



The Official



Fundraising pack

**Thank you so much for supporting
the Access to Justice Foundation!**

*Your fundraising will help provide justice to those
who need it the most*

THE
ACCESS
TO JUSTICE
FOUNDATION



Hello...

We are delighted that 2021 will see the return of the regional Legal Walks! The event is a highlight in the access to justice calendar and sees legal professionals and justice advocates walking together to raise funds for frontline legal advice services throughout the UK.

Why do we walk?

Prior to the pandemic, the UK's free advice services were under strain due to funding cuts and an increase in demand for their services. The pandemic has pushed these services to breaking point with many experiencing an unprecedented surge in demand from clients in desperate need of advice in areas such as debt, welfare, immigration, family, housing and employment law.

Without these free services, thousands of people who are unable to afford the services of a lawyer will be unable to access the help and support they need to get the justice they deserve.

Why take part?

By taking part in your local Legal Walk and seeking sponsorship from your friends, family and colleagues, you will be helping to secure vital funds needed for this important cause.

How to get involved

Visit www.atjf.org.uk/legal-walks to register yourself or your team to take part in your local Legal Walk. We will then get in touch with you shortly afterwards and provide you with all the details to get you started!

Please note that the organisers will be following government guidelines continuously throughout the pandemic and arrangements are subject to change. We will provide regular updates on the website in the lead up to each walk and will provide as much notice as possible should any walks be turned virtual

For more information, or to register for the Legal Walks, visit atjf.org.uk/legal-walks, or email lauracassidy@atjf.org.uk
We look forward to walking side by side with you in support of access to justice!

Thank you

THE DIFFERENCE YOUR FUNDRAISING COULD MAKE...

£20 CAN PROVIDE AN HOUR OF CASEWORK

One piece of advice can potentially prevent a person from becoming destitute, it helps people facing a range of issues including welfare benefits, domestic abuse, discrimination, immigration, asylum, housing, employment, child poverty & family matters

£60 CAN FUND 3 HOURS OF ADVICE

£120 FUNDS SPECIALIST LEGAL ADVICE PER CASE

For example, this can provide specialist legal advice on employment issues and ensuring employees can enforce their rights when faced with unfair decisions in the work place

£200 FUNDS LEGAL REPRESENTATION IN ONE CASE

This can allow for challenging an unlawful eviction, stopping a household becoming homeless

My Fundraising To Do List



Download my fundraising pack



Contact friends and family to sponsor me



Nominate 5 friends to participate in the Legal Walks



Fill out my sponsorship form



Share my fundraising posts on Social Media (use our quick and easy guide on how to do this)











What we have done?

Thanks to you, we have been able to ...

Following an unsuccessful appeal of his benefits refusal, Paul*, a 47 years-old suffering from kidney failure, arthritis and anxiety, faced the daunting prospect of representing himself at a complex hearing. His local Citizens Advice helped him prepare his submissions and attended the hearing with him, where the appropriate benefit was restored. Assistance from Citizens Advice was essential to ensure Paul received the level of benefits allowing him to live with dignity.



After her husband left her, Juliet* faced the prospect of dealing with her divorce without any legal representation. She was able to get vital advice from her local Law Centre's Advice Line, on the legal steps she will have to take, and the legal processes, allowing her to take appropriate action.

Your support has meant...

Melanie* is a single mother who relies on benefits. When these were refused, her local Law Centre successfully appealed the decision. The organisation provided all-around support to Melanie, with her children's education, her health, and housing. Over 18 months, this allowed Melanie's family to gain the skills and understanding they need to face the future.

HOW TO

Instagram



How to promote...



- Take photos that show the reason behind your decision to raise funds, images that represent the cause you care about and why.
- Keep your followers **in the loop** with your preparation – snap an early morning run or a late night gym sesh!
- **Upload** photos of your event, this will really help when you are asking for donations after your event has taken place – proof of what you did and the fun you had doing it.
- **Hashtag** your photos. Choose hashtags that are relevant to your event and cause so that your images crop up in searches on Instagram.
- **Screenshot** your supporter page! This is a brilliant way to show your followers how they can donate! (also don't forget to include your Page link in your accompanying comments)
- **Geotag** your Instagram posts – it's a great way to showcase where you've taken photos during your preparations or the event itself!

Instagram



Posting...

- 1) Post the following tiles on Instagram by using the  con on Instagram
- 2) Make sure you include a caption with **#LegalWalk** and try tagging 5 more friends to join the challenge
- 3) Make sure you include your **Virgin Giving Page** link in your caption, encouraging friends and family to donate
- 4) Don't forget to tag us **@accesstojusticefoundation**, so we can see all the great work you have been doing
- 5) Make sure you also post the best pictures from your walk or even some of our **sponsorship tiles**, to encourage as many people as possible to donate



HOW TO

facebook



Getting the word out...



- Create an **event** or group and **invite** all of your friends to join. This is a great way to gather all your supporters and potential supporters in one area.
- Suggest sponsorship amounts to your audience. Be bold – using our **shopping list** to tell them how much a few different amounts will help your cause.
- Include your story on your event/group. Tell people what you are doing, for what cause and the **reasons** behind your endeavour.
- Post your supporter page link! Let your friends know what you are doing and ask them to share the link to their network of friends.
- Upload photos, show your Facebook friends you in action, show them pictures of the cause you care about – share your passion with them.
- Make a **video!** With the amount of camera phones around it is now very simple create a short video. Really inspire them to want to help you raise as much as possible.



Posting...

- 1) Post the following tiles on Facebook to let all your friends and family know of the amazing work you are doing
- 2) Make sure you include a caption with **#LegalWalk** and try tagging 5 more friends to join the challenge!
- 3) Make sure you include your **Virgin Giving Page** link in your caption, encouraging friends and family to donate 
- 4) Don't forget to tag us **@Access2JusticeF**, so we can see all the great work you have been doing - make sure to give our page a like, to keep up with all the work we are doing!
- 5) Make sure you also post the best pictures from your walk or even some of our sponsorship tiles, to encourage as many people as possible to donate



HOW TO

twitter



Promoting the walk...



- Tweet your supporter page link to your followers! Include in your tweet '**Please RT** (retweet) to encourage them to do so! You can tweet your page link more than once; don't bombard your followers but make sure you **don't let them forget** about the fantastic effort you are putting into raising money for your important cause.
- Update your **twitter 'bio'** to include your fundraising story, and whilst you are editing your profile why not add your **Virgin Giving Page** link to make sure people know where to donate.
- @message your friends, celebrities and your charity – ask them to retweet your link – this way you are getting exposure to their followers as well! (you will be surprised at how many people will agree to do this)
- Compose a 140 character message to '**direct message**' your followers on – you can make this more personal as it won't be public and you can choose who you send it to. Tell them about your supporter page and cause, ask for their support – get their help to **spread your inspiring venture**.



Follow us...

- Don't forget to follow us **@Access2JusticeF**, so we can see all the great work you have been doing - make sure to give our account a follow, to keep up with all the work we are doing!
- Make sure you tag us in all your tweet, so we can see all the amazing work you are up to!

