For the 2019–2020 Public Service campaign, the Ad 2 DC (“the Club”) Public Service Committee (“the/our Committee/we”) will create and implement a multi-phase, integrated advertising campaign that will strategically address the needs and goals of our selected nonprofit client from April 2020 to June 2020.

**Client Selection**

To select this year’s 501(c)(3) nonprofit client, we released a call for applications in August 2019 with questions to help our Committee understand the missions and internal structures of local organizations (Exhibit 1). This helped us determine which nonprofits’ needs best aligned with our Committee’s expertise, while ensuring our work will tackle issues in our Washington, DC community. The application was promoted for a month on the Club’s website and through cold email outreach (Exhibit 2). In total, we received 12 applications.

Our Committee selected three top applicants to present at Ad 2 DC’s annual Public Service-focused event, “The Pitch”, (Exhibit 3) in September. These organizations (Exhibit 4) were invited to “pitch” their nonprofit’s cause and goals, as well as illustrate what they envisioned for a partnership with Ad 2 DC (Exhibit 5). The event also served as a recruitment opportunity where we successfully recruited four of the 18 attendees to our Committee.

Following the presentations, attendees were asked to vote on their top choice for the 2019–2020 client (Exhibit 6) and join a discussion on which nonprofit should be chosen. Ultimately, we chose Rising for Justice, a bi-partisan organization that has operated in DC for more than 50 years.

Rising for Justice serves DC residents by providing pro bono legal and social services that eliminate housing insecurity and eviction, clear criminal records to create economic stability and social growth, keep families together, and ensure that equal justice applies to those without the ability to pay for services. In doing this, the organization trains the next generation of social justice advocates by engaging pro bono attorneys and students to participate in legal clinics, where they receive school credit for part-time work on real legal cases.

Shortly before submitting a client application, Rising for Justice underwent a name change as they were previously known as D.C. Law Students in Court. They also updated their website, but did not have the budget to undergo a complete rebrand. The new name was intended to reposition Rising for Justice as a premier social justice
organization and put the organization on a path to being seen as a thought leader. They were unsure how to go about achieving these goals, and hoped our Committee would help them do so (Exhibit 7).

During the course of working with Rising for Justice, we encountered unforeseen circumstances with changes in their staff affecting the campaign’s goals, strategy, and timeline. After a successful kickoff meeting in October 2019 with their Communications Team, and two weeks after pitching our Committee’s strategy and creative concepts in late January 2020, Rising for Justice underwent a series of swift leadership changes, which included our point of contact and their Executive Director, who became the ultimate decision maker for the campaign (Exhibit 8).

This change in leadership postponed our plans to launch in March–May. Our main point of contact was then turned over to a temporary Acting Communications Director, who set up an in-person meeting with the Committee Co-Chairs and the new Executive Director on February 21 (Exhibit 9). We learned the new Executive Director’s goals for Rising for Justice differs from the Communications Team’s goals and that many internal changes at the organization consumes their time. Despite our concern that Rising for Justice would end their relationship with Ad 2 DC, we found a common interest between our original Creative Concepts and campaign strategy and the Executive Director’s desire to communicate the impact of Rising for Justice’s work through storytelling and testimonials. At the end of the meeting, we agreed to adjust the timeline, goals, target audiences, and deliverables while Rising for Justice agreed to assemble a list of individuals, such as clients, faculty, and students, who might be willing to be featured in campaign content (Exhibit 10).

Goals of the Project

When kicking off the project in October 2019, the Co-Chairs held a discovery session with the Rising for Justice Communications Team to discuss their brand, vision, and goals. At that time, they had three goals: (1) increase social media engagement; (2) increase brand awareness through media placements; and (3) increase the number of individual donors. The Committee then held an internal kickoff meeting to brainstorm how to achieve these goals.

After spending three months working on the initial campaign strategy, the nonprofit’s personnel change caused us to shift goals to align with the needs of the new Executive Director who is most concerned with
positioning Rising for Justice as a public interest law firm with legal clinics rather than a social justice organization. We collaborated with the Executive Director to update the campaign goals to the following:

**Goal 1: Build and enhance brand awareness.** Rising for Justice must compete with other legal clinics and nonprofits for resources like funding from law firms, students to participate in clinics, and media coverage. Since its founding, Rising for Justice has neither executed a coordinated effort to cultivate media relationships, nor allocated a budget for advertising. As a result, Rising for Justice has low visibility in DC’s legal community and law schools, and has not been called upon by the media to comment on issues of social justice in which they specialize. Our campaign seeks to create greater awareness of the organization among DC’s legal community and law students through earned and donated media by securing 10 media placements within relevant DC media sources favored by our target audiences.

**Goal 2: Communicate impact through compelling storytelling.** We will create and distribute compelling success stories using a content and social media strategy that will increase engagement on the nonprofit’s social media accounts by 50% and increase the number of followers across Rising for Justice’s social media channels by 25% by the campaign’s end in June. This will increase awareness of the organization’s many successes with the campaign’s target audience, instill a sense of pride in DC’s legal community around the work they do, and remind DC’s legal community why they got involved in social justice to begin with.

**Account Planning**

In October 2019, our Committee developed a project timeline from October 2019 to June 2020 detailing milestones, meetings, and client deliverables to meet the original client team’s goals (Exhibit 11). With the shift in personnel in February 2020, we updated the timeline to accommodate the new team’s agenda (Exhibit 12).

To build and staff our team, we recruited 14 Committee members by contacting past members and by networking at Club events. Additionally, the Communications Committee helped promote Public Service meetings to new members through e-blasts and social media posts (Exhibit 13). We kept our Committee members engaged through bi-weekly phone calls and monthly in-person meetings (Exhibit 14). All members remained accountable for
their assignments through Basecamp, a project management system (Exhibit 15) and a Slack account to ease discussion and collaboration (Exhibit 16) outside of planned calls and meetings. This was the first time the Committee had implemented a project management system to track tasks and milestones.

Before planning the campaign strategy, we conducted primary and secondary research to inform our targeted audience, messaging, creative, and media strategies. Once our research was completed, we organized Committee members into groups (Exhibit 17) based on skill sets and interests indicated in a survey (Exhibit 18). This method kept Committee members engaged by matching their campaign contributions to personally relevant skill development and allowed our team members to collaborate cross-functionally.

