

GLA ALA's 10th Anniversary



Sunday, September 24, 2017
8:00 AM – 11:00 AM
Century City (1800 Avenue of the Stars)
5K/10K Run/Walk Benefiting



Team Coordinator Kit



#justicejog5K10K #justicejog2017 #jogforCASA #casala #glaala



Welcome to the 10th Anniversary Justice Jog! GLA ALA is once again delighted to partner with CASA of Los Angeles for the 2017 Justice Jog on Sunday, September 24 in Century City!

GLA ALA has been proud to support CASA/LA for several years now. Together, last year we fielded over 700 runners, brought additional awareness for CASA/LA, and raised over \$80,000 through sponsorships and donations! Runners from over 55 law firms & corporate teams from the Los Angeles area, as well as friends and supporters of CASA/LA, turned out to support this wonderful event. This year, with the addition of a 10K race, we expect an even greater turnout with more teams and friends to join us.

This coordinator kit contains information on how to sign up your team, start a donation page, and a few tips on how to raise money for CASA/LA. Key dates for the event are noted below and please know that we have many GLA ALA and CASA/LA volunteers who can help you along the way. Just Ask!

Key Dates

June 15 – Team Registration Opens on www.justicejog.org

June 15 – Fundraising starts on www.justicejog.org

June 15 – Volunteer Registration Opens on www.justicejog.org

August 10 – Launch Party & Silent Auction 5:30 – 8:00 pm

Nixon Peabody
300 South Grand Avenue, Suite 4100
Los Angeles, CA 90071

September 8 – Last date to register a team and be included on t-shirts

September 21 – Last date to register a team for the race

September 22, at noon – All pre-registration closes

September 24 – Race Day! 6:30 am check in/late registration

mid-October – Awards Ceremony

Since 2012, the Justice Jog has raised over \$400,000 for CASA/LA programs and services benefiting foster children in Los Angeles County. There are more than 30,000 children in foster care in LA County and the need is greater than ever for CASA/LA to recruit and train volunteers for one-on-one advocacy. Currently, CASA/LA is serving 900 children in foster care with direct services.



What is CASA of Los Angeles?

CASA of Los Angeles, founded in 1978, mobilizes community volunteers to advocate on behalf of abused and neglected children in foster care.

CASA is driven by the dedication and expertise of caring community members, who contribute their time, energy, and experience to advocate on behalf of children in foster care.

Thank you for supporting the Justice Jog and making a significant difference in a child's life.





Register Your Team on www.justicejog.org

- If you are paying by check, please contact Isabel Warner at iwarner@troygould.com before registering your team.
- If paying by credit card, go to www.justicejog.org and select the **Register** button on the top right corner.
- Step 1: Enter your information to create an account. If you participated in 2016, you will use the same information as last year. If you don't remember your password, go ahead and reset your password.
- Step 2: Select "Create Team" and choose the type of registration you want from the drop down menu based on the number of people that will participate on your team. Enter your Team Name and a Team Goal for fundraising.
- Step 3: Enter the information for the Team Captain and answer the remaining questions. Carefully read and electronically sign the waiver at the bottom of the page.
- Step 4: Your team registration will be added to your virtual cart.
- If you are finished, go ahead and check out.
- Once your registration is complete, you will receive a confirmation email. In 24-48 hours, you will receive a follow-up promotion code to provide to your team members so that they can join your team online without paying. Please contact Isabel Warner at iwarner@troygould.com if you do not receive a promotion code within 24-48 hours.

Add Your Team Members

- Once you know who is running/walking on your team, please forward them the promotion code you received after you registered your team.
- Each runner/walker should be instructed to register themselves online and add themselves to your team by selecting "Join a Team". Each participant must select either 5K or 10K when they are registering. They will also be asked to sign the electronic waiver.

Need to add more people to your team after your team is full?

- As the team coordinator, you will be able to log back in to www.justicejog.org and select the button to add more runners/walkers on the left side of the coordinator's dashboard. Just as before, once you have completed your selection, proceed to your virtual cart and check out.

[#justicejog5K10K](#) [#justicejog2017](#) [#jogforCASA](#) [#casala](#) [#glaala](#)

Don't want to run? Register to Volunteer!

- Go to www.justicejog.org and click on the Volunteer button at the top.
- A list of volunteer opportunities will be listed. Please review and select the slot(s) you are interested in. If there is no overlap, you may sign up for more than one task.
- Make sure to scroll down to the bottom and fill in your contact information.
- Once you have completed your contact information, press "Sign Up to Volunteer."
- You will receive a confirmation e-mail once your sign up is complete.

Thank you for your help in making our 2017 Justice Jog a success.

Without our volunteers, the Justice Jog would not be possible.



Need Help?

Type of Help	Name	Contact
Help with registering a team	Isabel Warner	lwarnert@troygould.com
Law Firm Sponsorships	Emily Lichtman Wendy Rice-Isaacs Willy Rodas	elichtman@sklarkirsh.com wendy.riceisaacs@bryancave.com wrodas@firstlegalnetwork.com
Corporate Sponsorships	Lori Akina Nilo Bolden Kameelah Hakeem	Chapter_News@glaala.org nbolden@fordharrison.com Kameelah.Hakeem@ffslaw.com
Volunteering	Julia Round Al Fagins	jround@harris-ginsberg.com albert.fagins@ricoh-usa.com



Need a little help training for Justice Jog? Join The Couch to 5K Running Plan at www.coolrunning.com/engine/2/2_3/181.shtml!



