

WORKPLACE GIVING



LDF WORKPLACE GIVING CAMPAIGN TOOLKIT

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Thank you for your interest in activating a Workplace Giving Campaign that includes the Legal Defense Fund (LDF). Through a Workplace Giving Campaign, your employees can support LDF and/or other charitable organizations. We hope this toolkit will facilitate the process.

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If you have questions or require additional information, please contact Rosalind George, Director of Corporate Giving, at rgeorge@naacpldf.org.

THE IMPORTANCE OF WORKPLACE GIVING

Employees have increasingly expressed the desire for their companies to address racial justice and equity issues:

80%

of employees polled in a [2021 survey by Benevity](#) believe their company and its leaders should address racial justice and equity issues.

70%

of employees feel it is imperative or very important to work for an employer where mission and values align, according to a [2022 survey by America's Charities](#).

83%

[of employees ages 23 to 38](#) said they would be more loyal to a company that allows them to contribute to the social and environmental issues that matter most to them.



By organizing a Workplace Giving Campaign, you can create a channel for employees to support efforts that reflect their values while demonstrating your company's commitment to making a positive social impact.

WHY INCLUDE LDF?

For over 84 years, LDF has led the country's fight for racial justice. Contributions generated through a Workplace Giving Campaign will help fuel LDF's efforts to end discrimination through structural change and build a multi-racial, multi-ethnic democracy.



LDF is America's premier legal organization fighting for racial justice. Founded in 1940 under the leadership of Thurgood Marshall, who subsequently became the first Black Supreme Court Justice, LDF is known for its transformational civil rights litigation such as [*Brown v. Board of Education*](#), the landmark 1954 Supreme Court decision that overturned the "separate but equal" doctrine of legally sanctioned discrimination, widely known as Jim Crow.

Using the power of law, narrative, research, and people, LDF defends and advances the full dignity and citizenship of Black people in America. Working in four interconnected program areas—political participation, criminal justice, education equity, and economic justice—LDF strives to:

- Achieve full Black civic engagement and participation in the democratic process.
- Diminish the role of race in the criminal justice system.
- Afford greater access to racially integrated, high-quality public education for students of color and eliminate racial disparities in education.
- Increase fairness and Black participation in all aspects of economic life.

By including LDF in your Workplace Giving Campaign, your company will demonstrate its commitment to advancing racial justice and equality for all. At the same time, it affords you the opportunity to engage your employees in new ways: by facilitating a means for them to make a positive impact on the communities in which they live and work; and by enabling them to be active participants in your company's ongoing DEI efforts. This level of engagement can favorably impact employee morale, productivity, and recruitment and retention.

SETTING UP YOUR WORKPLACE GIVING CAMPAIGN

Please consider incorporating a **matching gift component** to your company's campaign, if possible. A corporate match can significantly increase the impact of your campaign and demonstrate your company's values to your employees.

If your workplace is affiliated with America's Charities© or the Combined Federal Campaign (CFC), you can arrange to support LDF's work through automatic payroll deductions.

Custom Donation Page

LDF can create a custom donation page for your campaign. The following is the sample language that would be featured on your donation page and shown to employees, if you opt to have LDF create a custom page. LDF can adjust language upon request.

To set up your custom donation page, please email your requested language adjustments and logo files (see below) to **Rosalind George** at rgeorge@naacpldf.org.

Donation Page Language

LDF recommends the following language for your donation page.

Donate to LDF today!

We're counting on your help to advance LDF's efforts to protect voting rights, reimagine our public safety system, achieve education equity, and ensure economic justice for all. Donate to LDF today and put yourself on the front lines of the fight for racial justice!

LDF can modify the language to include your organization's name and/or include the name of your campaign. If there is a matching gift component, we suggest adding that information. Here are a few suggestions to guide your design:

→ **Update the last sentence to include match language:**

Donate to LDF today—your gift will be matched up to \$X—and put yourself on the front lines of the fight for racial justice!

→ **If your company has made a grant to LDF and/or has implemented a matching gift component, add a final sentence that includes the name of your organization:**

[COMPANY] is supporting LDF's work to build a more just and equitable society for all.

→ **Add a final sentence that includes the name of the organization and the name of the campaign:**

[COMPANY]'s Black History Month Campaign is helping LDF to build a more just and equitable society for all.

Donation Page Layout

LDF can set up a donation page with or without your company logo.

Sample with company logo

<https://engage.naacpldf.org/T21FllCX5km7bBTFF4A7sA2>

Sample without company logo

<https://engage.naacpldf.org/LdLzSJR37kuA6aV0l9gtqA2>

The default positioning of the logo will be to the right of the text. If you wish to add your company logo, please provide a logo that meets these guidelines:

→ **Transparent – not white – background**

→ **PNG file (preferred)**

→ **Larger, high resolution files are preferred**

→ **Stacked/vertical alignment is recommended**

Timing

LDF will strive to create your custom donation page within 48 hours from receipt of final materials/instructions.

