

NEW LEADERSHIP PROGRAM

The New Leadership Program (NLP) is composed of a dynamic group of accomplished young professionals in both the corporate and legal communities who share in the belief of The Legal Aid Society's mission.

The NLP engages the next generation of young professionals through networking, volunteering, and fundraising events. Members are overseen by the NLP Board

CAMPAIGNS

The Associates' Campaign

One of the largest fundraising efforts undertaken by The Legal Aid Society, The Associates' Campaign raises more than \$400,000 from over 1,300 generous supporters. Each year, the Campaign is driven by associates at law firms across the city.

Campaign captains at each firm compete to raise money and spearhead initiatives to connect more supporters with Legal Aid's work. Firms that raise the most and have the highest participation among associates are awarded with a plaque commemorating their success and are featured in an ad in the *New York Law Journal*.

EVENTS

Winter Benefit

The annual Winter Benefit is the largest fundraising event of the NLP's calendar year, raising over \$75,000. Event proceeds support the Legal Aid's underfunded units and projects providing free legal services and tools to low-income New Yorkers.

Associates' Campaign Celebration and Kickoff

This annual event celebrates the past year's Associates' Campaign by distributing awards to top performing firms and kicking off the current year's event.

Issue-oriented and other events

Throughout the year, the NLP is invited to events including discussions, workshops, screenings, and CLE trainings to discuss current issues with Legal Aid staffers.



GET INVOLVED

NLP MEMBERS are young professionals from legal and business backgrounds. They assist the NLP Board in their efforts to expand fundraising and recruitment efforts in support of Legal Aid. Member responsibilities include:

- Personally contribute \$250 to Legal Aid annually
- Participate in corporate and law firm campaigns (where applicable)
- Spread the word of the mission of Legal Aid and recruit brand ambassadors

THE NLP BOARD is the governing body created to oversee the programming, fundraising, marketing, and recruitment efforts connected to the NLP.

Board members rely on each other to share the work of the Board and its various committees in the areas of governance, fundraising, and outreach as outlined below:

- Attend in-person, quarterly board meetings
- Bring at least 3 people to each NLP event
- Personally contribute a minimum of \$1,000 to Legal Aid annually
- Participate in corporate and law firm campaigns (where applicable)
- Assist in securing event sponsorships
- Join at least one committee
- Spread the word of the mission of Legal Aid and recruit brand ambassadors

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KEEP IN TOUCH

If you have questions or are interested in joining the NLP Membership or applying for the NLP Board, please reach out to Peter Hunziker, Development Project Manager, at phunziker@legal-aid.org

Learn More

