



CAMPAIGN TOOLKIT



ATTORNEYS WHO CARE CHALLENGE

— READY TO COMPETE FOR JUSTICE? —



AUGUST 4 - SEPTEMBER 10, 2026

Join the Attorneys Who Care Challenge. Lead with purpose. Compete with impact.

ABOUT THE CHALLENGE

Across San Diego, attorneys, law firms, legal professionals, and advocates are coming together to advance justice, dignity, and due process for vulnerable immigrant communities. The AWC Challenge is a friendly, citywide fundraising competition supporting Casa Cornelia Law Center's free legal services for asylum seekers, unaccompanied children, survivors of violence, and individuals and families facing urgent immigration-related legal challenges—including those in detention.

- ✓ Will your team rise to the top?
- ✓ Will your firm claim the title of **San Diego's Legal Champion for Justice?**
- ✓ There's only one way to find out.



YOUR CHALLENGE



Build Your Team - Recruit your law firm, colleagues, classmates, or legal network to raise the \$2,500 team goal.



Raise Critical Funds - Help us reach the overall \$25,000 campaign goal supporting free legal services



Compete for Impact - Earn recognition, bragging rights, and community leadership



Double Your Difference - All donations are matched to maximize impact

Reigning Champions: Haeggquist & Eck, LLP (2025 Winner)

WHAT'S AT STAKE

Your support ensures access to justice for the most vulnerable members of our community including individuals in detention and families navigating urgent immigration-related challenges.

- ✓ Asylum seekers fleeing persecution
- ✓ Unaccompanied children navigating the system alone
- ✓ Survivors of violence and human trafficking

Every team. Every donor. Every dollar matters.

HOW TO JOIN

- Register your team and start fundraising today
- Campaign Dates: August 4 - September 10, 2026
- Once registered and after you have set up your profile, you will receive an email from the system that allows you to personalize your page! Your team will also receive campaign resources, fundraising tools, and support from the Casa Cornelia team throughout the challenge.



SCAN TO JOIN

For Questions Contact: Jerry Webber at (619) 231-7788 ext. 330 or jwebber@casacornelia.org



OUR GOAL
\$25,000
IN MATCHED IMPACT



ONE COMMUNITY
UNITED FOR JUSTICE



ONE MISSION
ACCESS TO JUSTICE
FOR ALL



ONE CHAMPION
SAN DIEGO'S LEGAL
CHAMPION FOR JUSTICE

**LEAD.
GIVE.
WIN.**



ATTORNEYS WHO CARE CHALLENGE

TEAM / TEAM CAPTAIN RECRUITMENT EMAIL

Subject: Join the Attorneys Who Care Challenge — Build Your Team for Justice

Dear Friend,

Calling all legal champions—join me in something fun and impactful that helps change lives by supporting free legal services for those seeking safety, justice, and hope.

The Attorneys Who Care Challenge is back, and Casa Cornelia Law Center invites your firm, colleagues, and legal network to join the 2026 campaign—a friendly, citywide competition uniting San Diego's legal community in support of immigrant justice. This year's goal is simple—but powerful: 10 teams. \$2,500 per team. One shared mission for justice.

Each team is encouraged to build a group of approximately 10 participants, with each member aiming to raise \$250. Together, that collective effort creates real impact for vulnerable individuals seeking safety, dignity, and due process. Now is the moment to step up as a Team Captain and lead your firm, office, or legal network in support of life-changing pro bono legal services provided by Casa Cornelia Law Center. This is more than a fundraiser—it's a chance for the legal community to stand together for justice with compassion.

Why join?

- Lead your team in a meaningful, high-impact challenge
- Rally colleagues around a shared goal of justice and service
- Compete for the title of San Diego's Legal Champion of Justice
- Support free legal services for asylum seekers, children, survivors of violence and those individuals and families facing urgent immigration-related challenges
- Double your impact — every dollar raised is matched

What Team Captains do: Team Captains recruit and rally their team members, encourage participation, and serve as the main point of contact with Casa Cornelia throughout the campaign. We provide everything you need—toolkits, templates, and ongoing support.

