

GLA ALA's 10th Anniversary

JUSTICE JOG

Greater Los Angeles Chapter Association of Legal Administrators

Sunday, September 24, 2017
8:00 AM – 11:00 AM
Century City (1800 Avenue of the Stars)

Team Coordinator Kit



Benefiting



CASA

Court Appointed Special Advocates
FOR CHILDREN

CASA OF LOS ANGELES

#justicejog5K10K #justicejog2017 #jogforCASA #casala #glaala



Welcome to the 10th Anniversary Justice Jog! GLA ALA is once again delighted to partner with CASA of Los Angeles for the 2017 Justice Jog on Sunday, September 24 in Century City!

GLA ALA has been proud to support CASA/LA for several years now. Together, last year we fielded over 700 runners, brought additional awareness for CASA/LA and raised over \$80,000 through sponsorships and donations! Runners from over 55 law firms & corporate teams from the Los Angeles area as well as friends and supporters of CASA/LA turned out to support this wonderful event. This year we expect an even greater turnout with more teams and friends to join us.

This coordinator kit contains information on how to sign up your team, how to start a donation page and tips on how to raise money. Key dates for the event are noted below and please know that we have many GLA ALA and CASA/LA volunteers who can help you along the way. Just Ask!!

Key Dates

June 5 – Team Registration Opens on www.justicejog.org

June 5 – Fundraising starts on www.justicejog.org

June 5 – Volunteer Registration Opens on www.justicejog.org

August 10 – Launch Party 5:30 – 8:00 pm

Nixon Peabody
300 South Grand Avenue, Suite 4100
Los Angeles, CA 90071

September 8 – Last date to register a team and be included on t-shirts

September 21 – Last date to register a team for the race

September 22, at noon – All pre-registration is closed

September 24 – Race Day! 6:30 am check in/late registration

mid-October – Awards Ceremony

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Since 2012, the Justice Jog has raised over \$400,000 for CASA/LA programs and services benefiting foster children in Los Angeles County. There are more than 30,000 children in foster care in LA County and the need is greater than ever for CASA/LA to recruit and train more volunteers for one-on-one advocacy. Currently, CASA/LA is serving 900 children in foster care with direct services.



What is CASA of Los Angeles?

CASA of Los Angeles, founded in 1978, mobilizes community volunteers to advocate on behalf of abused and neglected children in foster care.

CASA is driven by the dedication and expertise of caring community members, who contribute their time, energy, and experience to advocate on behalf of children in foster care.

Thank you for supporting Justice Jog and making a significant difference in a child's life.



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Registering Your Team on www.justicejog.org

- Go to www.justicejog.org and select the Register button on the top
- The site will begin to collect information from you so you can login in the future as part of Step 1.
- You will then be asked to select the type of registration you want under "create team" (i.e. up to 5 fundraisers, 10, etc.) and asks you to include a fundraising goal which is part of Step 2.
- You will now see a waiver at the bottom of the Step 3. Please read and electronically sign the waiver.
- At this point, your team registration has been added to your virtual cart.
- If you are all set go ahead and check out.
- Once your registration is complete, you will receive a confirmation email. In 24-48 hours, you will then receive a follow up comp code to provide to your team members.

Adding Your Team Members

- Once you know who is running/walking on your team, please forward them the comp code you received after you registered your team.
- Each walker/runner should be instructed to register themselves online and add themselves to your team. This will allow them to sign their waiver electronically as well.

Have more people that decide to run/walk after your team is full

- As the team coordinator, you will be able to log back in to www.justicejog.org and select the button to add more runners/walkers. Just as before, once you have completed your selection, you will go to your virtual cart and check out.

volunteerlocal



Registering to Volunteer For Justice Jog

- Go to www.justicejog.org and click on the Volunteer button at the top.
- A list of volunteer opportunities will be listed. Please review and select the slot(s) you are interested in. If there is no overlap, you may sign up for more than one task.
- Make sure to scroll down to the bottom and fill in your contact information.
- Once you have completed your contact information, please press "Sign Up To Volunteer."
- You will receive a confirmation once your sign up is complete.

That should do it! Thank you for your help in making our 2017 Justice Jog a success. Without our volunteers, Justice Jog would not be possible.

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HELP!!

Type of Help	Name	Contact
Help with registering a team	Isabel Warner	lwerner@troygould.com
Law Firm Sponsorships	Emily Lichtman Wendy Rice-Isaacs Willy Rodas	elichtman@sklarkirsh.com wendy.riceisaacs@bryancave.com wrodas@firstlegalnetwork.com
Corporate Sponsorships	Lori Akina Nilo Bolden Kameelah Hakeem	Chapter_News@glaala.org nbolden@fordharrison.com Kameelah.Hakeem@ffslaw.com
Volunteering	Julia Round Al Fagins	jround@harris-ginsberg.com albert.fagins@ricoh-usa.com



Need a little help training for Justice Jog? Join The Couch to 5K Running Plan at www.coolrunning.com/engine/2/2_3/181.shtml!



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Sample Emails

Customize the following letters for a personal appeal from individuals in your organization.

