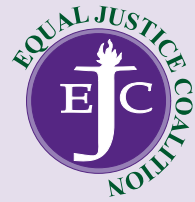


Leading Your Firm to Beacon Hill

Walk to the Hill Captains' Responsibilities



Before the Walk

Each captain's main task is to recruit colleagues to 'Walk to the Hill' on January 25 and participate in our annual lobby day. Below are some ways you can generate excitement at your firm; we encourage you to be creative!

Invite your colleagues: Send your colleagues a calendar invitation for the Walk with the event registration link. Include a brief explanation of Walk to the Hill and why it's important for them to attend. Make sure you mention the event includes free lunch! Keep track of who you have contacted and who has committed to participating.

Get personal: Go door to door at the office to remind people to register. Mention it at Zoom meetings. Add it to the agenda for your firm's next all-staff meeting.

Leverage internal communications: Does your firm send a monthly newsletter, or have a blog on its website? Write a short article or post about Walk to the Hill, linking back to the EJC's event website: equaljusticecoalition.org/walk.

Team up: Identify colleagues who can serve as co-captains and help recruit people for the Walk. Consider teaming up with someone from a different department. If you are a partner, ask an associate to serve as co-captain (and if you are an associate, ask a partner). Depending on your firm's size, you could also identify co-captains for each floor. You know your firm best, and we encourage you to tailor your approach.

Bring in firm leaders: Invite your managing partner to attend the Walk and ask them to invite colleagues. A message from leadership can make a big difference with turnout!

Ask about pro bono hours: Talk to your office's pro bono coordinator or managing partner about whether your firm counts time spent on legislative advocacy toward pro bono hours. If it doesn't, consider making the case for why it should. The incentive of pro bono hours will motivate more of your coworkers to join us for the Walk!

Attend the Captains' Information Session: The EJC is hosting a breakfast on Thursday, January 4 to make sure captains feel ready for the Walk. Come with any questions about your responsibilities!

Get to know your legislators: Spend some time researching your state legislators. Where are they from? What issues do they care about? Are they loyal supporters of legal aid? Encourage your team to do some background research, too, and share your findings.

Prepare for legislative visits: Share EJC resources with your colleagues and get people thinking about why legal aid is important to them. Do any team members have personal stories about legal aid? Those will be valuable when speaking with legislators at the Walk.

Engage with the EJC on social media: Follow us on Twitter, Facebook, Instagram, and LinkedIn (@EqualJusticeMA), and participate in our social media campaign with the hashtag #IWalkForJustice.

Get competitive: The EJC awards firms for outstanding participation and advocacy at the Walk. We recognize the firm that brings the biggest team to the State House, the firm with the most legislative visits, and the firm that participates the most in our social media campaign.

Walk to the Hill Day

Though you will complete many of your responsibilities before January 25, there are important tasks for you on the day of to ensure a successful event!

Lead your team to the State House: On the morning of the Walk, check that colleagues have the event information they need as they make their way to Beacon Hill! As an extra incentive, remind everyone that the EJC provides free lunch to attendees at the end of the program.

Meet with your legislators: This is what the Walk is all about. Visit your elected officials and let them know why they should support increased funding for civil legal aid!

Organize your coworkers for a photo: The EJC takes team photos of each firm participating in the Walk. Closer to the event, EJC staff will give you a time slot for your firm's group photo—make sure everyone knows when and where the photo is being taken.

After the Walk

Walk to the Hill is the kick-off to our budget campaign every year. The EJC does a lot of work in the weeks and months after the Walk to make sure your advocacy pays off!
During this time:

Stay active in the campaign: Your participation throughout the year is crucial!

- Re-contact your legislators during critical points in the budget process
- Follow us on social media and re-share EJC content
- Inquire with the EJC team about other ways you and your firm can assist

The EJC sends regular action alerts to provide campaign updates and let supporters know how they can help. Make sure you are subscribed to action alerts and share the subscription link with your coworkers.

Be a resource for your colleagues: Answer questions about civil legal aid and the state budget process and share EJC materials with the office. If you need additional information, reach out to EJC staff—we are happy to help you!

Plan ahead: If you are interested in serving as captain again, thank you! If you can't serve again, please identify a successor and inform the EJC.

For more information: Contact Laura Booth, Director of the Equal Justice Coalition, at lbooth@equaljusticecoalition.org