To register your team, visit: <https://wl.donorperfect.net/weblink/weblink.aspx?name=E13229&id=41>

Once there:

- Click “Create my own Fundraising page!”
- Enter the name you would like displayed as your Team Name
- Enter the Team Captain's email address

Once you have set up your own page, you will receive an email from the system that allows you to “Personalize my page!” You will have one opportunity to personalize your message. After that, any additional changes must be submitted through Jerry Webber.

After creating your page, please email Jerry Webber at jwebber@casacornelia.org to let him know you started a team and provide:

- Team Name
- Team Captain's Name
- Email address used to create the team page

Jerry will then add your team name to the campaign Home Page with a direct link to your fundraising page.

Campaign Dates: August 4 – September 10, 2026

Let's be honest—you want the trophy. And so does every other team. So the question is simple: Will your team be one of the 10 that rises to the challenge? Sign up today and lead your team for justice.

With appreciation,

[INSERT NAME]



ATTORNEYS WHO CARE CHALLENGE

FREQUENTLY ASKED QUESTIONS

GENERAL OVERVIEW

Q1: What is the Attorneys Who Care (AWC) Challenge?

The Attorneys Who Care Challenge is a friendly, citywide fundraising competition that brings together San Diego's legal community to support immigrant justice. Law firms, attorneys, law students, and volunteers compete to raise funds for Casa Cornelia Law Center's free legal services.

Q2: Who can participate?

Anyone in the legal community or anyone who supports justice, including:

- Law firms (large and small)
- Solo practitioners
- Law students
- Volunteer attorneys and legal professionals

Q3: When is the campaign?

- Sign-Up Deadline: August 1, 2026
- Campaign Dates: August 4 – September 10, 2026

FUNDRAISING

Q4: How do teams raise funds?

Donations are made through the official AWC donation page. Donors select or enter a team name so contributions are credited to the correct team. Teams are encouraged to fundraise creatively through outreach, events, and peer-to-peer giving.

Q5: Is there a fundraising minimum?

No. There is no required minimum to participate. However, each team is encouraged to work toward a \$2,500 team goal, which can be reached through shared participation and small, manageable contributions.

For example, a team of 10 participants raising about \$250 each would meet the goal together. Every dollar raised—no matter the amount—counts toward the team total and the overall campaign goal.

Q6: How do people donate?

Donations can be made:

- Online through the AWC donation page
- By check mailed to Casa Cornelia Law Center (include team name in memo line)

All donations are tax-deductible.

MATCHING GIFTS

Q7: Is there a matching gift?

Yes. A generous donor will match all donations dollar-for-dollar, up to \$25,000—doubling the impact of every gift.

Q8: Do employer matching gifts count?

Yes. If a donor's employer offers a matching program, those funds also count toward the team total.

TEAMS & COMPETITION

Q9: How are teams formed?

Teams can be formed by law firms, legal departments, law schools, solo practitioners, court reporters, legal couriers, title and abstract companies, paralegal services, or volunteer groups. Each team has a captain who leads outreach and fundraising efforts.

Q10: Can individuals participate?

Yes. Individuals can join as solo participants if they are not part of a team.

Q11: How is the winner selected?

The team that raises the most funds by the close of the campaign will be named San Diego's Legal Champion of Justice and receive recognition and a trophy.

Q12: What support do teams receive?

Each team receives a Casa Cornelia liaison plus access to:

- Fundraising toolkits
- Email and social media templates
- Promotional materials
- Campaign updates and support throughout



SCAN TO JOIN

FREQUENTLY ASKED QUESTIONS (CONT.)

GETTING INVOLVED

Q14: How do I join?

