

Cause Related Marketing and Third-Party Fundraising *for Her Justice*



Thank you for your interest in partnering with Her Justice, a New York City based 501(c)(3) organization! We are truly grateful for the enthusiasm and dedication of businesses and community leaders who choose to invest in our mission and expand access to justice through their own fundraising efforts.

Her Justice works to create a more fair and functional civil justice system in New York City, so women can build safer, freer futures for themselves, their families, and their communities. Every partnership helps make this work possible by fueling free legal services, empowering volunteer attorneys, and advancing lasting systemic change.

CAUSE RELATED MARKETING

Supporting Her Justice through a cause marketing campaign is a powerful way to engage your customers, strengthen your brand's social impact, and help more women access life-changing legal assistance.

Possible Ways to Partner:

- **Percentage of Sales Donation** – Donate a portion of proceeds from a featured product, service, or promotional campaign (for example, 10% of sales during a designated period).
- **Round Up** – Invite customers to round up their purchases at checkout to support Her Justice

Before your campaign launches: New York state law requires a signed written agreement between your business and Her Justice for any cause-marketing partnership and requires your promotional materials to clearly disclose the dollar amount or percentage of each purchase that benefits Her Justice.

THIRD PARTY FUNDRAISING

Thank you for your interest in hosting a fundraiser to benefit Her Justice! Whether you're organizing a community event, celebrating a milestone, or donating proceeds from ticket sales, a raffle, or another creative idea, we're honored to be part of your efforts to expand access to justice.

Event Guidelines:

- While we'd love to celebrate your fundraiser, our small team is unable to assist with planning, promotion, staffing, or volunteer support for third-party events. We're happy to answer questions, share fundraising ideas, and discuss ways to make donating to Her Justice as seamless as possible.
- Please note that event organizers are responsible for all planning, expenses, permits, and liability associated with their fundraiser. Her Justice cannot assume any risk in the event of any injuries, property damage, or debt.