**Research**

**Primary Research:** We researched local and national nonprofits to compile a Competitor Analysis Report (Exhibit 19). This helped determine the strengths and weaknesses of similar organizations—both in DC and nationwide—that Rising for Justice aspires to. The analysis revealed that while Rising for Justice wishes to see itself as a leading law organization providing pro bono services, it does not highlight case wins or provide testimonials; does not comment on news relevant to its service areas; nor does it clearly communicate to the legal community and law students how they can get involved with the organization.

We conducted an audit of the organization’s social media channels (Exhibit 20). Audit results provided a snapshot of Rising for Justice’s total social media followers and engagement rate since their name change, while our media audit revealed that they had only earned mentions in five articles over the last few years (Exhibit 21).

Additionally, the Committee sought out to interview local law school students (Exhibit 22) to learn more about their perception of the nonprofit. We learned that some local law students, such as one interviewee from American University, believed Rising for Justice should attend more career, clinic, and internship fairs to “get their information out there, whether through professors or alumni.” A second law student currently enrolled in a Rising for Justice clinic shared that “the opportunity is unique in that it’s the only clinic in the DC region bringing together law students from various schools to collaborate.”
Secondary Research: To better understand those involved in the legal community who also have an interest in social justice, we conducted research on trends in social justice activism, civic engagement, and volunteerism (Exhibit 23). This strengthened Committee insights on the personality and behavioral indicators of our target audiences and provided a deeper background on key trends prior to campaign strategy creation. We also examined a Rebranding Survey conducted by Rising for Justice (Exhibit 24) to determine the legal community’s relationship with the organization. Both sets of research revealed that media outlets or platforms featuring news, events, and general content about a specific local area were most relevant to individuals with a strong belief in civic participation due to their strong commitment to their local communities. We complemented our primary and secondary research by examining the current demographics of the greater DC area (Exhibit 25). This helped ensure that the target audience personas we identified within our overall target audience is large enough in the DC area to benefit our client, and helped inform which media outlets we targeted for donated media opportunities.

Strategy

After our research phase, our Committee developed a strategy with both Rising for Justice’s goals and research findings in mind. However, upon the personnel shift at Rising for Justice, our Committee had to tweak the strategy to align with the new Executive Director’s goals. Ultimately, we determined that capturing client, faculty, and student interviews would allow us to create compelling, heartwarming stories that would communicate Rising for Justice’s impact and client wins to the DC legal community. Our plan is to use these interviews and stories to create engaging social posts and increase awareness of the organization’s successes, and create written content for relevant DC media sources that will be seen by our target audiences.

Target Audience

Rising for Justice initially wanted to reach a wider audience, which would have included local ‘social justice warriors.’ Based on our client’s revised direction, we narrowed our audiences to three target groups: (1) DC’s legal community, consisting of lawyers, law firms, judges, nonprofits, and public interest organizations that are college-educated and seeking opportunities to increase awareness of themselves and their employers. (2) Local law
students at DC-area universities, who are primarily Gen Zers and Millennials between the ages of 22–39. This group is driven by an interest in public service and the chance to advocate for social change. (3) Alumni and staff of Rising for Justice: those who have worked with Rising for Justice in some capacity over the last 50 years, including pro bono attorneys and legal clinic participants. By engaging these groups to share their passion for creating social change, we will tell a more complete story of the nonprofit’s impact over the past few decades. All three target audiences align with our Committee’s primary and secondary research findings (Exhibit 26).

Building increased engagement across all three target groups is key to ensuring these groups find the nonprofit to be worthy of respect, time, and resources (financial and otherwise). Our Committee determined 60% of our efforts would focus on DC’s legal community, 30% on law school and social work graduate students, and 10% on Rising for Justice alumni and staff.

**Messaging**

Committee Co-Chairs pitched two campaign concepts to Rising for Justice: “We Rise for” and “…and Justice for All.” (Exhibit 27). The selected concept, “We Rise for DC”, incorporates an emotional aspect that Rising for Justice’s communication has previously lacked. This theme (1) plays off the familiar court term “all rise” and signifies a group of people standing together, (2) reminds our audiences that no matter what specific values each one of us personally stands for, we are “all in this together”, and (3) serves as a reminder for DC’s legal community, be it professionals or students, on why they got involved in social justice. We will weave “We Rise for DC” throughout the campaign content to further evoke both compassion and pride around Rising for Justice’s success stories. This will help bolster the secondary messaging in our campaign which will highlight client, faculty, and student attorney testimonials and specific wins that Rising for Justice has achieved for its clients. Additionally, we’ll create messaging to help position Rising for Justice as a thought leader in the legal community. This fulfills our campaign strategy to enhance Rising for Justice’s brand by conveying the impactful work that they do for the DC community and reminding everyone what they “rise” or stand for.

**Creative**
Informed by our messaging approach and the theme, “We Rise for DC”, our campaign creative will incorporate elements of the client’s new branding while boldly proclaiming which social justice areas Rising for Justice addresses through the testimonials of our campaign interviewees. To help determine the visual direction, we built a campaign mood board (Exhibit 28) to inform our approach for bold typography, colors, and tone. The heart of our creative approach is to illustrate the impact Rising for Justice has on DC’s residents, while showing the organization to be action-oriented and unrelenting in its goal to achieve justice. This impact will be demonstrated through videos, interviews (Exhibit 29), and written content that authentically depict clients, staff members, and students. We will also create content with educational information and statistics highlighting Rising for Justice’s successes and impact. Our Strategy and Creative teams worked closely to develop specific creative assets (Exhibit 30), and the teams also partnered to fulfill the creative content needs and specifications of our donated media opportunities (Exhibit 31). All creative will be produced for use across social, print, and digital advertising.

**Execution and Tactics**

We will launch a six-week campaign beginning in April 2020 and ending in June. We assigned a weight to each target audience group (as outlined above) to guide Committee members on where to focus execution and tactics.

Campaign elements will either direct to a specific story on the Rising for Justice blog or a landing page on the nonprofit’s website outlining the ways our target audience members can get involved, including: (1) how to join a student clinic, or (2) how to get involved by being a pro bono attorney. Any blog posts and stories will also feature CTAs to get involved. We will measure success by analyzing social media and website metrics, including: overall impressions, social media engagement, click-through rates, and traffic to the website.