Sample Emails

Customize the following letters for a personal appeal from individuals in your organization.

Dear [Name]:

Please join us and be part of our [Organization Name] Justice Jog 5K/10K team! On September 24, 2017, we'll be jogging, running or walking in GLA ALA's 10th Anniversary Justice Jog to benefit CASA of Los Angeles. Since 2012, GLA ALA has partnered with CASA/LA and raised over \$400,000 for CASA programs and services benefiting foster children in Los Angeles County.

Justice Jog brings the legal community, local businesses, community leaders, friends and family together for a good cause. Proceeds will benefit CASA/LA (Court Appointed Special Advocates of Los Angeles).

CASA of Los Angeles, founded in 1978, is a non-profit organization that activates community volunteers to serve as advocates for abused and neglected children. A CASA (Court Appointed Special Advocate) is a voice in court and in the community for these children, and often the most constant person in their lives, focused on their best interests.

With more than 30,000 children now under jurisdiction of the Dependency Court of Los Angeles County, CASA's work for their safety, well-being and permanency is critical. CASA needs your help to reach even more children and recruit more volunteers, moving toward their vision of a Los Angeles where every child has an advocate and the opportunity to thrive.

I urge you to join me in supporting this campaign by:

- Join our [insert Organization name] team at www.justicejog.org
- **Error! Hyperlink reference not valid.** Contribute Funds at www.justicejog.org [insert link to your team fundraising page here]
- Sign Up to Volunteer and help out at the Event <http://glaala.volunteerlocal.com/volunteer/?id=22719>

[Coordinator Name] will be following up with more information on this campaign and ways you can help. Please contact [him/her] at [phone number/email] if you have any questions.

Thank you for your support.

Sincerely,

[Insert name]

#justicejog5K10K #justicejog2017 #jogforCASA #casala #glaala



Sample Email From Individual

Dear [Insert name],

On Sunday, September 24, I'll be participating in the Justice Jog 5K/10K in Century City. All proceeds will support CASA of Los Angeles and foster children in LA County.

CASA of Los Angeles, founded in 1978, is a non-profit organization that activates community volunteers to serve as advocates for abused and neglected children. A CASA (Court Appointed Special Advocate) is a voice in court and in the community for these children, and often the most constant person in their lives, focused on their best interests.

It's going to be a really fun and meaningful event, and I would love for you to join me! You can join my team by registering here www.justicejog.org

If you can't run/walk/jog with me, you can still take part by making a tax-deductible donation to my fundraising page [\[insert link to your team fundraising page here\]](#). Together, we can do more for abused and neglected children in LA County.

Thank you for your support.

In solidarity,
[Insert name]



Social Media

Sample Facebook posts:

1. I registered for Justice Jog's 5K/10K in Century City on September 24 benefiting CASA of Los Angeles and foster children in Los Angeles County. Support my efforts by making a donation or joining my team! **[Link to your page]**
2. Ready. Set. Jog! Help foster kids and register for Justice Jog, a 5K/10K in Century City! All proceeds will benefit CASA of Los Angeles, providing Court Appointed Special Advocates for foster children in LA County. **[Link to your page]**
3. I'm committed to raising at least \$500 dollars for CASA of Los Angeles. Help me reach this goal by donating \$10 to my fundraising page **[Link to your fundraising page]**. Every dollar counts!

Sample tweets to get your friends to join you:

1. How far would you walk to help foster kids? I'm asking you to do 3.1 miles with me! Sign up now: XXXXXXXXX #justicejog5K10K #casala #glaala #justicejog2017 #jogforcasa
2. I'm running in Justice Jog 5K/10K to raise money for foster children and CASA/LA. Join my team: **[Insert link for team page]** #justicejog5K10K #casala #glaala #justicejog2017 #jogforcasa

Sample tweets to get donations:

1. I am walking/running in the Justice Jog 5K/10K benefiting foster children and CASA/LA. Support my efforts, make a donation! **[Insert link to your page]** #justicejog5K10K #casala #glaala #justicejog2017 #jogforcasa
2. I've committed to raising \$____ to support foster children and CASA/LA. Help me reach my goal, make a donation **[Insert link to your page]** #justicejog5K10K #casala #glaala #justicejog2017 #jogforcasa



Twitter: @casaofla

Instagram: @casa.la

Facebook: .Justice .loa 5K

#justicejog5K10K #justicejog2017 #jogforCASA #casala #glaala



Offline Donations

Financial donations may be collected and mailed directly to CASA/LA. Please provide a list of donor names with addresses and donation amount. Mail donations to:

Gabrielle Lacayo
CASA of Los Angeles
201 Centre Plaza Drive, Suite 1100
Monterey Park, CA 91754

Team Coordinators should add any check or cash donations they wish to be included in as offline donations when logged into your dashboard/page on www.justicejog.org. Then, mail the donations to CASA/LA with a note indicating the team name.

CASA/LA HELP!

If you have any questions or need help getting your fundraising page started, please contact Tara Grand at TGrand@casala.org

Don't miss this family fun 5K/10K Run/Walk in support of CASA of Los Angeles! Justice Jog brings the legal community, local businesses, community leaders, friends and family together to raise funds for foster children.

Register at www.justicejog.org

SUPPORT FOSTER KIDS IN LA COUNTY AT JUSTICE JOG 2017

#justicejog5K10K #justicejog2017 #jogforCASA #casala #glaala