**ILAS Annual Campaign Email Templates “Launch Phase Week 2”**

**“Early Bird” Email Template Captains and Champions Version**

*Objective: This email is designed to create a sense of urgency and encourage early giving for the ILAS 2023 Annual Campaign. Early contributions are crucial as they enable ILAS to showcase milestones, leverage impactful giving stories to inspire more contributions, and foster positive peer pressure, motivating additional support for the campaign.*

Subject: The Importance of Early Giving in ILAS 2023 Annual Campaign

[Recipient's]

ILAS 2023 Annual Campaign is here, and we need your early support to kick things off with a bang! Your contribution right now isn't just about the money—it's like throwing the first stone in a pond, creating ripples of change that others will notice.

Being an early giver means you're not just donating; you're starting a story. Your generosity becomes a tale of impact that we can share with others, inspiring them to join in and make a difference too.

Early giving sets a tone of excitement among your friends and colleagues. It shows them that we're already making waves, and this is something we believe in.

So, be the trendsetter, the pioneer, the one who gets the ball rolling. Your early support isn't just a contribution; it's the spark that lights up our mission for justice and positive change in the community.

To contribute please use ILAS's dedicated donation form for the Attorney Campaign, accessible via ILAS 2023 Annual Campaign on its website indylas.org or directly through this secure online link: https://www.indylas.org/donate-annual-fund.

For those preferring checks or cash, contributions can be sent to the ILAS office at the following address, with "Annual Campaign" noted in the memo section:

Indianapolis Legal Aid Society

615 N Alabama St., Ste. 122,

Indianapolis, IN 46204

**“Impact Story” Email Template Captains Version**

*Objective: This email aims to communicate the campaign's goals, share a compelling story, and offer insight into the transformative snowball effect that legal aid creates within our local community. The emphasis will be on illustrating how this campaign will make a direct and tangible impact on individuals and the community at large. Legal aid, as a fundamental concept, has consistently demonstrated its ability to deliver both tangible and intangible benefits. By addressing and resolving legal matters for those with limited financial means, legal aid becomes a powerful force in preventing pain, suffering, and a diminished quality of life.*

Subject: Be the Change: Support Indianapolis Legal Aid Society’s 2023 Annual Campaign

[Recipient's]

As we embark on the ILAS 2023 Annual Campaign, your participation holds the key to making a profound impact on the lives of individuals grappling with legal challenges and limited resources.

For over 80 years, the Indianapolis Legal Aid Society (ILAS) has been a trailblazer in offering pro bono and no-cost legal representation in Marion and surrounding counties. ILAS stands out as an organization with an unwavering commitment to positioning the legal profession at the forefront of problem-solving, issue identification, and community impact.

Attorneys, often unsung heroes in our communities, contribute significantly to the well-being of our society by sitting on boards, providing invaluable advice, and supporting clients through various challenges. While the impact is substantial, attorneys seldom find themselves in the proverbial trenches of problem-solving poverty or other social issues. However, ILAS distinguishes itself by recognizing the extensive costs associated with unaddressed legal needs in individuals with limited means.

ILAS direct services go beyond direct monetary impact and encompasses profound socio-economic effects such as addressing pain, suffering, and trauma, Even more so ILAS sees daily how unaddressed legal needs impose indirect costs on communities, affecting business investment, property values, economic output, and financial resources.

ILAS is committed to addressing these critical issues through its 2023 Annual Campaign, strategically designed with three key campaign categories:

**Addressing the Impact of the Drug Epidemic on Children and Families**

**Preventing Elder Abuse**

**Supporting Mental and Family Health Before, During, and After Family Law Matters**

Allow me to illustrate the impact of your potential contribution through Andrea's story:

Andrea, a resilient single mother raising three wonderful children while working tirelessly as a manager at her local McDonald's. Andrea's daily efforts extend beyond providing for her family; her warmth and companionship brighten the lives of everyone fortunate enough to know her. She stands as a pillar in her community, dedicating time to her children's school and generously using her free time to assist others.

Despite her unwavering dedication, Andrea, like many Hoosiers, finds herself living paycheck to paycheck. While she manages to put food on the table, the luxury of a vacation or the latest toy for her children remains out of reach. Hiring an attorney for help and support, an additional expense, seems like an unattainable dream.

Andrea's story takes a poignant turn as her sister, battling addiction relapses and takes a turn for the worse. Andrea, with limited resources, witnesses the profound impact of drugs on her sister and the innocent lives of her niece and nephew. Andrea relies on her nurturing instincts. She babysits, provides a safe and loving home, and becomes the beacon of stability for her family.

The situation takes a heartbreaking twist when Andrea's sister doesn't return home, leaving fear and anxiety in its wake. To make matters worse, her nephew Isaac falls seriously ill. Desperate for help, Andrea schedules a doctor's appointment, realizing during this moment that she is going to be facing legal challenges. The children are not on her health insurance, and she has no legal authority over them. The weight of the situation becomes overwhelming.

In a serendipitous turn, someone at the nurse's office suggests guardianship and provides Andrea with the phone number to ILAS. Here, the Indianapolis Legal Aid Society becomes the lifeline for Andrea and others like her, thanks to the financial contributions from compassionate attorneys like you. Andrea, unable to afford private counsel, finds the support and legal representation she deserves and establishes guardianship over her niece and nephew so they can access the medical and educational support they need.

Your contributions to ILAS not only transform lives but also empower individuals like Andrea to navigate through seemingly insurmountable challenges.

To contribute to this meaningful cause, please use ILAS's dedicated donation form for the Attorney Campaign, accessible via ILAS 2023 Annual Campaign on its website indylas.org or directly through this secure online link: https://www.indylas.org/donate-annual-fund.

For those preferring checks or cash, contributions can be sent to the ILAS office at the following address, with "Annual Campaign" noted in the memo section:

Indianapolis Legal Aid Society

615 N Alabama St., Ste. 122,

Indianapolis, IN 46204

Your compassion and commitment to creating positive change in our community are genuinely appreciated.

[Your Name]

**“Impact Story” Email Template Champions Version**

*Objective: This email aims to confirm your engagement with the provided story, restate the core message of the original email, and convey personal endorsement for the ILAS Annual Campaign. By highlighting a mutual dedication to the campaign's objectives, the goal is to underscore that this initiative goes beyond financial contributions to a local nonprofit, emphasizing a direct and tangible impact on issues within our community.*

Subject: Be the Change: Support Indianapolis Legal Aid Society’s 2023 Annual Campaign

Thank you for sharing Andrea's story, shedding light on the invaluable work undertaken by organizations such as the Indianapolis Legal Aid Society in addressing critical issues like the impact of the drug epidemic on families. I find it truly inspiring.

Being a supporter of ILAS fills me with pride, knowing that our collective efforts, as professionals in the legal field, contribute to positive change in our community. It's heartening to witness the commitment of many others in our profession who are dedicated to making a difference.

[Your Name]