**Social Media**

We believe diversifying content and leveraging authentic storytelling that resonates with all three target audiences will help us achieve expanded reach and engagement across Rising for Justice’s social media channels. We created a social media content calendar (Exhibit 32) that distributes posts across three categories: (1) Campaign: Promote human interest stories and testimonials to remind target audiences of “why” they became involved with working in
social justice; (2) Thought leadership/firm capabilities: Showcase impact statistics and legal case wins; and (3)
Current Events: Highlight the significance of Rising for Justice in the DC community in times of crisis, such as
COVID-19. Our Committee will allocate its $500.00 budget to boost six social media posts in order to track data
around which post types resonate most with the client’s current followers and those targeted through paid social
media. All data will be provided to the client to help inform its future social media strategy to continue building and
enhancing its brand awareness post-campaign.

**Media Outreach**

Our Committee created a media outreach tracker (Exhibit 33) outlining vendors offering print, television, radio,
social media, and out-of-home advertising. We then drafted personalized outreach (Exhibit 34) to media companies
catering to audiences interested in legal and social justice. At the time of this Book submission, we have contacted 19
media outlets and secured a total of six donations, including:

- **The Daily Washington Law Reporter (secured):** Print or online advertisement
  - This trade outlet reports daily on DC’s court system. It reaches judges, lawyers, and law schools,
    directly aligning with our target audiences.

- **730DC (secured):** Newsletter/website article
  - This newsletter provides insight on local happenings with a social justice angle, which aligns with all
    our target audiences that show interest in DC’s social justice issues.

The Committee will continue its outreach to relevant media outlets and expects to secure additional placements.

**Results Attained**

As of now, our Committee has donated approximately 320 hours of work on this campaign (Exhibit 35). Based on
industry rates for our individual roles and expertise, work hours translate into $40,000. Current secured media
placements are valued at $1,775, bringing the current campaign value to a total of $41,775—all at no cost to the
client. At the time of this book submission, the Committee has not yet launched a campaign and cannot provide
metrics reporting; however, we hope to demonstrate our campaign progress and success at ADMERICA.
Exhibits

Exhibit 1: Nonprofit Application

Ad 2 DC 2019-2020 Public Service Campaign Application

Since the early 1960s, Ad 2 chapters across the nation have provided pro-bono advertising and marketing campaigns to nonprofit organizations in their communities. Ad 2 DC’s 2018-2019 campaign generated over 3.1 million impressions and a value of more than $105,000 — at zero cost to our client Washington Parks & People — by providing them with advertising, social media, public relations, and fundraising support.

To apply to become the 2019-2020 Public Service Campaign client, please answer the following questions. Contact Ad 2 DC Co-Chairs Genevieve Adams, Ashlee Cliff, and Tatiana Chivares at publicservice@ad2dc.org with any questions you may have.

Organization name:
Address:
Phone:
Website:
Primary contact:
Primary contact email:

About Your Organization:
What is the mission of your organization?

When was your organization established and how has it grown and evolved over that time period?

What anticipated challenges face your organization?

How would you like Ad 2 DC to address these challenges?
Exhibit 2: Nonprofit Application Outreach

Apply for a Pro Bono Advertising Campaign from Ad 2 DC

To: RASHA@splitthierock.org
Cc: Tatiana Delgado-Prather <tdelgadoprather@gmail.com>, Camisha Jones <CAMISHA@splitthierock.org>, EMMA@splitthierock.org, CHELSEA@splitthierock.org

Dear Rasha,

My name is Tatiana Olivarres, and I am reaching out because my colleagues and I at Ad 2 DC are interested in promoting Split Rock through a pro-bono advertising campaign. Each year Ad 2 DC, the young professionals division of the American Advertising Federation (AAF) DC chapter, selects a local nonprofit organization to receive a fully integrated pro-bono marketing campaign.

I strongly believe in Split Rock’s mission to provoke social change through the many voices of local poets. Much like your network at Split Rock, Ad 2 DC’s network consists of passionate creatives who want to use our talents for good in our communities. There’s much my team can do to help boost your organization’s visibility, increase donations, and continue making a difference in DC through a free marketing campaign and the many creative voices we’ll bring to the table for you. In 2018, we even placed second at the national Ad2 competition— you can learn more about the 2018 campaign and Ad2’s public service project here.

We would love for Split Rock to apply for this year’s Public Service Campaign. Our deadline is Tuesday, September 10th. You can find an application attached to this email to fill out and send back to us by Tuesday, September 10th at publicservice@ad2dc.org or by replying to this email. It takes only minutes to apply, and could have a long-lasting effect on your organization’s goals for 2020.

The only requirements are that you are a non-profit based in Washington, DC, helping the community and are registered as a 501c3.

Please don’t hesitate to reach out to use with any questions you may have. We look forward to receiving your application!

Sincerely,

Tatiana

Genevieve Adams, Ashlee Clift, and Tatiana Olivarres
Public Service Co-Chairs, Ad 2 DC

Ad 2 DC & Young Professionals of AAF DC
Follow Us! Web • Facebook • Twitter • Instagram • LinkedIn

Ad 2 DC Public Service Campaign Application 2019-2020.docx
Exhibit 3: “The Pitch” Event Promotion

Join us TOMORROW at The Pitch! Help Ad 2 Public Service choose a nonprofit client to create a pro bono marketing campaign for. The results will be announced at a later time. Meet us at 6-7:30pm at WeWork The Apollo. Registration is free. https://buff.ly/303W9ov

Liset Ortiz likes this.
Exhibit 4: “The Pitch” Run of Show

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<td>Genevieve/Tatiana/Ashlee to Set Up; Welcome First Nonprofit</td>
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<td>Digital Sign In; Intro Ad 2 DC by Tatiana/Ashlee</td>
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<td>5 mins</td>
<td>Genevieve brings in nonprofit #2, Intro by Tatiana/Ashlee</td>
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<td>Genevieve brings in nonprofit #3; Tatiana/Ashlee do intro</td>
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<td>15 mins</td>
<td>10 min presentation, 5 mins for questions</td>
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<td>7:30PM</td>
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Exhibit 5: Nonprofit Presentation at “The Pitch”
Ad 2 DC 2019-2020 Public Service Campaign Application

Since the early 1980s, Ad 2 chapters across the nation have provided pro-bono advertising and marketing campaigns to nonprofit organizations in their communities. Ad 2 DC’s 2018-2019 campaign generated over 3.1 million impressions and a value of more than $195,000 — at zero cost to our client Washington Parks & People — by providing them with advertising, social media, public relations, and fundraising support.

