

## How to Personalize and Promote Your Fundraiser

### Personalize Your Page and Share Your “Why”

The more personal your fundraising page feels, the more likely people are to support it. Add a profile photo, set an achievable fundraising goal, and give your page a name (for example, “**Olivia’s Birthday Fundraiser for The Legal Aid Society**”).

Then, write a few sentences explaining why you’re fundraising for The Legal Aid Society. This is your chance to share what motivates you and invite others to stand with you in supporting equal justice for New Yorkers.

If you’d like a starting point, you can use or adapt the language below:

#### General

*“I’m fundraising for The Legal Aid Society because no New Yorker should be denied the right to equal justice. For 150 years, Legal Aid has defended New Yorkers facing eviction, deportation, family separation, and criminal charges, and fought to change the systems that keep people in crisis. If you’re able, please join me by contributing what you can.”*

#### Criminal Justice

*“I’m fundraising for The Legal Aid Society because no one should lose their dignity or basic rights simply because they are incarcerated. Legal Aid fights for humane conditions in jails and prisons, challenges unlawful punishment, and works to reduce unnecessary incarceration keeping people connected to their families and communities whenever possible. I hope you’ll join me in supporting this work and helping to ensure justice for all New Yorkers.”*

#### Civil Rights

*“I’m fundraising for The Legal Aid Society because access to housing, health care, safety, and stability shouldn’t depend on how much money you have or where you were born. Through its Civil Practice, Legal Aid helps New Yorkers avoid eviction and homelessness, secure benefits and health care, and defend immigrants facing detention, deportation, and family separation. I hope you’ll join me in supporting this work and helping to ensure justice for all New Yorkers.”*

#### Juvenile Rights

*“I’m fundraising for The Legal Aid Society because every child deserves safety, stability, and a voice. Through its Juvenile Rights Practice, Legal Aid represents 90% of children and young people in Family Court protecting their rights, keeping families together whenever possible, and advocating for the support kids need to thrive. I hope you’ll join me in supporting this work and helping to ensure justice for all New Yorkers.”*

### Share some facts and figures

Every day, in every borough, The Legal Aid Society works in courtrooms and communities to deliver justice to New Yorkers. Share some impactful facts about Legal Aids work to show people that their donation will be put to good use.

Here are some of The Legal Aid Society’s 2025 impact stats:

- **2 million +** New York City residents benefited from Legal Aid’s direct representation, affirmative litigation, legislative and policy advocacy
- **12K+ Days** of needless incarceration were eliminated through sentence corrections for 238 clients, resulting in **over \$14.4 million in taxpayer savings**
- **475K+** Individuals and their families benefited from Legal Aid’s holistic direct services
- **2K+** Missed days of instruction prevented through education advocacy
- **1.6K+** Evictions prevented, keeping over 3.8K New Yorkers housed
- **48K+** Helpline calls answered on a range of legal issues including prisoners’ rights, housing justice, immigration support, and education advocacy

### **Promote Your Fundraiser on Social Media**

Check out our image and graphic resources to help promote your fundraiser across social media platforms. Here are some posts to help get you started.

I’m fundraising for The Legal Aid Society because no New Yorker should be denied the right to equal justice. For 150 years, Legal Aid has stood with New Yorkers when it matters most. If you’re able, I’d be grateful for your support.

*[Link]*

I’m excited to share that I’m fundraising for @The Legal Aid Society! For 150 years, they’ve stood with New Yorkers facing eviction, deportation, family separation, and involvement in the criminal legal system.

I hope you’ll consider supporting or sharing my page. Every bit helps.

*[Link]*

It’s my birthday! To celebrate, I’m raising funds for @The Legal Aid Society! For 150 years, they’ve stood with New Yorkers facing eviction, deportation, family separation, and involvement in the criminal legal system.

I hope you’ll consider supporting or sharing my page. Every bit helps.

*[Link]*

Don’t forget to tag The Legal Aid Society in your posts!

Instagram - @legalaidnyc

Facebook – @The Legal Aid Society

X/Twitter - @LegalAidNYC