

A Lawyer's Guide to Crowdfunding



How crowdfunding for legal cases can help your clients raise funds, gather support and increase public awareness

Why crowdfund a legal case or project?

Crowdfunding allows anyone to raise funds through lots of small contributions. CrowdJustice applies that model to the law, so that anyone can access legal services – and lawyers can take cases or clients they might not otherwise be able to take.

Crowdfunding for legal cases is a positive way for:

- ✓ **Individuals or groups** to access funds and legal services;
- ✓ **Plaintiffs** to benefit from concentrated community support and engagement;
- ✓ **Non-profits** to amplify their message and broaden their support network;
- ✓ **The public** to learn about legal issues affecting them, their friends, neighbors and communities; and
- ✓ **Lawyers** to be able to take cases they might not have been able to bring forward.

CrowdJustice in the press

[CrowdJustice aims to] promote equal access to the courts, regardless of one's economic standing

The Washington Post

A new tool in a centuries old fight

The Atlantic

..empowers individuals and communities to ... achieve social change through the law

the guardian

Case Study: Fighting gerrymandering in Virginia

\$51,423

amount raised

1068

individual donors

1 day

to hit their initial target

A Virginia-based grassroots non-profit raised national support for a case tackling redistricting in Virginia. They were able to motivate over a thousand people to give small amounts, and raise the profile of the issue at stake.

CrowdJustice is built for legal cases and projects

CrowdJustice is a platform tailored specifically for crowdfunding legal cases. We've worked diligently to design a platform and approach that accounts for the ethics and compliance considerations that attach to litigation funding, while also creating a place where people know they can come to responsibly support credible and impactful legal matters.

Professional Responsibility & Compliance Safeguards

Our approach to crowdfunding has been developed with specific attention to ethics and compliance responsibilities:

- ✓ Our platform includes robust anti-money laundering and fraud-prevention safeguards - we perform **KYC checks** on plaintiffs, and **sanctions and PEP checks** on every single backer.
- ✓ Money raised goes **directly to your client trust account**. Funds are transferred weekly after the campaign reaches its initial target.
- ✓ If there are unused funds at the end of the case, the excess money is returned to CrowdJustice to be **donated to a designated legal charity** or another deserving legal cause on our site.
- ✓ Our model is exclusively donation-based, and supporters are not entitled to any rights or interest in the case. Our policies are designed to preclude any conflicts of interest or interference with the attorney-client relationship.
- ✓ Using CrowdJustice **doesn't change the relationship** between you and your client. Your client remains responsible for all legal fees.

For more information about our commitment to legal ethics and compliance, please contact us at Lawyers@CrowdJustice.com

What kind of cases can raise money through crowdfunding?

Crowdfunding works for cases large and small. We've seen cases raise as little as \$300 for some initial advice, to as much as \$300,000 to get all the way to the Supreme Court.

Backers give money to cases for a variety of reasons. Sometimes it's because the case has an impact on their community. Sometimes it's because they feel strongly about the issue at hand. If a case has the potential to inspire a group of people to come together to help it move forward, it can be crowdfunded.

Here are some examples of the types of cases that often appear on CrowdJustice:



Government & Civil liberties



Employment & Discrimination



Environment



Criminal Justice



Immigration

How CrowdJustice works

Donation-based crowdfunding enables your client to raise funds and support for their case. There is no up-front cost and your client drives the process:

1

Create

Your client creates a CrowdJustice page to tell the story behind the legal case.

While you don't need to be involved in drafting the case page, you may be interested in providing input related to your client's narrative and how they frame the related legal issues.

2

Prepare

Our team helps your client develop a promotional strategy specific to their case that will activate their friends, family, colleagues and broader communities to support to their fight.

3

Launch

Once your client's crowdfunding page is live, they focus on outreach and engagement with their supporters.

The CrowdJustice suite of tools and analytics helps your client effectively reach supporters and understand where to allocate their resources throughout their campaign.

4

Collect

All contributions made to successful campaigns are transferred directly to your client trust bank account.

Case Study: Mounting a defense against a deportation order

\$5,568

amount raised

103

individual donors

3 days

to hit their initial target

A clerical error resulted in Rene Lima-Marin's early release from prison. Six years later, he was reincarcerated and threatened with deportation. In leading his defense, Denver-based Meyer Law Office was able to procure Rene a full pardon granted by Colorado's governor.

Trusted by lawyers & non-profits

"We were absolutely thrilled when we heard about CrowdJustice. The financial support and the visibility that the platform brought to our case made a difference. The access to justice community in the U.S. has a powerful new ally."



Mary Bauer
Executive Director
Legal Aid Justice Center

"CrowdJustice was the biggest fundraising campaign we've ever had – over 1,000 donors and \$50,000 raised. It was a major success for us, and among the first examples in the United States of how CrowdJustice can help non-profits power impactful action in the courts."



Brian Cannon
Executive Director
OneVirginia2021

Featured in

The New York Times

The Atlantic

TC TechCrunch

The Washington Post

Forbes

the guardian

Frequently asked questions

How long does crowdfunding take?

Launching a case page with CrowdJustice can be done very quickly - many successful cases on our site have launched within hours, while others begin preparing several weeks in advance of launching a page publicly. While a typical case page is active for 30 days, a well-executed effort can sometimes meet objectives in a matter of a few days. We understand that legal cases can be complex, and our case support team can help you and your client develop timelines suitable for your objectives.

Why do people donate to legal cases? Do people who donate have an interest in the outcome?