To apply to become the 2019-2020 Public Service Campaign client, please answer the following questions. Contact Ad 2 DC Co-Chairs Genevieve Adams, Ashlee Cliff and Tatiana Olivares at publicservice@2dc.org with any questions you may have.

Organization name: Rising for Justice
Address: 4340 Connecticut Ave, NW
Phone: 202.638.4798
Website: www.risingforjustice.org
Primary contact: Sterling Howard

What anticipated challenges face your organization?

We have, in past, not been included in the list of local leaders called upon to comment on issues of social justice—even those issues which are well within our wheelhouse, such as housing, criminal justice, immigration, and expungement. This decreases Rising for Justice’s standing as a team of thought leaders in these areas, which in turn limits access to students, volunteers, and donations. Also, the rapid growth of our organization and its programs over the last year has hindered the ability of each of our programs to be seen as part of Rising for Justice’s comprehensive, justice-focused whole.

We formally changed our name in August 2019 from D.C. Law Students in Court to Rising for Justice to more fully reflect the scope of the organization’s impact in the community. Along with our rebrand, Rising for Justice has expanded it’s online and regional profile to better amplify the needs of our clients and the work we do on their behalf. We anticipate, with the increase of media requests and overall communications needs, the need to establish a formal marketing plan.

How would you like Ad 2 DC to address those challenges?

Ad 2 DC can help address the above mentioned challenges by increasing overall earned media mentions, earning placement in a major newspaper or magazine, increasing social media followers and engagement, earning mentions in podcasts dealing with legal issues, and earning coverage in local broadcast media. Specifically with regard to the extent our organization has experienced disunited understanding regarding the breadth of our programs we’d like Ad 2 DC to provide internal communication tools that will give students, lawyers, and administrative staffers—and even alumni—of Rising for Justice the language and techniques they need in order to effectively tell the Rising for Justice story.

Also, establishing a formal marketing plan will aid in increasing Rising for Justice’s role as a thought leader in the discussion around social issues which are within our wheel house.
Exhibit 8: Rising for Justice Communications Associate Resignation Email

Creative Concept Follow-Up

Ariana Gibbs <agibbs@risingforjustice.org>
To: Ad 2 DC Public Service <publicservice@ad2dc.org>
Cc: Ashlee Clift <ashleeclift@gmail.com>, Tatiana Delgado-Praher <tdelgadopraher@gr

Good morning all,

I hope this email finds you well. I hate to be the bearer of bad news; however, I will be vacating my role of Communications Associate beginning February 13, 2020. With that said, I am hard at work preparing transition materials to ensure a smooth transition. Tomorrow I will be meeting with my team to make decisions regarding the Ad 2 DC role. Once those decisions are made, I will let you know.

With regard to meeting with Grace, I hope tomorrow's meeting will shine a light on her work. If you have any questions or concerns, please feel free to reach out to her.

Best regards,
Ariana Gibbs

Ariana Gibbs
Communications and Development Associate
202-838-4798
agibbs@risingforjustice.org
www.risingforjustice.org
E-Introduction Patricia Reilly

Patricia Reilly <preilly@risingforjustice.org>
To: Ariana Gibbs <agibbs@risingforjustice.org>
Cc: Ad 2 DC Public Service <publicservice@ad2dc.org>, Genevieve Adams <genevievep

Thanks, Ariana, and it’s nice to meet you, Genevieve, Tatiana and Ashlee. As Ariana in below, I’ll confirm Grace’s availability and send out a calendar invite.

- Tuesday, February 18 between 12:30 and 5:30
- Wednesday, February 19 between 10:30 and 5:30
- Thursday, February 20 between 10:30 and 5:30
- Wednesday, February 26 after 2:00
- Thursday, February 27 between 10:30 and 1:30

Many thanks!

All the best,
Pat

Patricia Reilly
Interim Director of Development and Communications

202-638-4798 x507
preilly@risingforjustice.org
www.risingforjustice.org
Thank you from Ad 2 DC and Next Steps

Ad 2 DC Public Service <publicservice@ad2dc.org>
To: Patricia Reily <carey@risingforjustice.org>
Cc: tmargalish03@risingforjustice.org, Ashley Clifford <asheycliff@gmail.com>, Talulah Delgado-Prather <tdelgado@prather@gmail.com>

Hi Pat and Hayley,

Thank you both for meeting with us after office hours to discuss Rising for Justice and Ad 2 DC. We appreciate your time, as well as Grace’s. We, unfortunately, do not have Grace’s email address so please pass along our gratitude to her, as well.

We’d still like to continue to help support Rising for Justice in executing a pro bono marketing campaign which can also help support organization’s future planned events, including the fundraising gala in September. To do so, we have slightly readjusted the campaign goals and strategy while also building out a timeline. Our hope is that we can receive your feedback on the items below and ultimately, receive your approval to move forward. While we will need some help from you upfront in order to make this happen, we will mostly be leaning on you for a “thumbs up/down” approval thereafter in efforts to keep this as light as a lift for you, as possible.

Creative Concept:

- We originally pitched two creative concepts to Arlana in January. However, after our meeting with you, we suggest moving forward with the creative concept, “We Rise For” as we feel this will help instill a sense of pride among DC’s legal community (be it professionals or students) and remind them why they got involved in the social justice to begin with. It also helps evoke compassion in the emotional storytelling that we hope to get across. Do you agree to allow us to move forward with this concept?

Campaign Goals:

- Build and enhance brand awareness among DC’s legal community and law students through earned and donated media. More specifically, we aim to secure 10 new media placements within relevant DC media sources.
- Communicate impact through compelling stories using a social media strategy and consistent posting schedule throughout the campaign. Additionally, we would like to help create content for supplement rewarding articles, as well.
- These goals will utilize the client stories we are helping to procure. Are you able to confirm that the above is in alignment with your overall goals with Rising for Justice so that we may move forward in their execution?