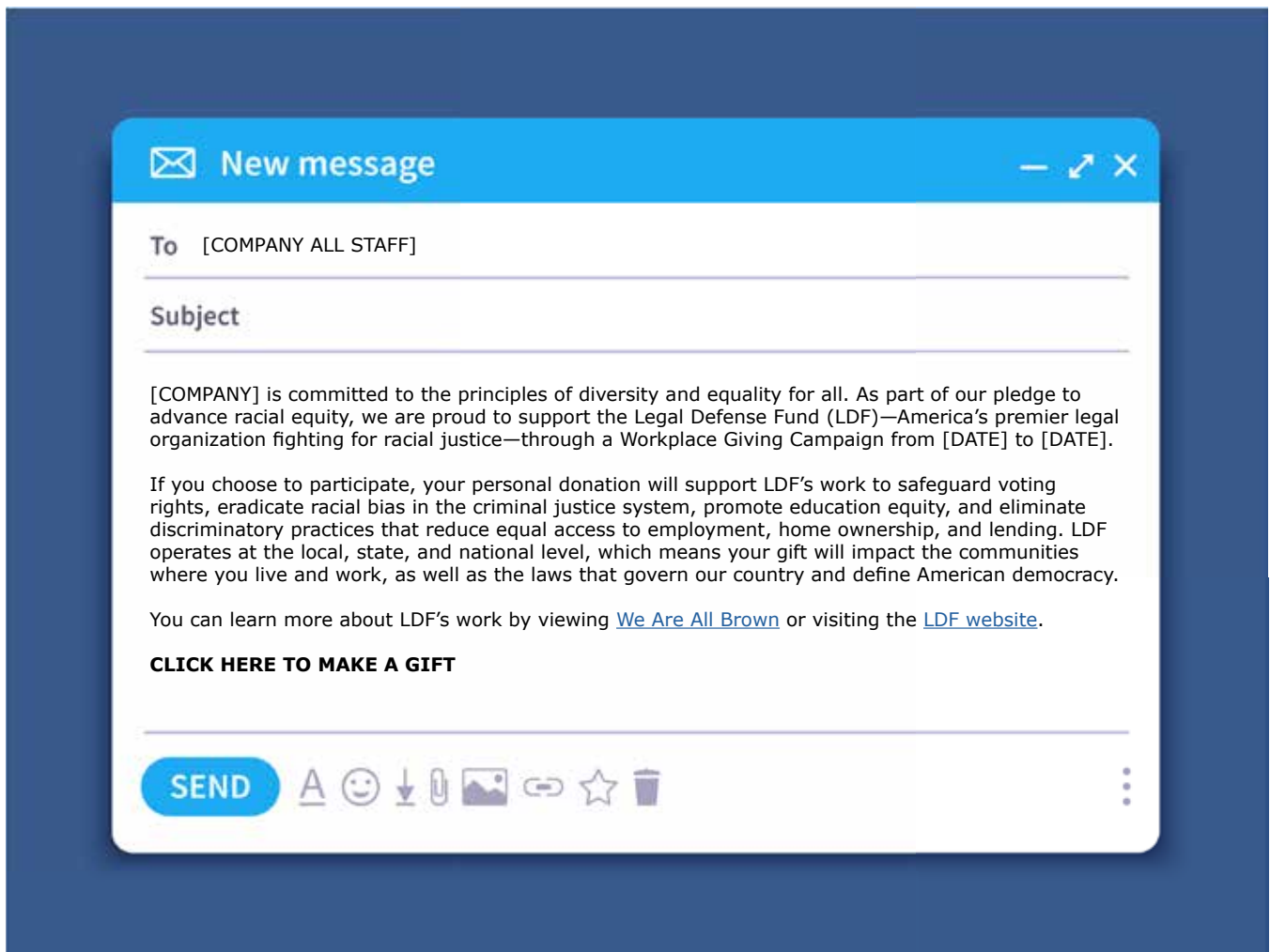
Reporting

Upon request, LDF will provide weekly topline data regarding the number of gifts and dollars raised. At the end of your Workplace Giving Campaign, LDF can provide a final report, including data needed for matching gift purposes.