We're a donation-only platform, and funds contributed through CrowdJustice do not entitle donors to any rights or interest in your case. People donate for many reasons, but it's often because they understand that legal action can make a tangible difference in people's lives and communities.

How much money can be raised?

Fundraising targets should be tailored to the objectives of each case. In some cases, a small amount may be highly impactful to defray out-of-pocket costs or expert witness fees related to case; other cases may require more extensive funding resources. Our case support team can help you and your client evaluate appropriate fundraising objectives for your case.

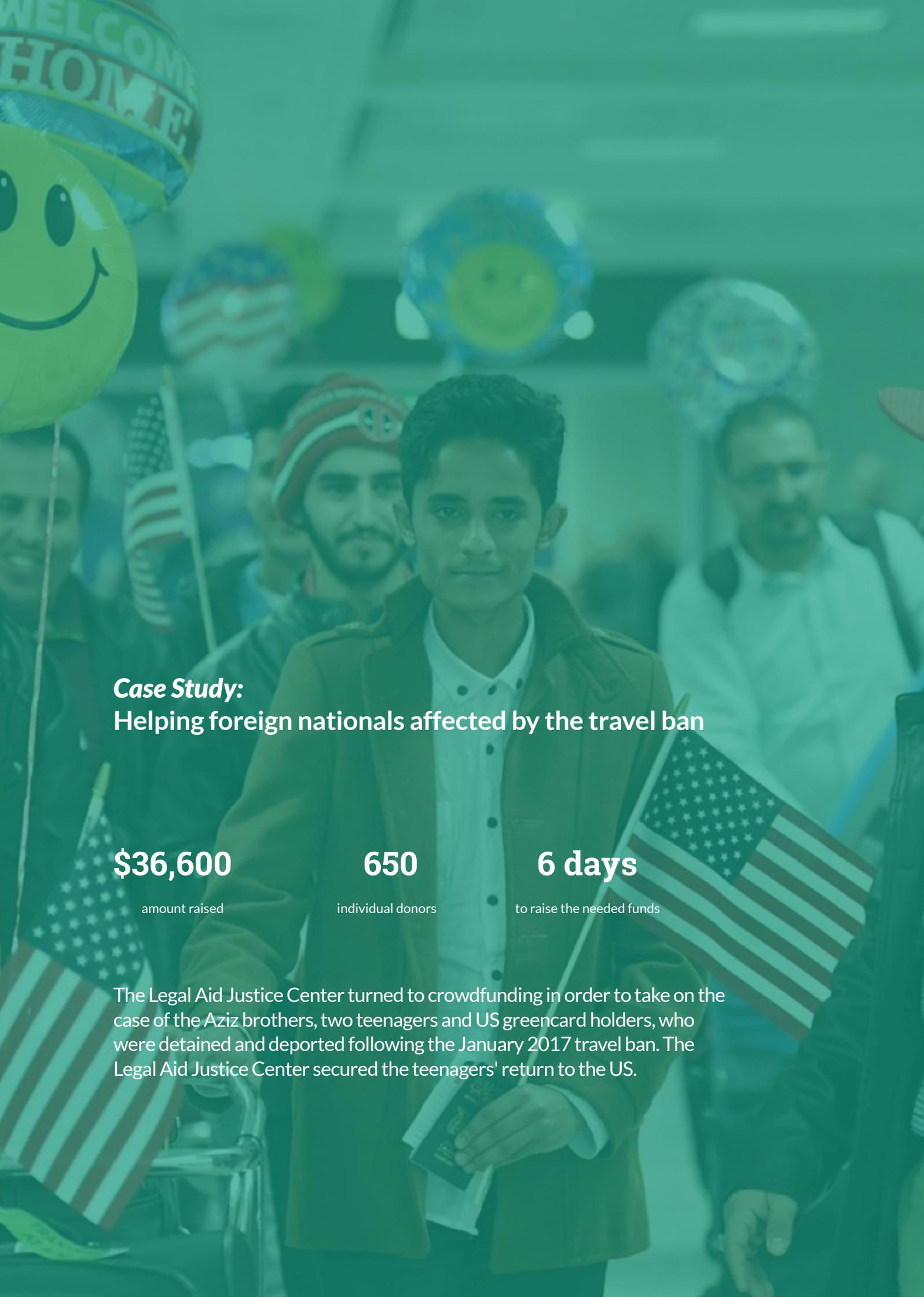
How does CrowdJustice support the case?

Our team provides your client with guidance and resources to position the crowdfunding effort for success. Throughout the campaign, our experts are available to advise your client and answer questions at any time.

What are your fees?

If your client's case is successfully funded, ~94% of the total funds raised on the platform go to your client trust account. If they don't hit their target, cards are not charged and no fees are collected.

<p>~94%</p> <p>of funds go directly to your client trust account.</p>	<p>3%</p> <p>CrowdJustice platform fee</p>
	<p>Plus payment processor and compliance fees</p>



Case Study:
Helping foreign nationals affected by the travel ban

\$36,600

amount raised

650

individual donors

6 days

to raise the needed funds

The Legal Aid Justice Center turned to crowdfunding in order to take on the case of the Aziz brothers, two teenagers and US greencard holders, who were detained and deported following the January 2017 travel ban. The Legal Aid Justice Center secured the teenagers' return to the US.



CrowdJustice cases
have raised millions of
dollars from hundreds
of thousands of
individual backers

Your client can get
started in 5
minutes here:

crowdjustice.com

More questions?

Email our campaign success team:
support@crowdjustice.com