



TEAM LEADER RESOURCES

So, you've volunteered to be our trail-blazer of justice behind your organization's Dress Down for Justice Drive! Give yourself a pat on the back, you are changing lives today, and we thank you for your commitment to our community.

What: Dress Down for Justice seeks to unify all justice loving people while showcasing collective workplace participation.

Why: The difference between having an attorney and not having an attorney is the difference between remaining in duress and starting on a path of security and independence. Civil legal aid plays a significant role in making Tampa Bay a more just and equitable community to live. Read and share our client success stories.

Who: You! Workplaces in the Tampa Bay area, from all sectors, are encouraged to participate and show their support in providing free civil legal aid to low-income residents. This will be a team effort, but we do ask that you select one team leader to help man your drive.

How: Participants donate to dress down. Get creative! View some campaign ideas which go beyond the traditional jeans day. This is meant to be a fun way for your workplace to have an impact on our community, but also a way for your team to come together in a collegially fashion.

When: The campaign will launch March 11, 2020 and run through mid-April. Workplaces can choose any campaign day(s) or week(s) to host.

1

WE'RE BETTER TOGETHER

It helps to have a team dedicated to putting together a successful Dress Down drive. Recruit folks at your organization who could help make an impact.

A. Motivate the Team: How will you get your workplace involved?

- **HOST A LAUNCH EVENT** like a breakfast or happy hour, offer a themed dress-down day ([click here for inspiration](#)), or host a raffle for everyone who joins the challenge!
- **GET COMPETITIVE** with individual or team-based goals. Challenge folks to reach 100% participation, or offer an incentive if a fundraising goal is reached.
- **RAISE THE STAKES** with creative ideas. Every workplace has its own unique culture. The DC Bar Foundation had some creative ideas from their past “Go Casual” drives—one firm’s managing partner promised to wear a sweatshirt of his alma mater’s rival if the firm reached its goal; another promised to shave his mustache if 80% of the firm contributed. Get those creative juices flowing!

B. Mark Your Calendar: When will your Dress Down drive will be?

It can be one day, a week, every Friday for the next month, or a month-long drive! It’s up to you. We encourage your campaign to take place between **March 11th and Mid-April** so we can harness the power of social media and create a socially rewarding experience for all organizations involved.

C. Let’s Get Planning! Establish the following in advance: 1. Campaign date(s), 2. Planned outreach (i.e. org-wide emails and social media blasts), 3. Goal milestones (e.g. “We hope to reach 50% participation by…”), 4. Signature event dates

D. Set a goal. Goals can be a specific dollar amount and include a matching opportunity or they can simply be a percentage of workplace participation.

2

MARKETING & AWARENESS

Let’s Get Out the Mega Phone!

- **PRINT THE FLYER** and post it around the office!
- **SEND THE EMAIL TEMPLATE** to generate support or create your own! Remind folks frequently and promote signature events through email and social media.
- **WEAR THE STICKERS** to get the office talking. Make sure those ‘dressing down’ wear their stickers as a reminder to other staff to participate.
- **TRACK YOUR SUCCESS** with the cash donation tracker.
- **SHARE CLIENT STORIES** and testimonials as a part of your overall messaging. Make sure folks remember what an excellent cause this is supporting. Fairness and justice for all—not just those that can afford it.

3

DONATE & DRESS DOWN

Visit our FAQ’s page for frequently asked questions about your tax-deductible gift. To participate, simply donate at bals.org/dressdown. To coordinate Cash/Check delivery contact Paul Leek, Data/Communications Coordinator: 813.232.1222 Ext. 118 - PLeek@bals.org

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