Rough Timeline:

- Week of 3/24:
  - Ad 2 DC to coordinate plans with videographer.
  - Ad 2 DC to continue securing earned/donated media placements.
- Friday, 3/6:
  - Hayley to provide Ad 2 DC with a list of potential “talent” and a summary of their story. This can be a mix of willing clients, students, or faculty participants for Ad 2 DC to interview, photograph, video, or record.
  - Ad 2 DC to continue securing earned/donated media placements.
- Week of 3/9:
  - Ad 2 DC to reach to “talent” to schedule video/photoshoot which aligns with the videographer’s video/photoshoot day(s).
    - We may need Hayley’s assistance here if the “talent” is unwilling to speak with us.
  - Ad 2 DC to continue securing earned/donated media placements.
  - Rising for Justice to provide final approval on earned/donated media placements by 3/16.
Exhibit 11: Campaign Timeline
Exhibit 12: Updated Campaign Timeline

### REVISED CAMPAIGN TIMELINE - RISING FOR JUSTICE

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**ACTIVITY**

- Coordinate plans with videographer
- Continue securing earned/bought media
- RFU provides talent list for interviews
- Schedule video/photo shoot
- RFU provides final approvals on media placements
- Execute video/photo shoot
- First draft of social media strategy/calendar completed
- Finalize social media calendar and graphics using assets from shoot
- Post social media content per schedule
- Create assets for media placements
- Create written content
- Campaign launch

**DELIIVERABLES**

- (4) two minute videos with 15 and 30 second outtakes
- (90) photos
- (up to 10) interviews (these will vary in output, e.g. profile, stories, etc.)
- (5-10) articles
- Print and digital ads to support media secured placements
- Summary of recommendations (post-campaign)
To kick off the new year, Ad 2 DC is using the power of marketing to be of public service to local nonprofit, @rising4justice. We’re calling all PR experts for this Sunday, January 26 from 1-4pm at West End Library to join the initiative in building a pro bono marketing campaign. Gain experience in another field of advertising while supporting a unique cause. Sign-up is FREE: https://buff.ly/2TJWnSz
Exhibit 15: Basecamp Project Management System
Exhibit 16: Public Service Committee Slack

---

**#general**

**Wednesday, January 15th**

*Erin Fox* 2:11 PM

Hi! Do you guys still want me to help with the deck design (I have some time this afternoon) or has it already been finalized? I have the "IN PROGRESS" google doc pulled up but let me know if there's a different version.

*Christina Aycock* 2:31 PM

I haven't worked on it yet @Erin Fox

*Ashlee Clift* 2:37 PM

No worries guys! Scratch this off the list.

---

**Sunday, January 26th**

*Will Martinez* 1:13 PM

Joined #general along with Chapin Blanchard.

*Ashlee Clift* 2:27 PM

Time Magazine: https://time.com/longform/hong-kong-portraits/

- Time
- Meet the Young People at the Heart of Hong Kong's Rebellion
  - They are willing to gamble away their futures if it helps preserve their home (29 kB) →
## 2019-2020 Public Service Committee

### Co-Chairs: Ashlee Cliff and Tatiana Olivares

*Former Co-Chair: Gabriela Maldonado (on maternity leave as of January 2020)*

#### Research:

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Christina Aycock</td>
<td><a href="mailto:christinaeaycock@gmail.com">christinaeaycock@gmail.com</a></td>
<td>Support</td>
</tr>
<tr>
<td>Chapin Blanchard</td>
<td><a href="mailto:cbc.02@gmail.com">cbc.02@gmail.com</a></td>
<td>Co-Chair</td>
</tr>
<tr>
<td>Casey Hatlow</td>
<td><a href="mailto:hallowcharley@gmail.com">hallowcharley@gmail.com</a></td>
<td>Support</td>
</tr>
<tr>
<td>Joey McPhee</td>
<td><a href="mailto:jmcphree@gmail.com">jmcphree@gmail.com</a></td>
<td>Support</td>
</tr>
<tr>
<td>Gisell Paula</td>
<td><a href="mailto:paula.gisell@gmail.com">paula.gisell@gmail.com</a></td>
<td>Lead</td>
</tr>
</tbody>
</table>

#### Strategy and Content (Social and Digital Media Strategy, Copywriting):

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapin Blanchard</td>
<td><a href="mailto:cbc.02@gmail.com">cbc.02@gmail.com</a></td>
<td>Lead</td>
</tr>
<tr>
<td>Keeley Franklin</td>
<td><a href="mailto:keeky.franklin@gmail.com">keeky.franklin@gmail.com</a></td>
<td>Support</td>
</tr>
<tr>
<td>Casey Hatlow</td>
<td><a href="mailto:hallowcharley@gmail.com">hallowcharley@gmail.com</a></td>
<td>Support</td>
</tr>
<tr>
<td>Gisell Paula</td>
<td><a href="mailto:paula.gisell@gmail.com">paula.gisell@gmail.com</a></td>
<td>Support</td>
</tr>
<tr>
<td>Mini Rosenberg</td>
<td><a href="mailto:rosenbergmlm@gmail.com">rosenbergmlm@gmail.com</a></td>
<td>Support</td>
</tr>
</tbody>
</table>

#### Creative (Graphic Design, Video Production):

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Christina Aycock</td>
<td><a href="mailto:christinaeaycock@gmail.com">christinaeaycock@gmail.com</a></td>
<td>Graphic Design, Support</td>
</tr>
<tr>
<td>Joey Diaz</td>
<td><a href="mailto:hallowcharley@gmail.com">hallowcharley@gmail.com</a></td>
<td>Video Support</td>
</tr>
<tr>
<td>Erin Fox</td>
<td><a href="mailto:erinfk3@gmail.com">erinfk3@gmail.com</a></td>
<td>Graphic Design Lead</td>
</tr>
<tr>
<td>Will Martinez</td>
<td>willmartinez63fastmail.com</td>
<td>Video Production Lead</td>
</tr>
</tbody>
</table>

#### Media (Earned and Donated Media Outreach):

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Casey Hatlow</td>
<td><a href="mailto:hallowcharley@gmail.com">hallowcharley@gmail.com</a></td>
<td>Lead</td>
</tr>
<tr>
<td>Tatiana Olivares</td>
<td><a href="mailto:takedaederneath@gmail.com">takedaederneath@gmail.com</a></td>
<td>Support</td>
</tr>
</tbody>
</table>
Ad 2 DC Public Service Committee Interests

We're excited to have you on board for the 2019-2020 Public Service Campaign. Please complete the survey below to let us know what skills you'd like to contribute, or if there's a new skill you'd like to develop during the campaign.