Go to: <https://wl.donorperfect.net/weblink/weblink.aspx?name=E13229&id=41>

- Click "Create my own Fundraising page!"
- Enter the Team Name you would like displayed on your fundraising page
- Enter the Team Captain's email address

Once you have set up your page, you will receive an email from the system allowing you to "Personalize my page!" You will have one opportunity to personalize your message. After that, any additional changes must be submitted through Jerry Webber.

After creating your page, email Jerry Webber at jwebber@casacornelia.org and provide:

- Team Name
- Team Captain's Name
- Email address used to create the page

Jerry will then add your team name to the campaign Home Page with a direct link to your fundraising page.

Once your page is live, start fundraising and sharing your campaign with your network.

WE'RE COMING FOR THE TOP SPOT.

FRIENDLY COMPETITION.
REAL IMPACT.



LET'S GO.

SAVE THE DATE!



— ATTORNEYS WHO CARE —
COMPETE FOR JUSTICE

CLOSING CELEBRATION & AWARD CEREMONY

Join us as we celebrate the close of the Attorneys Who Care Challenge and honor the incredible impact made by San Diego's legal community in support of justice.

Together, we will recognize this year's winning teams, celebrate every participant, and reflect on the collective effort that helped expand access to legal representation for asylum seekers, unaccompanied children, and survivors of violence.

*This is more than an awards ceremony—
it is a celebration of justice, community,
and shared commitment.*



EVENT DETAILS



DATE

September 14, 2026



TIME

5:00 p.m.



LOCATION

Pillsbury Winthrop Shaw Pittman LLP
11682 El Camino Real, Suite 200
San Diego, CA 92130

WHAT TO EXPECT



RECOGNITION

Recognition of participating teams and winners



CELEBRATION

Celebration of collective fundraising impact



NETWORKING

Community networking with legal professionals across San Diego



LA MANCHA AWARDEES

Meet our 2026 La Mancha Awardees honoring outstanding leaders making a lasting impact in our community



TOAST

A toast to justice, dignity, and due process



RSVP

Please RSVP to Jerry Webber

jwebber@casacornelia.org

(619) 231-7788 ext. 330



SCAN TO RSVP
OR FOR MORE
INFORMATION



ATTORNEYS WHO CARE CHALLENGE

SUPPORT JUSTICE. DOUBLE YOUR IMPACT.

AUGUST 4 - SEPTEMBER 10, 2026

Your donation helps provide compassionate, free legal services for vulnerable individuals seeking safety, protection, and justice through Casa Cornelia Law Center.

Across San Diego, attorneys, legal professionals, and community supporters are coming together through the Attorneys Who Care Challenge to stand for dignity, due process, and human rights. Every contribution helps ensure that vulnerable individuals are not alone in navigating the immigration legal system.

YOUR SUPPORT HELPS PROVIDE LEGAL SERVICES FOR



Asylum Seekers

Individuals and families fleeing persecution, violence, and torture in search of safety and protection.



Unaccompanied Children

Children navigating complex immigration proceedings without a parent or guardian.



Survivors of Violence

Survivors of domestic violence, trafficking, and other serious crimes seeking stability, protection, and hope.

WHAT'S AT STAKE **Justice. Dignity. Due Process.**

As legal uncertainty and barriers to protection continue to grow, Casa Cornelia remains committed to providing high-quality pro bono legal services grounded in compassion and human rights.

Your support helps:

- Protect access to due process
- Support vulnerable children and families
 - Restore hope and stability
- Individuals and families facing urgent immigration-related challenges
 - Ensure legal representation for those who cannot afford it

Every dollar raised helps create life-changing impact.

HOW TO GIVE

Whether you are part of a law firm, a solo practitioner, a law student, a volunteer, or simply someone who believes in justice and compassion — you can make a difference today.

Donate Online — Scan the QR code or visit the link below.

Be sure to include your team name if supporting a participating Attorneys Who Care team.