SAMPLE COMMUNICATIONS

Sample Email to Employees – General

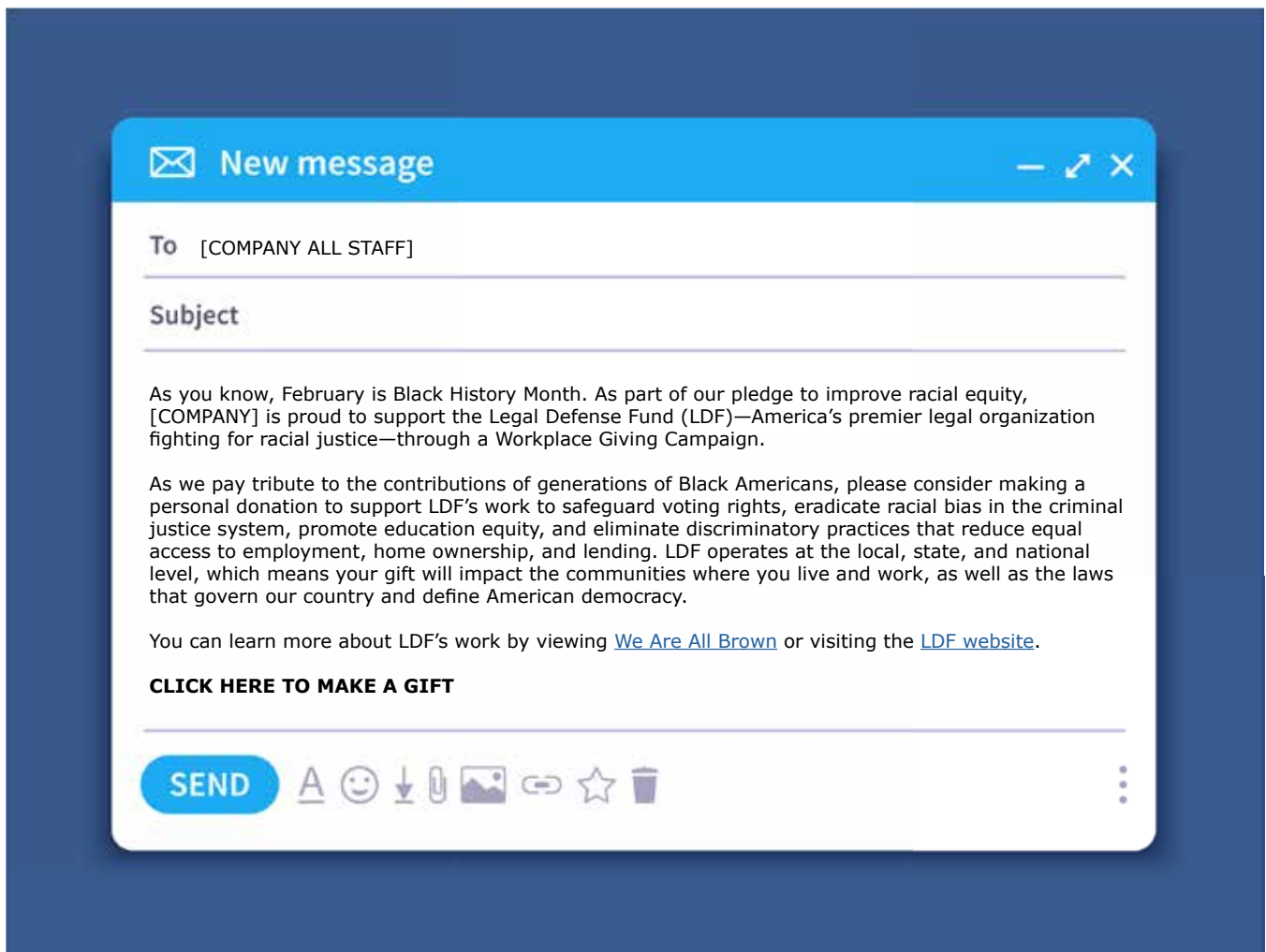


OPTIONAL: As a part of [COMPANY]’s commitment to advancing racial equity, [total donations will be matched up to \$X] OR [each individual donation will be matched up to \$X throughout the campaign.]

[COMPANY] is committed to the fight for racial justice and equality. Please consider supporting the critical work of LDF.

SAMPLE COMMUNICATIONS

Sample Email to Employees – Black History Month



OPTIONAL: As a part of [COMPANY]’s commitment to advancing racial equity, [total donations will be matched up to \$X] OR [each individual donation will be matched up to \$X throughout the campaign.]

[COMPANY] is dedicated to the fight for racial justice and equality. Please consider joining us and supporting the critical work of LDF this February.

LDF EDUCATIONAL MATERIALS

The following educational materials explore LDF's mission and the impact of its work. Please feel free to share these resources with your employees.

LDF Video

- [National Equal Justice Awards Dinner](#)

Original Content from LDF

[LDF's Original Content space](#) is a comprehensive editorial content center featuring a wide variety of analyses, explainers, interviews, and storytelling features that cut across LDF's issue areas.

- [We Won't Go Back: Why Students are Urging the Supreme Court to Support Race-Conscious Admissions](#)
- [Merrill v. Milligan: LDF's Work To Safeguard The VRA And Black Political Power](#)
- [Why Race Matters in Redistricting: Protecting Black Power and Preserving Democracy](#)
- [Frustrated? Here are Three Reasons to Vote this Election Season](#)

Additional Resources

- [Black Voters on the Rise](#)
- [LDF's Equal Protection Initiative](#)
- [LDF's Pro-Truth Work](#)
- [National Police Funding Database](#)
- [Justice Above All Podcast](#)

Publications from LDF's Thurgood Marshall Institute

- [The Truth Behind Crime Statistics: Avoiding Distortions and Improving Public Safety](#)
- [Pretrial Justice Without Money Bail or Risk Assessments](#)
- [SCOTUS 2023 Term](#)
- [WATER/COLOR 2023](#)





LDF Legal
Defense
Fund

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