Email address *

Valid email address

This form is collecting email addresses. Change settings

Full Name *

Short answer text

Please name your employer or university *

Short answer text

Which best describes your day job or current skillset? (Choose all that apply) *

- Graphic Design
- Copywriting
- Web Design/Web Development
- Strategy
Exhibit 19: Competitor Analysis

DC Organizations

<table>
<thead>
<tr>
<th>Exhibition</th>
<th>Organization Name</th>
<th>Location</th>
<th>Mission</th>
<th>Key Leaders</th>
<th>Funding Sources</th>
<th>Programs</th>
<th>Website</th>
<th>LinkedIn</th>
<th>Twitter</th>
<th>Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rising For Justice</td>
<td>Washington N.O.P.A.</td>
<td>DC</td>
<td>Legal advocacy, representation, and training</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Domestic Violence</td>
<td>National Organization for Victim Assistance</td>
<td>DC, NY</td>
<td>Advocacy, support, and education</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safe Neighborhoods</td>
<td>Safeighborhoods</td>
<td>DC</td>
<td>Housing and community development</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green Promise</td>
<td>Green Promise</td>
<td>DC</td>
<td>Environmental justice</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Rising for Justice Social Media Audit

**Timeline: Last 8-9 (Since Changing Name)**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
<th>Average likes/comments</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facebook</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1,027</td>
<td>4</td>
<td>~0.3%</td>
</tr>
<tr>
<td><strong>Instagram</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>534</td>
<td>11</td>
<td>~2%</td>
</tr>
<tr>
<td><strong>LinkedIn</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>764</td>
<td>4</td>
<td>~0.5%</td>
</tr>
<tr>
<td><strong>Twitter</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1,006</td>
<td>4</td>
<td>~0.3%</td>
</tr>
</tbody>
</table>
### Exhibit 21: Earned Media Audit

<table>
<thead>
<tr>
<th>A</th>
<th>Date</th>
<th>Headlines</th>
<th>URL</th>
<th>Outlet</th>
<th>Department</th>
<th>Name</th>
<th>Content</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>8/24/2019</td>
<td>New research probes exist! [Link]</td>
<td>[Link]</td>
<td>The Economist</td>
<td>Tenants</td>
<td>Quote Provided</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>10/20/2019</td>
<td>Furloughed Food in D.C. [Link]</td>
<td>[Link]</td>
<td>WMU</td>
<td>Tenants</td>
<td>Quote Provided</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>10/20/2019</td>
<td>DBT TAYLOR, Yarmo, III [Link]</td>
<td>[Link]</td>
<td>The Buffalo N/A</td>
<td>News</td>
<td>About Alumnum</td>
<td>strong exposure</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>10/19/2015</td>
<td>Last Night’s Roadtrip Celebrat [Link]</td>
<td>[Link]</td>
<td>Banner</td>
<td>News</td>
<td>About Event RSU put on</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Interview with Two American University Law Students on 11.20 and 11.21

Student 1, attended info session with Rising for Justice, pursuing other law clinic. Knows organization as DC Law Students in Court

- Clinic process:
  - Clinics work differently at every law school, but they are a very popular thing to do pretty much across the board. At AU, clinics are very competitive so you are only allowed to participate in one. Most law schools have their own on campus clinics that range in size, but DC Law Students in Court meets off campus. Only one other clinic that she knows of that has its seminars off campus.

- DC Law Students in Court: Student was the only person in the info session she attended.

- Where does student consume legal/public interest/social justice content?
  - Public interest newsletter that American pushes out
  - National Women’s Law Center
  - Instagram, Facebook (groups like LAWTINA)
  - Once a lawyer, many join listservs

- How do you think RJF could do to tap into the overall legal and social justice community at American or in law schools?
  - Attend career or internship fairs
  - Coming to more of the clinic-related events and getting their information out there better, whether through professors or alumni
  - Features, profile their current clinic students and their interests what they are working on
  - Tap into DC law school social media followers, target that audience or ask the law school to feature them in posts

- How do you think RJF could do to tap into the overall legal and social justice community in DC?
  - They should follow the people and pages involved in common spaces and collaborate, ie. Hermanas in the Law, National Women’s Law Center, etc. Maybe a joint/co-op campaign?
  - Host monthly coffee or happy hours, networking hours to bring people together
  - Connect with the ABA or for Latino populations- should connect with the specific bar associations (Hispanic Bar Association)
  - Features, profile their clients and attorneys showing their interests what they are working on (popular for reshares)
  - Participate actively in law newsletters and listservs

Student 2, currently working with Rising for Justice.

- Joined the organization as it was going through its rebrand, knows new name but still calls it DC Law Students in Court.
M. Anderson, L. Rainie, A. Smith, & S. Toor. (July 11, 2018). “Activism in the Social Media Age.” Pew Research Center