DOUBLE YOUR IMPACT — Every Dollar Matched

Thanks to a generous matching gift, every donation will be matched dollar-for-dollar — doubling support for Casa Cornelia's mission and the individuals we serve. Your gift today becomes twice the impact for justice.

TOGETHER, WE CAN HELP ENSURE

Justice with compassion • Protection for vulnerable communities • Access to legal representation •
Hope for individuals seeking safety and dignity

FOR MORE INFORMATION

Jerry Webber (619) 231-7788 ext. 330 jwebber@casacornelia.org



ATTORNEYS WHO CARE CHALLENGE

CAMPAIGN DONATION EMAIL

Subject: Help Our Team Win the Attorneys Who Care Challenge — and Double Your Impact

Hi Friend,

I'm reaching out because I'm participating in the Attorneys Who Care Challenge this year, and I need your help.

I've joined this friendly, citywide fundraising competition with other attorneys, law firms, and legal professionals across San Diego to support immigrant justice—and I'm hoping you'll consider supporting my team.

This campaign benefits Casa Cornelia Law Center, which provides free legal services to:

- Asylum seekers fleeing persecution
- Unaccompanied children seeking safety
- Survivors of domestic violence, trafficking, and other serious crimes
- Those individuals and families facing urgent immigration-related challenges

Every dollar raised directly supports life-changing legal representation for people who otherwise may not have access to an attorney.

Why I'm asking for your support - I'm trying to help my team reach our goal—and every donation counts toward our total. Your support doesn't just help the mission; it helps our team compete and move closer to winning this year's challenge.

The impact goes even further -Thanks to a generous matching gift, every dollar you donate will be matched—doubling your impact for justice.

Will you help our team?

You can donate here: <https://wl.donorperfect.net/weblink/weblink.aspx?name=Er3229&id=41>

Donors may give directly through a team's fundraising link or by selecting a team from the campaign Home Page. To help ensure accurate tracking, donors are asked to include the name of the team they are supporting in the donation notes section. Final team totals will be calculated using both fundraising page totals and donor notes submitted throughout the campaign.

What's at stake - Justice. Dignity. Due Process.

This challenge is about more than fundraising—it's about showing up for people who need legal support the most.

I'd be grateful for anything you can give, and even more grateful to have you on our side.

Thank you for supporting me and standing with justice.

With appreciation,

[Your Name]

Attorneys Who Care Challenge Participant



ATTORNEYS WHO CARE CHALLENGE

CAMPAIGN DONATION SAMPLE TEXT MESSAGES

👍 Standard / Balanced

Hey [Name]—I'm participating in Casa Cornelia's Attorneys Who Care Challenge fundraiser. I'm trying to help my team reach our goal and support free legal services for asylum seekers and families. Would you consider donating to my team? Every gift helps and is matched: <https://wl.donorperfect.net/weblink/weblink.aspx?name=E13229&id=41>

🔥 More Competitive / "Help Us Win"

Hey [Name]—I'm in Casa Cornelia's Attorneys Who Care Challenge and fundraising for my team. We're trying to win the competition while supporting free legal services for asylum seekers and families. Can you help us get there with a donation? Every dollar is matched: <https://wl.donorperfect.net/weblink/weblink.aspx?name=E13229&id=41>

💖 Warm / Personal

Hey [Name]—I'm taking part in a fundraiser for Casa Cornelia's Attorneys Who Care Challenge. I'm trying to help my team support asylum seekers and families who need free legal help. If you're able, I'd really appreciate a donation to my team: <https://wl.donorperfect.net/weblink/weblink.aspx?name=E13229&id=41>
Every gift is matched.



TOGETHER, WE CAN REACH \$25,000 FOR JUSTICE

Your team's fundraising makes a real difference in expanding access to legal representation and changing lives.



**SMALL GIFTS.
BIG IMPACT.**

Every dollar you raise helps provide critical legal services to asylum seekers, unaccompanied children, and survivors of violence.

