



THE NEXT CENTURY OF JUSTICE STARTS NOW

Fundraising Activation Toolkit for Board, Staff, & Supporters





About the Campaign

For 105 years, the Delaware Center for Justice (DCJ) has fought for fairness, equity, and second chances. From reentry support to youth services and systemic advocacy, DCJ has been at the forefront of building safer, more just communities.

This anniversary is not just about celebrating our legacy — it's about fueling the next century of justice. With your help, we're raising critical funds to expand our programs, support more Delawareans, and continue advancing justice for all.

Campaign Goal:

Raise \$1.5 million by June 11, 2026 to expand reentry, youth diversion, and policy advocacy programs.

Hashtag: #DCJ105

Donate Link: dcjustice.org/donate105



Why Your Voice Matters

- People give to people. A post, email, or conversation from you will inspire more support than any ad.
 - Every like, share, or small donation builds momentum.
 - As a board member, staff member, volunteer, or longtime supporter, **you are one of DCJ's most trusted messengers.**
-

How You Can Help

Here's a list of ways you can help. Doing even just two of these actions can help us keep the momentum going:

- **Post on Social Media** - Use sample posts (see page 4) or share your own story about why DCJ matters to you.
- **Start a Fundraiser** - Create a personal Facebook or Instagram fundraiser for DCJ and invite friends to give.
- **Send an Email/Text** - Reach out directly to 5–10 friends, colleagues, or family members.
- **Engage Online** - Like, comment, and share DCJ's posts. Every interaction boosts visibility.
- **Match Gifts** – Consider offering to match donations from your network up to a set amount, and encourage your friends, family, and colleagues to check if their employers offer matching donations.



Key Dates

- **Campaign Kickoff:** June 2025
- **Annual Visions of Justice Celebration:** November 19, 2025
- **Giving Tuesday:** December 2, 2025
- **Annual Celebration:** Spring 2026 - Date TBD
- **Second Chances Month:** April 2026
- **Final Push & Celebration:** June 2026



Social Media Guide

Hashtags & Tags

- **Hashtag:** #DCJ105
- **Follow and Tag us:** @DelawareCenterForJusticeInc (Facebook), @delawarecenter4justice (Instagram), @Delaware Center for Justice (LinkedIn)

Sample Posts

Option 1 – Personal Connection

For 105 years, @DelawareCenter4Justice has stood for fairness and second chances. I support DCJ because [insert your reason]. Join me in honoring their anniversary with a gift.

dcjustice.org/105Years #DCJ105

Option 2 – Impact Story

Did you know DCJ has spent over a century fighting for justice in Delaware? They support families, help individuals rebuild their lives, and create opportunities that strengthen our communities. That's why I'm proud to support their 105th anniversary campaign.

Donate here: dcjustice.org/105Years #DCJ105

Option 3 – Day of Action

TODAY is the day! Help us celebrate 105 years of justice by supporting @DelawareCenterforJustice. Every dollar makes a difference.

Donate now at: dcjustice.org/105Years #DCJ105



Images and Graphics

[Download Full Set of Images](#)

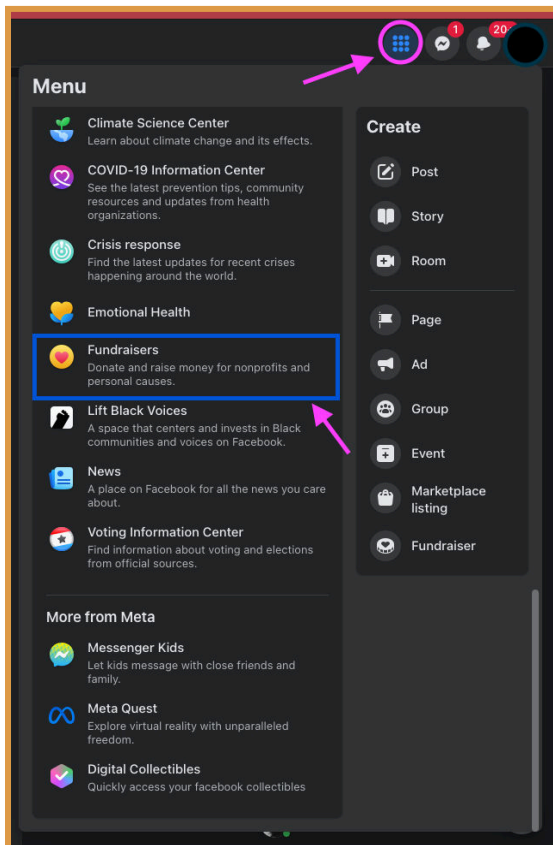


Create Your Own DCJ Donation Campaign

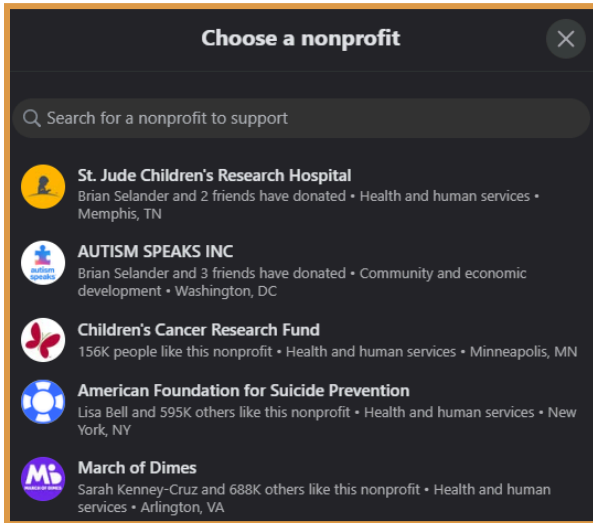
Did you know you can create a Facebook or Instagram campaign on behalf of DCJ? The process is easy! Below are basic directions for your convenience. Please take a moment to create a campaign and share it with your personal audience.

