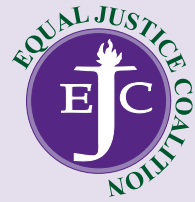


# Leading Your Law School to Beacon Hill

## *Walk to the Hill Captains' Responsibilities*



### Before the Walk

*Each captain's main task is to recruit classmates 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 classmates:** Send your peers 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 school group or club send out a monthly newsletter? Write a short article or post about Walk to the Hill, linking back to the EJC's event website: [equaljusticecoalition.org/walk](https://equaljusticecoalition.org/walk).

**Team up:** Identify classmates who can serve as co-captains and help recruit people for the Walk. You know your school best, and we encourage you to tailor your approach.

**Bring in school leaders:** Invite your professors to attend the Walk—encourage them to spread the word, too. A message from student body leadership can also make a big difference with turnout!

**Ask about pro bono hours:** Talk to your school's pro bono coordinator about whether time spent on legislative advocacy counts toward pro bono requirements. If it doesn't, consider making the case for why it should. Pro bono hours will motivate more of your classmates 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 classmates 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 the law school that brings the biggest team to the State House!

## 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 classmates 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 classmates for a photo:** The EJC takes team photos of each school participating in the Walk. Closer to the event, EJC staff will give you a time slot for your school'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 school 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 others.

**Be a resource for your peers:** Answer questions about civil legal aid and the state budget process and share EJC materials. 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](mailto:lbooth@equaljusticecoalition.org)