THANK YOU for competing for justice!



**SCAN TO LEARN MORE
OR GET STARTED
WITH YOUR TEAM!**



ATTORNEYS WHO CARE CHALLENGE

CAMPAIGN DONATION PHONE SCRIPT

Hey [Name]—it's [Your Name].

Quick one for you—I've officially signed up as a Team Captain for Casa Cornelia's Attorneys Who Care Challenge, and I need you on my team.

This is a citywide, friendly-but-let's-be-honest-pretty-real competition between law firms, attorneys, and legal teams across San Diego—all raising funds for immigrant justice. And I'm not going to lie... we're trying to win this thing.

We're going up against other firms, solo practitioners, and legal teams—and every dollar we raise counts toward the leaderboard. There's a trophy, bragging rights, and the title of San Diego's Legal Champion of Justice on the line.

But more importantly, it supports Casa Cornelia Law Center's work providing free legal services to asylum seekers, unaccompanied children, survivors of violence and those facing urgent immigration related challenges. And every donation is matched, so it goes twice as far.

So, I'm building a team—and I want you in it.

It's simple: join the team, help raise what you can, and we compete together. I'll handle the coordination, Casa Cornelia provides all the tools, and you just show up and help us climb the leaderboard.

So, tell me—are you in? Or are we letting [insert rival firm / “the other teams” if you want humor] take this one?

If yes:

Love it. I'm sending you the link right now—we're officially in this together.

(LINK: <https://wl.donorperfect.net/weblink/weblink.aspx?name=E13229&id=41>)

If hesitant:

No pressure—but I will say, the leaderboard updates are not something you want to lose sleep over when we're this close.

Close:

Either way, I appreciate you. And if you know anyone who wants to help us beat the competition, send them my way.



ATTORNEYS WHO CARE CHALLENGE

TEAM CAPTAIN SOCIAL MEDIA TOOL KIT

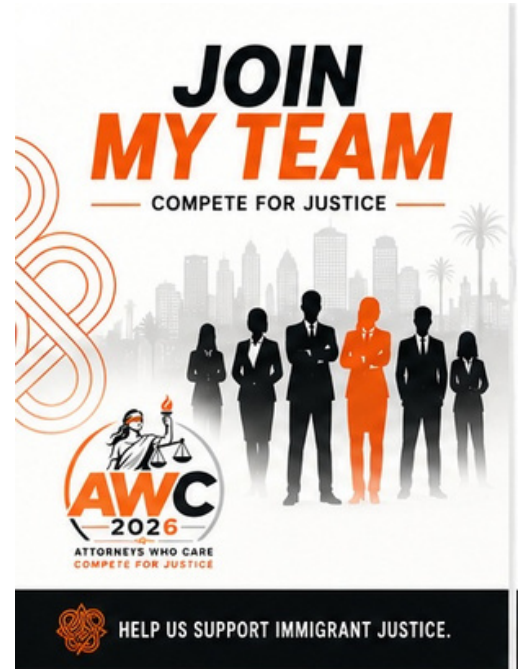
Post 1 — Join My Team

I've officially signed up as a Team Captain for the Attorneys Who Care Challenge!

I'm building a team to compete in a friendly citywide competition supporting immigrant justice through Casa Cornelia Law Center. We're raising funds for free legal services for asylum seekers, unaccompanied children, survivors of violence and those facing urgent immigration related challenges —and I'd love for you to join my team.

Who's in?

#AttorneysWhoCare #JoinMyTeam #JusticeWithCompassion



Post 2 — Competitive Energy

I'm not saying my team is going to win the Attorneys Who Care Challenge...

...but I'm also not NOT saying it. 😊

We're building a team to compete across San Diego law firms and legal professionals to support immigrant justice.

If you're ready for a little friendly competition (and a lot of impact), join us.

Let's go.