<table>
<thead>
<tr>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criminal Defense</td>
<td>51</td>
<td>24%</td>
</tr>
<tr>
<td>None of the above</td>
<td>50</td>
<td>23%</td>
</tr>
<tr>
<td>Impact Litigation</td>
<td>46</td>
<td>21%</td>
</tr>
<tr>
<td>All of the above</td>
<td>41</td>
<td>19%</td>
</tr>
<tr>
<td>Crim-Immigration</td>
<td>39</td>
<td>18%</td>
</tr>
<tr>
<td>Juvenile Justice</td>
<td>37</td>
<td>17%</td>
</tr>
<tr>
<td>Appellate Litigation</td>
<td>37</td>
<td>17%</td>
</tr>
<tr>
<td>Expungement / Criminal Records Sealing</td>
<td>36</td>
<td>17%</td>
</tr>
<tr>
<td>Tenants' Rights</td>
<td>34</td>
<td>16%</td>
</tr>
<tr>
<td>Eviction Defense</td>
<td>30</td>
<td>14%</td>
</tr>
<tr>
<td>Affordable Housing Initiatives</td>
<td>30</td>
<td>14%</td>
</tr>
<tr>
<td>Housing Conditions</td>
<td>30</td>
<td>14%</td>
</tr>
<tr>
<td>Immigration</td>
<td>28</td>
<td>13%</td>
</tr>
<tr>
<td>Class Action</td>
<td>27</td>
<td>12%</td>
</tr>
<tr>
<td>Civil Protection Orders</td>
<td>20</td>
<td>9%</td>
</tr>
<tr>
<td>Small Claims</td>
<td>13</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>549</td>
<td>100%</td>
</tr>
<tr>
<td>Question</td>
<td>0 - I don't associate this with the organization at all</td>
<td>1</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>--------------------------------------------------------</td>
<td>----</td>
</tr>
<tr>
<td>Treats people with compassion and respect</td>
<td>0%</td>
<td>-</td>
</tr>
<tr>
<td>Protects fundamental rights</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>High quality services</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Impartial results</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Achieves justice</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Challenges societal injustices</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>address issues</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Makes equal justice a reality for many</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Transforms lives</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Responsive to needs</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Commitment to bring societal change</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Empowers individuals</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Challenges power structures</td>
<td>4%</td>
<td>0%</td>
</tr>
<tr>
<td>Combats systemic oppression</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Rights poverty</td>
<td>0%</td>
<td>2%</td>
</tr>
<tr>
<td>Empowers communities</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Combats root causes of unfairness</td>
<td>0%</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td><strong>Question 13</strong> - <strong>Below is a list of qualities that people could associate with the organization. How much, if at all, do you associate each quality with the organization’s focus as described? Please rate each on a scale from zero to ten where zero means “I don’t associate this with the organization at all” and ten means “I completely associate this with the organization” and you can be anywhere in between.</strong></td>
<td></td>
</tr>
</tbody>
</table>
Exhibit 25: DMV (DC, Maryland, Virginia) Demographics

Income

$50,827
Per capita income
about 1.5 times the amount in United States: $30,691

$103,474
Median household income
more than 1.5 times the amount in United States: $64,937

Household income

- 22% Under $50K
- 26% $50K - $100K
- 22% $100K - $200K
- 30% Over $200K

Poverty

8%
Persons below poverty line
about three-fifths of the rate in United States: 13.1%

Children (Under 18)

- Poverty: 10%
- Non-poverty

Seniors (65 and over)

- Poverty: 8%
- Non-poverty

Educational attainment

91.1%
High school grad or higher
a little higher than the rate in United States: 88.3%

54.5%
Bachelor's degree or higher
more than 1.5 times the rate in United States: 32.6%

Population by minimum level of education

- 9% No degree
- 16% High school
- 21% Some college
- 27% Bachelor's
- 27% Post-grad

* Uniform Population 25 years and older
Exhibit 26: Target Audience Personas

**DC's Legal Community**
- 60% focus
- Includes: lawyers, law firms, judges, and nonprofit and public interest organizations
- College-educated professionals; ages 25 and up that are still in the workforce
- Live in DC and affluent neighborhoods in Maryland and Virginia
- May be looking to fulfill American Bar Association's (ABA) suggested 50 annual hours of pro bono work
- ABA reports: 81% believe pro bono work is important
- Strapped for time; easier to give money to a cause they care about
- Seeking opportunities to increase awareness of themselves and their employers
- Consumes trade and traditional media

**Law Students**
- 30% focus
- Includes: graduate students attending American University; Catholic University; Georgetown University; The George Washington University; Howard University; and, the University of District of Columbia
- Gen Z and millennials; approximately 22-39 years old
- Career-focused and eager for resume building and networking
- Passionate about politics, advocating for social change, and being useful to society (Source: American Bar Association)
- Active social media users: Instagram, LinkedIn, and Twitter
- From generations that use social media as a key tool for activism, creating sustained movement for social change

**Alumni/Staff**
- 10% focus
- Includes: those who have worked with Rising for Justice in the last 50 years such as pro bono attorneys and legal clinic participants
- College-educated; ages 25 and up
- Group includes retirees
- Driven by an interest in public service rather than a high salary
- May have moved on to work for a large firm or is retired, but remains in touch with or aware of DC's social justice issues
- Has a strong desire to speak up for the ‘underdog’
Exhibit 27: Campaign Concepts and Strategy Pitch Meeting Deck

**Agenda**

- Identify and Define Campaign Goals
- **Review Research**
  - SWOT Analysis
  - Target Audience
- **Explore Opportunities**
  - Social Media
  - Building an Asset Library
  - PR Strategy
  - Target Media Opportunities
  - Increasing Individual Donors
  - Digital Marketing
- **Creative Concepts**
- **End of Campaign Deliverables**
- **Campaign Timeline**
- **Action Items**
- **Appendix**

**Concept 2**

___ and justice for all.

“One Nation, Indivisible, With Liberty and Justice for All.”

A play on a “phrase of allegiance” phrase, reminding an audience of shared values and a commitment to seeking and ensuring justice for all, regardless of background or income.
Exhibit 28: Campaign Mood Board
Exhibit 29: Interview Questions/Planning

2. Selecting four individuals on the talent list that we want to prioritize for the video shoot by next Tuesday, March 17
   a. Jeanna Wheat, Sophia Nnodi (Student Attorney)
   b. Justin Okoete (Supervisor, Criminal Defense Clinic)
   c. Layli Santos (Client)
   d. Milford Washington (Paralegal, Eviction Defense Services)

   Pre-production call

3. Determining which format we’d like to use to capture the stories of the other talent (Ex: Phone interview with recorded audio, emailed questionnaire with photos) by next Tuesday, March 17
   a. Option --- offer email or phone call
   b. Interviewees will supply their own picture / or creative team will go capture photos, if possible

4. Boilerplate text for email outreach to interviewees by next Tuesday, March 17

   For on-camera interview:

   Hi ________,

   My name is _______ and I’m part of Ad 2 DC — a group that is working with Rising for Justice on a campaign to raise brand awareness and highlight the impact the organization is making on the community.

   The Rising for Justice team informed us that you would be open to taking part in a short interview — thank you!

   We will be filming a handful of interviews on camera and would love to have you come and talk about your involvement with Rising for Justice. It will be a very casual setting and we will send
Exhibit 30: Sample Social Media Graphics

WHAT DO YOU RISE FOR?