How to create a nonprofit fundraiser on Facebook

1. Tap the menu on the top right of Facebook.
2. Scroll down to “Fundraisers” (near the bottom) and select it.



3. A pop-up window will allow you to select a nonprofit.



4. Search for "Delaware Center for Justice" in the nonprofit search bar and select it.
5. Facebook will auto-populate campaign details. You can edit the details on the left side of your screen.
6. Click "Create."
7. Share and promote your campaign! All money collected will be automatically routed to DCJ.

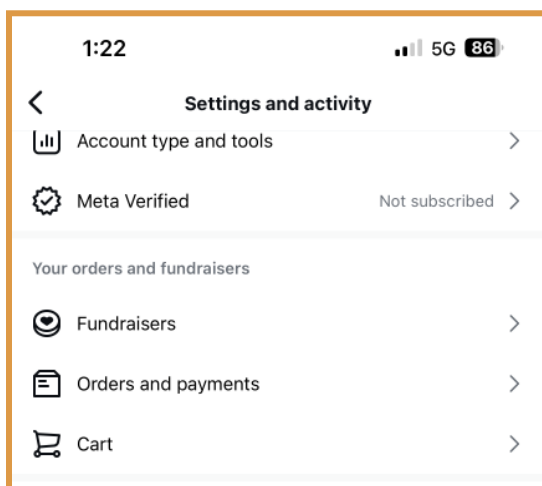


How to create a nonprofit fundraiser on Instagram

1. Open the Instagram app on your phone and tap your profile picture on the bottom menu.
2. Tap the menu (3 stacked lines) on the top right.



3. Scroll down and select "Fundraisers."



4. Press "Create Fundraiser."
5. Search for "Delaware Center for Justice" in the nonprofit search bar and select it.
6. Choose a photo you would like to use ([a selection is available here](#)), write a caption describing why DCJ is important to you, and choose a fundraising goal.
7. **Sample Text:** For 105 years, Delaware Center for Justice has supported second chances. I support DCJ because *[insert your reason: they keep kids out of the legal system, OR they help individuals reintegrate after incarceration, OR they fight to change laws that disproportionately harm black and brown people, OR your own personal reason]*. Join me in honoring their anniversary by donating. #DCJ105
8. Your fundraiser will appear on your profile and can be shared. All money collected will be automatically routed to DCJ.



Email/Text Templates

Short Email Example

Subject: Join me in celebrating 105 years of justice

Dear [Name],

I'm reaching out because I believe in the Delaware Center for Justice. The organization's work started in 1920 to abolish the whipping post. For 105 years, DCJ has fought for fairness and second chances – work that is more critical now than ever.

Last year, DCJ helped 700 Delawareans reintegrate with their communities post-incarceration. I'm supporting their 105th Anniversary Campaign, and I'd love for you to join me. Every gift, no matter the size, makes an impact.

Please consider donating today: dcjustice.org/105Years

Thank you for helping me honor 105 years of justice and ensure the next 105 are even stronger.

Warmly,

[Your Name]



Text Example

Hey! I'm reaching out because there's an organization I really believe in – the Delaware Center for Justice. I'm supporting their 105th Anniversary Campaign and would love if you could join me. Honestly, any amount helps.

Their story is incredible: they started in 1920 fighting to abolish the whipping post, and 105 years later, they're still at it, fighting for fairness and second chances. Last year alone, they helped 700 Delawareans rebuild their lives after incarceration.

If you're able to contribute, here's the link: dcjustice.org/105Years

Thanks for considering it. It means a lot to me, and I know it'll make a difference.

[Your Name]



Tips for Success

- **Be authentic:** Share your “why.” Personal connections drive action.
- **Use visuals:** Photos of you at a DCJ event, volunteering, or one of the provided images will grab attention.
- **Post more than once:** Repetition matters; not everyone sees your first post.
- **Engage others:** Thank donors publicly and tag them when appropriate.
- **Small actions add up:** Even if you can’t donate, boosting posts helps!

For 105 years, progress has been possible because of supporters like you. Thank you for standing with us as we continue the work of building a more just Delaware.



Contact Information

Delaware Center for Justice

302-658-7174

dcjustice.org

For Major Gift Opportunities:

Alonna Berry, Executive Director

aberry@dcjustice.org

302-265-7171

For Campaign Information:

Tara Mazer, Chief Operations Officer

TMazer@dcjustice.org

302-298-5468

