice for All Campaign. It's a fun way for firms to compete against each other while raising money for a great cause.

Firms are recognized based on the individual contributions of their attorneys. To win, firms must raise a certain amount in their size category **and** have the highest total dollar amount **or** the highest percentage of contributing attorneys within their respective category. The minimum amount reflects the smallest number of attorneys in that size category multiplied by the \$150 suggested donation per attorney. Top three firms from each category will be recognized in the *Texas Bar Journal* and the winning firms will be recognized at the Justice for All reception in October.

Firm size categories are as follows:

Category	Firm Size	Minimum Total Amount Raised
Boutique	10-19	\$1,500
Small	20-44	\$3,000
Medium	45-89	\$6,750
Large	90+	\$13,500

What's involved?

As the firm captain, we would like your help communicating with the firm's attorneys during the firm giving campaign and encouraging them to make an Access to Justice (ATJ) Contribution to the Justice for All Campaign. Our goal to make this as easy as possible for you. We've prepared everything you need to hold a successful campaign, including emails and graphics similar to the ones shown in this brochure.

Any donation is tax-deductible as allowed by law and supports programs and initiatives funded by the Texas Access to Justice Foundation, the Texas Access to Justice Commission, and the Texas Bar Foundation.

When is it?

April 5-16, 2021.

How are the funds used?

All voluntary ATJ Contributions collected through the State Bar of Texas dues statement and Justice for All Campaign are used to effect change for low-income Texans through systemic reform of policies that disproportionately impact them. Each year, the Supreme Court of Texas issues a court order directing how the funds are to be used. Last year, the Court directed that \$250,000 go to the Texas Bar Foundation and the remainder to go to the Texas Access to Justice Foundation. All funds were distributed through a grant-making process to civil legal aid providers across the state.

We appreciate your support of the Texas Access to Justice Commission and your help in increasing access to justice for those who can't afford a lawyer. To read legal aid success stories, please visit <http://texasatj.org/stories-frontlines>.

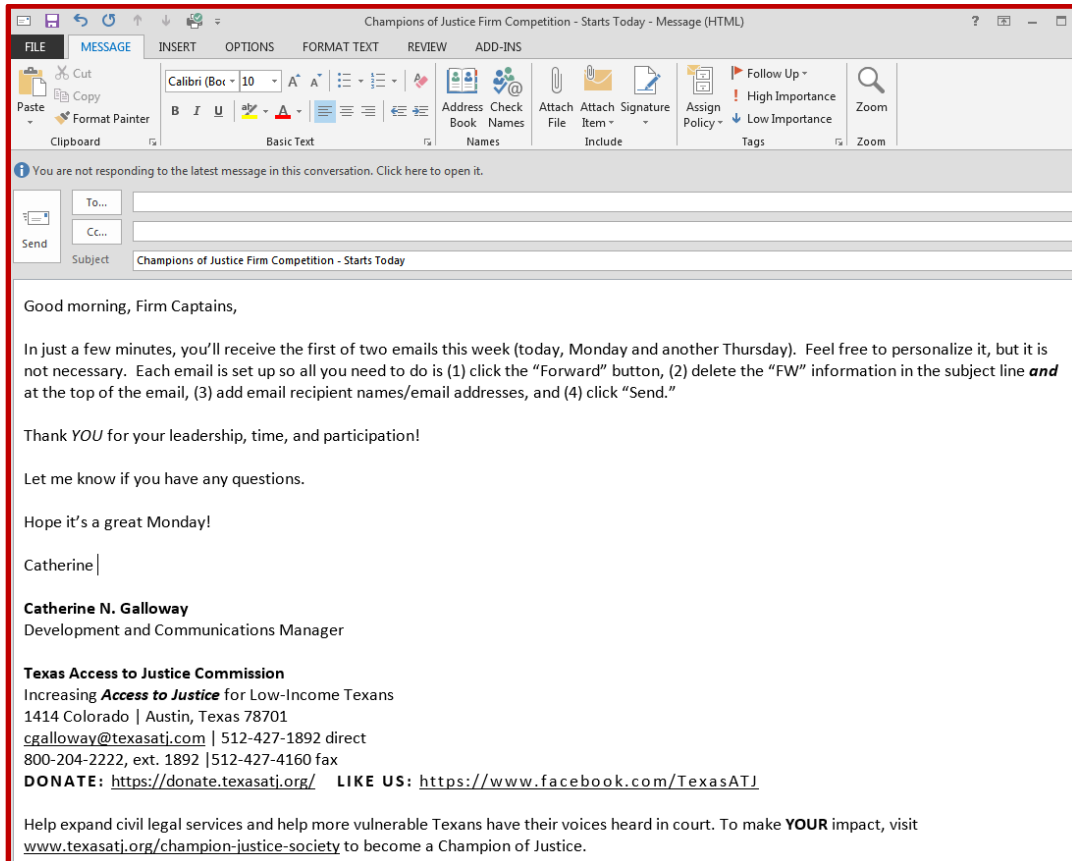
We look forward to working with you!

FIRM COMPETITION SAMPLE EMAILS

When the campaign begins, there will be **2 emails each week** that can be directly forwarded on to firm attorneys during the competition (4 total).

You will receive an overview email just before the competition begins and subsequent emails that can be forwarded to firm attorneys. Although not necessary, please feel free to personalize these emails in whatever way you feel best.