#LegalCompetition #AttorneysWhoCare #TeamJustice



💡 OPTIONAL SHORT CAPTION VERSIONS (FOR QUICK POSTS)

- "I'm raising funds for Casa Cornelia's Attorneys Who Care Challenge—help my team make an impact: [link]"
- "Support our team in the Attorneys Who Care Challenge—every dollar is matched: [link]"
- "We're competing for justice. Help us get there: [link]"
- "Join me in supporting free legal services for immigrants: [link]"



ATTORNEYS WHO CARE CHALLENGE

TEAM CAPTAIN SOCIAL MEDIA TOOL KIT

Post 3 — Call for Team Members

I'm recruiting teammates for this year's Attorneys Who Care Challenge. It's a fun, citywide fundraising competition among San Diego's legal community—but the impact is very real.

We're supporting Casa Cornelia Law Center and their work providing free legal services to vulnerable immigrants.

If you want to be part of it, join my team.
DM me or comment below.

#JoinTheChallenge #AttorneysWhoCare



Post 4 — General Donation Ask

I'm participating in this year's Attorneys Who Care Challenge to support Casa Cornelia Law Center.

I'm trying to help my team reach our fundraising goal—and I could really use your support.

Every donation helps provide free legal services for asylum seekers, children, survivors of violence and those facing urgent immigration-related challenges.

And right now, every dollar is being matched—doubling your impact. If you're able to give, I'd be grateful.

Create your Team's Fundraising Page Here:

<https://wl.donorperfect.net/weblink/weblink.aspx?name=Er3229&id=41>

#SupportJustice #AttorneysWhoCare





ATTORNEYS WHO CARE CHALLENGE

TEAM CAPTAIN SOCIAL MEDIA TOOL KIT

Post 5 — Help My Team Win

I'm reaching out for a little help.

I'm competing in the Attorneys Who Care Challenge and trying to help my team climb the leaderboard.

We're raising funds for Casa Cornelia Law Center and their work supporting immigrants seeking safety and justice.

If you can support us with a donation, it would make a real difference—and help our team move closer to winning the challenge. Every dollar is matched.

Thank you for your support.

Create your Team's Fundraising Page Here:

<https://wl.donorperfect.net/weblink/weblink.aspx?name=E13229&id=41>

#TeamChallenge #AttorneysWhoCare #HelpUsWin



Post 6 — Impact-Focused Ask

Every donation has a direct impact.

I'm fundraising for the Attorneys Who Care Challenge, supporting Casa Cornelia Law Center's free legal services for people seeking safety and protection.

Asylum seekers. Children alone at the border. Survivors of violence. If you're able to give, even a small amount helps—and every dollar is matched.

Thank you for standing with us.

Create your Team's Fundraising Page Here:

<https://wl.donorperfect.net/weblink/weblink.aspx?name=E13229&id=41>

#JusticeForAll #AttorneysWhoCare





ATTORNEYS WHO CARE CHALLENGE

TEAM CAPTAIN SOCIAL MEDIA TOOL KIT

Post 7 — Leaderboard Energy

We're officially in competition mode.

My team is participating in the Attorneys Who Care Challenge—and we're climbing the leaderboard.

If you want to help us take the lead (and support real immigrant justice work), we'd love your support.

Let's do this.

Create your Team's Fundraising Page Here:

<https://wl.donorperfect.net/weblink/weblink.aspx?name=E13229&id=41>

#LeaderboardWatch #AttorneysWhoCare



Post 8 — “We Need You” Push

We need your help.

I'm close to reaching my fundraising goal for the Attorneys Who Care Challenge—but I need a final push.

This supports Casa Cornelia Law Center and their free legal services for vulnerable immigrants.

If you've been thinking about giving, now is the moment. Every dollar counts—and every dollar is matched.

Create your Team's Fundraising Page Here:

<https://wl.donorperfect.net/weblink/weblink.aspx?name=E13229&id=41>

#FinalPush #AttorneysWhoCare