Dear [Name]:

Please join us and be part of our [Organization Name] Justice Jog 5K/10K team! On September 24, 2017, we'll be jogging, running or walking in GLA ALA's 10th Anniversary Justice Jog to benefit CASA of Los Angeles. Since 2012, GLA ALA has partnered with CASA/LA and raised over \$400,000 for CASA programs and services benefiting foster children in Los Angeles County.

Justice Jog brings the legal community, local businesses, community leaders, friends and family together for a good cause. Proceeds will benefit CASA/LA (Court Appointed Special Advocates of Los Angeles).

CASA of Los Angeles, founded in 1978, is a non-profit organization that activates community volunteers to serve as advocates for abused and neglected children. A CASA (Court Appointed Special Advocate) is a voice in court and in the community for these children, and often the most constant person in their lives, focused on their best interests.

With more than 30,000 children now under jurisdiction of the Dependency Court of Los Angeles County, CASA's work for their safety, well-being and permanency is critical. CASA needs your help to reach even more children and recruit more volunteers, moving toward their vision of a Los Angeles where every child has an advocate and the opportunity to thrive.

I urge you to join me in supporting this campaign by:

- Joining our [insert Organization name] team at www.justicejog.org
- <http://www.imathlete.com/events/justicejog2015/register> Contribute Funds at www.justicejog.org [insert link to your team fundraising page here]
- Sign Up to Volunteer by Setting Up or Cleaning Up at the Event <http://glaala.volunteerlocal.com/volunteer/?id=16595>

[Coordinator Name] will be following up with more information on this campaign and ways you can help. Please contact [him/her] at [phone number/email] if you have any questions.

Thank you for your support.

Sincerely,

[Insert name]

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Sample Email From Individual

Dear [Insert name],

On Sunday, September 24, I'll be participating in the Justice Jog 5K/10K in Century City. All proceeds will support CASA of Los Angeles and foster children in LA County.

CASA of Los Angeles, founded in 1978, is a non-profit organization that activates community volunteers to serve as advocates for abused and neglected children. A CASA (Court Appointed Special Advocate) is a voice in court and in the community for these children, and often the most constant person in their lives, focused on their best interests.

It's going to be a really fun and meaningful event, and I would love for you to join me! You can join my team by registering here www.justicejog.org

If you can't run/walk/jog with me, you can still take part by making a tax-deductible donation to my fundraising page [\[insert link to your team fundraising page here\]](#). Together, we can do more for abused and neglected children in LA County.

Thank you for your support.

In solidarity,
[Insert name]

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Social Media

Sample Facebook posts:

1. I registered for Justice Jog's 5K/10K in Century City on September 24 benefiting CASA of Los Angeles and foster children in Los Angeles County. Support my efforts by making a donation or joining my team! **[Link to your page]**
2. Ready. Set. Jog! Help foster kids and register for Justice Jog, a 5K/10K in Century City! All proceeds will benefit CASA of Los Angeles, providing Court Appointed Special Advocates for foster children in LA County. **[Link to your page]**
3. I'm committed to raising at least \$500 dollars for CASA of Los Angeles. Help me reach this goal by donating \$10 to my fundraising page **[Link to your fundraising page]**. Every dollar counts!

Sample tweets to get your friends to join you:

1. How far would you walk to help foster kids? I'm asking you to do 3.1 miles with me! Sign up now: XXXXXXXXXX #justicejog5K10K #casala #glaala #justicejog2017 #jogforcasa
2. I'm running in Justice Jog 5K/10K to raise money for foster children and CASA/LA. Join my team: **[Insert link for team page]** #justicejog5K10K #casala #glaala #justicejog2017 #jogforcasa

Sample tweets to get donations:

1. I am walking/running in the Justice Jog 5K/10K benefiting foster children and CASA/LA. Support my efforts, make a donation! **[Insert link to your page]** #justicejog5K10K #casala #glaala #justicejog2017 #jogforcasa
2. I've committed to raising \$____ to support foster children and CASA/LA. Help me reach my goal, make a donation **[Insert link to your page]** #justicejog5K10K #casala #glaala #justicejog2017 #jogforcasa



Twitter: @casaofla

Instagram: @casa.la

Facebook: .Justice .Joa 5K

Offline Donations

#justicejog5K10K #justicejog2017 #jogforCASA #casala #glaala



Financial donations may be collected and mailed directly to CASA/LA. Please provide a list of donor names with addresses and donation amount. Mail donations to:

Gabrielle Lacayo
CASA of Los Angeles
201 Centre Plaza Drive, Suite 1100
Monterey Park, CA 91754

Team Coordinators should add any check or cash donations they wish to be included in as offline donations when logged into your dashboard/page on www.justicejog.org. Then, mail the donations to CASA/LA with a note indicating the team name.

CASA/LA HELP!

If you have any questions or need help getting your fundraising page started, please contact Tara Grand at TGrand@casala.org

Don't miss this family fun 5K/10K Run/Walk in support of CASA of Los Angeles! Justice Jog brings the legal community, local businesses, community leaders, friends and family together to raise funds for foster children.

Register at www.justicejog.org

SUPPORT FOSTER KIDS IN LA COUNTY AT JUSTICE JOG 2017

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