Firm Competition – Sample ‘Overview’ Email




Firm Competition Sample Email No. 1 (Week 1)

FW: I'm the Captain now - Message (HTML)

FILE MESSAGE INSERT OPTIONS FORMAT TEXT REVIEW ADD-INS

To...
Cc...
Subject: I'm the Captain now

 JUSTICE FOR ALL

Dear generous colleagues,

It's not easy asking for money, but when you understand how profoundly a contribution can affect the life of a low-income Texan, it gets easier. To that end, I have agreed to Captain our team in the annual Champions of Justice Firm Competition. And to be perfectly honest, the "competition" part makes it pretty irresistible.

From **April 10 – April 21**, we will compete with other firms in the state, not only in terms of money raised, but also – and this is key – in terms of participation. Last year **only 8%** of the Texas Bar participated! Rather than be ashamed, let's use this as a starting point. Are double digits asking too much? When you consider what a tax-deductible \$150 contribution can accomplish, I think not. And should you choose a Champion of Justice Society membership, you'll be a bona fide miracle-worker.

I'll be back in touch soon. In the meantime, consider the phrase *Justice for All*. It's not just words, friends, it's actions.

Please [donate](#) today.

Love,
The Captain

Learn More: www.texasatj.org

CHAMPION OF JUSTICE SOCIETY	
Guardian \$1,000 x 5	Can give life-saving assistance to victims of domestic abuse
Hero \$1,000	Can cover an entire case for a family
Defender \$500	Can preserve housing for a person living with disabilities
Advocate \$250	Can protect an elderly woman from a consumer scam

Firm Competition Sample Email No. 2 (Week 1)

Stop me if you've heard this... - Message (HTML)

FILE MESSAGE INSERT OPTIONS FORMAT TEXT REVIEW ADD-INS

To...
Cc...
Subject: Stop me if you've heard this...

Friends,

Every day, low income Texans suffer egregiously due to lack of access to legal representation. In many cases, services that should be a birthright are not even a right. Put yourself in the shoes of one of these people for just a moment. How can you *not* contribute to their cause?

A tax-deductible contribution of \$150 can make or break the future of a special needs child. A membership, at any level, in the Champion of Justice Society can dramatically alter, and even save lives.

The Firm Competition runs from **April 10 – 21**. It's not a lot of time, but it's certainly enough to 1) surpass the 8% participation of last year, and 2) **win this thing!**

Can I count on you to click the [Donate Today](#) button?

Fingers crossed!

The Big Cheese

To learn more about the Texas Access to Justice Commission, visit www.texasatj.org.

CHAMPION OF JUSTICE SOCIETY

GUARDIAN:
\$1,000 x 5
Can give life-saving assistance to victims of domestic abuse

HERO: \$1,000
Can cover an entire case for a family

DEFENDER: \$500
Can preserve housing for a person living with disabilities

ADVOCATE: \$250
Can protect an elderly woman from a consumer scam

Firm Competition Sample Email No. 3 (Week 2)

Microsoft Word interface showing an email draft titled "We're in First Place! - Message (HTML)".

Subject: We're in First Place!

Friends,

I honestly don't know if we're in first place. I know I'm doing everything in my power to dominate the Champions of Justice Firm Competition. Are you with me? Perhaps you've made a tax-deductible \$150 donation to help Lt. Billing receive the disability benefits he earned while serving his country. Possibly, in an even more heartfelt way, you've joined the Champion of Justice Society, where you can say, with pride, "Many Texans are better off because of what I did today." Or, are you waiting until the last day of the April 10 – 21 competition to make your mark?

I just know we'll be in first place, if we aren't already. Because I have faith in you. In your humanity. And also in our very healthy take-no-prisoners approach to competition.

So if you haven't already, won't you please [donate](#) today?

Fondly,

Mr. Big


Learn more about the Texas Access to Justice Commission: www.texasatj.org

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Firm Competition Sample Email No. 4 (Week 2)

Microsoft Word interface showing an email draft titled "Beggars can be choosers - Message (HTML)".

Subject: Beggars can be choosers



Dear friends,

This is the last time you'll hear from me regarding the Justice for All Firm Competition. I hope I've struck just the right tone – guilt-inducing, but charmingly so – neither pushy nor pushover. On **April 21**, we'll know how effective my cheerleading has been.

But, just in case you've not been reading these pleas, please (see what I did there?) let me make it clear: I'm *begging* you to contribute, but I'm letting you *choose* the level. A modest, tax-deductible \$150 donation means that an elderly victim of identity theft was made whole again. A Champion of Justice Society membership, at any level, means you've been blessed with immeasurable generosity (and, of course, superior intelligence!).

This exercise began as a competition and remains so, but the stakes are much higher than an ordinary game. Regardless of the outcome, you've made me proud. And in case you've missed the last three emails, won't you [donate today](#)?

Warmly,

The Boss

Learn more about the Texas Access to Justice Commission:

CHAMPION OF JUSTICE SOCIETY	
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Advocate \$250	

We understand it can be difficult to secure contributions solely during a two-week period, so **all contributions made on or before July 31, 2021 will be counted toward the Firm Competition.**

First place awards winners from each category will be recognized in October 2021.

Please let me know if you have any questions. We're here to help!

Contact Information

Patricia Griggs, Project Coordinator

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Call: 512-427-1833