WE RISE FOR DC
WE RISE FOR YOU
Exhibit 31: Donated Media Advertising Specs

Daily Washington Law Reporter Display Ad Sizes

- 1/16 Page (3.25” H x 1.75” W)
- 1/12 Page (3” H x 2.25” W)
- 1/4 Page (4.75”H x 3.6” W)
- 1/2 page (4.75” H x 7.125” W)
- Full Page (9.5” H x 7.125” W)
### Exhibit 31: Social Media Content Calendar

#### Facebook

<table>
<thead>
<tr>
<th>Post Date</th>
<th>Theme</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 13</td>
<td>Campaign</td>
<td>Interviewee name here</td>
</tr>
<tr>
<td>April 17</td>
<td>Thought Leadership/ Firm Capabilities</td>
<td>Housing (value of this service in the DC area)</td>
</tr>
<tr>
<td>April 21</td>
<td>Campaign</td>
<td>Interviewee name here</td>
</tr>
<tr>
<td>April 24</td>
<td>COVID-19 Update</td>
<td>Interviewee name here</td>
</tr>
<tr>
<td>April 28</td>
<td>Campaign</td>
<td>Interviewee name here</td>
</tr>
<tr>
<td>May 1</td>
<td>Thought Leadership/ Firm Capabilities</td>
<td>Expungement (value of this service in the DC area)</td>
</tr>
<tr>
<td>May 5</td>
<td>Campaign</td>
<td>Interviewee name here</td>
</tr>
<tr>
<td>May 9</td>
<td>COVID-19 Update</td>
<td>Interviewee name here</td>
</tr>
<tr>
<td>May 13</td>
<td>Campaign</td>
<td>Interviewee name here</td>
</tr>
<tr>
<td>May 17</td>
<td>Thought Leadership/ Firm Capabilities</td>
<td>Civil Protection Orders (value of this service in the DC area)</td>
</tr>
<tr>
<td>May 21</td>
<td>Campaign</td>
<td>Interviewee name here</td>
</tr>
<tr>
<td>May 25</td>
<td>COVID-19 Update</td>
<td>4,000 law students in court</td>
</tr>
<tr>
<td></td>
<td>Campaign</td>
<td>Interviewee name here</td>
</tr>
</tbody>
</table>

#### Instagram / Twitter

<table>
<thead>
<tr>
<th>Post Date</th>
<th>Theme</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 13</td>
<td>Campaign</td>
<td>Interviewee name here</td>
</tr>
<tr>
<td>April 17</td>
<td>Thought Leadership/ Firm Capabilities</td>
<td>Housing</td>
</tr>
<tr>
<td>April 21</td>
<td>Campaign</td>
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#### LinkedIn

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## Exhibit 33: Donated Media Tracker

<table>
<thead>
<tr>
<th>Media Company</th>
<th>What Do They Do?</th>
<th>What Is the Ask?</th>
<th>Contacting?</th>
<th>Who is Responsible for Outreach?</th>
<th>Main POC at Org</th>
<th>Date Contacted</th>
<th>Notes</th>
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<td><strong>Print</strong></td>
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<tr>
<td>The American Lawyer</td>
<td>A monthly legal magazine and website published</td>
<td>All on law school, history, and legal news</td>
<td>Y</td>
<td>Casey Nortie</td>
<td>Tidra Phillips</td>
<td>Contact 3/15/2023</td>
<td>$1,500 back</td>
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<tr>
<td>The Atlantic</td>
<td>American magazine and website</td>
<td>Digital ad insert targeted to DC area</td>
<td>Tocara Oliveras</td>
<td>Jerome Adams</td>
<td>Jerome Adams</td>
<td>Contact 3/15/2023</td>
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<td>The Washington Post</td>
<td>National trade publication and civics</td>
<td>Digital ad insert targeted to DC area</td>
<td>Tocara Oliveras</td>
<td>Jerome Adams</td>
<td>Jerome Adams</td>
<td>Contact 3/15/2023</td>
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<td>The Hill</td>
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<td>Jerome Adams</td>
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For more information, please visit [www.42dc.org](http://www.42dc.org).
Let's Work Together

Tatiana Olivares <eljegadab Maher@gmail.com>

Hi 7:30 DC Team,

I'm emailing you on behalf of DC-are nonprofit Rising for Justice.

In spring 2020, the organization will launch its very first marketing campaign that hopes to ignite social justice advocates to get involved with local issues where basic human needs are at stake. Through this campaign, we'll share Rising for Justice's story of leveraging the collective forces of students and experienced advocates to achieve equity and justice for all through pro bono legal and social work that has and will:

- Create economic stability
- Keep families in homes
- Increase health outcomes and employment rates
- And ensure equal justice applies to all DC residents regardless of income

The campaign will be run pro bono by Ad 2 DC, a group of marketing analysts, PR professionals, graphic designers, account executives and more, who are all young professionals under 32 and represent the rising talent in the marketing/advertising industry here in the District.

Our group kindly asks that 730DC donate advertising to make this a reality as we're running this campaign with an advertising budget of zero dollars. Ad 2 DC's team can easily assemble creative assets in most standard sizes and will be able to tailor these assets to whichever format is best, whether that be newsletter ads or collaboration on a media partnership to amplify the campaign and its various event activations. As this would be donated media, we are completely open to any suggestions you may have that could help bring this campaign to life.

Your audience — much like Rising for Justice's clients and pro bono advocates — have social justice and civic responsibility top-of-mind. We believe this will fit seamlessly with the campaign's broader messages around equity, justice, and community involvement, so this is definitely a request I hope you consider. I am happy to provide further details on a call if needed.

Looking forward to hearing from you!

With Thanks,

Tatiana
### 2019-2020 Public Service Committee Hours Tracker

#### Leadership

<table>
<thead>
<tr>
<th>Name</th>
<th>Role/Title</th>
<th>August Hours</th>
<th>September Hours</th>
<th>October Hours</th>
<th>November Hours</th>
<th>December Hours</th>
<th>January Hours</th>
<th>February Hours</th>
<th>March Hours</th>
<th>TOTAL Hours</th>
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</thead>
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<td>Ashlee Clift</td>
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#### Creative

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<th>October Hours</th>
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#### Strategy / Content / Research / Media

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**TOTAL HOURS:** 320