



Children's Law Center
Campaign Communications Toolkit

May 27, 2025

Thank you for joining the Children's Law Center's Tenacity and Transformation Campaign. Included in this document you'll find some recommended language for sharing CLC's work and campaign goals. In addition to these printed items, you'll also receive an email connecting you to the digital versions making it easy to copy, paste and share, plus links to download most of the documents included in this folder. Our goal is to make your support of this effort as easy as possible.

We are available at your convenience to answer questions and provide assistance - we're here to help with anything you need! Please contact Pam Shilling, Director of Individual Philanthropy, at 202.467.4900 x590 or at pshilling@childrenslawcenter.org any time.

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Elevator pitches

An “elevator pitch” is a paragraph of information that introduces someone to the organization or effort quickly – for instance in the span of time it takes to ride an elevator. The goal is to share the most important details AND capture someone’s interest right away. We invite you to take the ideas from our boilerplates below and put them in your own words. More training and information to follow.

CLC standard boiler plate:

For nearly three decades, Children’s Law Center has been building a strong foundation of family, health and education for DC children. Through individual and city-wide advocacy, we address the urgent needs of children and families while creating lasting solutions to complex societal challenges. We reach more than 5,000 children and families each year with individual assistance and thousands more through systemic advocacy.

CLC campaign boiler plate:

Despite the tremendous progress Children’s Law Center has made toward creating a stable foundation for tens of thousands of children and families, new barriers have emerged leaving many more children in need of our support. Children’s Law Center is launching several initiatives so we can reach children before problems disrupt their lives and use a wider range of legal tools to get longer lasting results. **To make this vision a reality, Children’s Law Center has launched a robust fundraising campaign to fuel our expanding programs and ensure we are built to last.**

Both CLC/Campaign combined:

For nearly three decades, Children’s Law Center has been building a strong foundation for DC children. Through individual and city-wide advocacy, we address the urgent family, health and education needs of children and families while creating lasting solutions to complex societal challenges. Despite the notable improvements we’ve made for kids across the District, we continue to see poverty, trauma and racism eroding the foundation of family, health and education that children need. Our Tenacity and Transformation Campaign will allow Children’s Law Center to

- Reach more children and families sooner – reducing harm and preventing trauma
- Add new legal tools to our toolbox like class action lawsuits and impact litigation, and...
- Ensure our tenacious team has the foundation they need to advocate for DC children and families now and in the future.

Here’s an example CLC elevator pitch:

Did you know there are 40,000 kids in DC that live near or below the poverty line? For almost 30 years, Children’s Law Center has stood with them and their families when landlords refuse to resolve housing conditions that make kids sick, or when schools don’t or can’t meet their needs, or when life’s challenges disrupt family stability and kids are caught in the middle. Then we’ve watched for trends across our clients, identified systemic problems and teamed with partners to tenaciously advocate for city wide change. Today, we need as many people standing with us – and standing for them - as possible. Want to know how you can help?

Talking points

Campaign goal:

Grow our programs, fuel innovative new strategies, and ensure Children's Law Center is built to last. Raise \$10-15M over the next 3 years so we can:

- **Prevent harm:** Reach more children and families sooner, reducing harm and preventing trauma.
- **Innovate:** Add new tools to our toolbox to better serve the changing needs of DC's children and achieve widespread, lasting results.
- **Create sustainability for the future:** Ensure our tenacious team has the foundation they need to advocate for DC children and families now and in the future.

About Children's Law Center

- Founded in 1996
- Children's Law Center has spent the last three decades building a strong foundation for DC children.
- We work directly with more than 5,000 children and families each year.
- We have a strong track record of successfully using innovative approaches to address children's complex needs.
- Through individual and city-wide advocacy, we address the urgent family, health and education needs of children and families while creating lasting solutions to complex societal challenges.
- We use the law and navigate complex systems to:
 - address urgent problems impacting children today,
 - improve the systems that will affect their lives tomorrow, and
 - strengthen our community so that change endures.
- We are trusted partners:
 - Families trust us because we are effective problem-solvers.
 - City and community leaders turn to us as the experts who get results for DC kids.

Talking Points Cont'd

About the “Tenacity and Transformation Campaign”

- Our current programs seal cracks in the strong foundation children need to thrive and we will continue this important work
- Through this campaign we will launch new initiatives to prevent these cracks before they start.
- Tenacity and Transformation will expand our programs, fuel innovative new strategies, and ensure Children's Law Center is built to last.
- Our goals are to: Raise \$10M - \$15M over the next 3 years so we can:
 - **Reach more children and families sooner.**
 - Reduce harm and prevent trauma
 - Reach children and families before problems disrupt their lives
 - Represent parents and caregivers when the burdens of poverty are destabilizing
 - Long-term goal is to prevent entry into foster care and ensure children can remain safely at home
 - Work with DC government and community leaders to build the network of supports parents need to provide safe, stable homes for their children
 - **Add innovative new tools to our toolbox.**
 - Use impact litigation like class-action lawsuits and other legal tools to achieve more widespread and lasting results
 - Create a community advocacy team—a network of former clients with the skills to help their neighbors advocate with schools and landlords.
 - Leverage federal and local government funding to finance costly renovations of low-income housing to improve health and energy efficiency.
 - Disrupt racism and bias through litigation and appellate advocacy and by applying a race equity lens to our policy advocacy.
 - **Secure our sustainability for the future.**
 - Provide the foundation our team needs to advocate for DC children and families now and in the future.
 - Ensure competitive compensation to recruit and retain the region’s top staff.
 - Support mental health and wellness as they work with families in crisis.
 - Optimize new office space with improved technology for virtual court hearings, private rooms for on-site client engagement, and flexible space to support our hybrid workforce.
 - Build strong change-management practices to respond to an increasingly complex world.
- To date, they have secured \$5M toward our \$10M - \$15M goal.

Email template/example

****This will be emailed to you. Please feel free to adapt to your own voice****

Subject: Join me in supporting DC children and families | Children's Law Center campaign

Dear [Name],

[personalized pleasantries]

For nearly three decades, Children's Law Center has been creating lasting solutions to the complex challenges facing DC children and families. Their efforts have had a profound impact, helping to create a stable foundation for tens of thousands of children and families. However, as new challenges emerge, many more children are in need of their support. In response, Children's Law Center is looking to the future, ensuring they are well positioned to address these evolving needs and build a strong foundation for lasting, positive change.

Children's Law Center is currently in the quiet phase of its **Tenacity & Transformation** campaign, the first of its kind in the organization's history. This vital fundraising effort focuses on **expanding their proven programs and propelling Children's Law Center into its next phase of impact. With \$5M already secured toward a \$10M - \$15M goal over the next three years, the campaign will reach more children and families, introduce innovative new tools, and secure the organization's long-term sustainability.**

As a member of the [Name of Committee or Board], I have the privilege of championing this important initiative. I would welcome the opportunity to share more about the Tenacity & Transformation campaign and how your support can help us fight for DC kids. **May I connect you with the Children's Law Center staff so they can arrange a time to meet with you?** In the meantime, I've included some additional information for you to review.

[Name], I look forward to hearing from you,

Sincere regards,

CLC Staff Contact Information

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