

## Prior Donor Emails

### 2020 CONSISTENT DONORS

#### 1. Subject line: Once more unto the breach, dear friends

You've done so much.

Low-income Texans across the state got the help they needed – the lawyers that could save them from destitution and homelessness – because you donated to the **Justice for All Campaign**.

Now we need your help again.

What Carmen needed was to keep the health care job that supported her family. She took care of her patient. Then the client's adult son started to abuse her, making obscene remarks, groping her. Carmen told her employer, who did nothing. She wanted to quit, but her family needed every paycheck. When the abuser tried to assault her, she filed a police report. The employer found out and fired her.

Then came legal aid. They recovered Carmen's lost wages, saving her family and restoring her dignity.

There are so many Carmens. Help us ensure that justice is served.

Donate today.

(GIVING LEVELS)

Include donation link

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#### 2. Subject line: Another reason to stay in the fight

When we try to express our gratitude to supporters like you, words often fail us.

The truth – that your contribution to the **Justice for All Campaign** can literally save the life of a low-income Texan in need – is often too powerful to easily comprehend.

But that *is* the truth.

And Texans like Frank still need you.

A veteran living in Lubbock, he was about to be kicked out of his home. The insurance company double-billed him for his house, which he couldn't afford. Frank appealed to the mortgage company, but the managers refused to listen.

He fought for our freedom, and was now going to lose his own.

So he turned to legal aid.

One attorney writes a letter to the insurance company on Frank's behalf, and one more veteran is kept off the streets. Even the toughest of us needs a lawyer.

Help us help Frank.

Please donate today.

(GIVING LEVELS)

Include donation link

## 2020 INCONSISTENT DONORS

### 1. Subject line: Carmen needs your help

There's so much need in the world. All we can do is help where we know it's needed, where we know it will make a difference.

Each year, during our **Justice for All Campaign**, this question is easy for us, because we see the need every day. We see that millions of low-income Texans struggle to survive, teetering on the edge of a financial precipice.

When one of those Texans is forced to confront a legal issue they can't solve without an attorney they can't afford – the balance is lost and they can fall into ruin.

Before you showed up, Carmen stood on the edge of disaster.

What she needed, more than anything, was to keep the health care job that supported her family.

She took good care of her patient. Then the client's adult son started to abuse her, making obscene remarks, groping her. Carmen told her employer, who did nothing. She wanted to quit, but her family needed every paycheck. When the abuser tried to assault her, she filed a police report. The employer found out – and fired her.

Then came legal aid.

They recovered Carmen's lost wages, helping her family and restoring her dignity.

Please. Help us save another one.

(GIVING LEVELS)

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**2. Subject line:      Frank needs you**

We know you believe in justice, because you have donated before to the **Justice for All Campaign**, our annual effort to ensure that no Texan faces personal and financial ruin simply because they can't afford a lawyer.

We're here to ask you again, because we see so much need everywhere we look: millions of low-income Texans without a safety net – and without a lawyer to help them when trouble comes knocking, be it exploitation or simply bad luck.

For Frank, a veteran living in Lubbock, it was a little bit of both.

He was about to be kicked out of his home. The insurance company double-billed him for his house, which he couldn't afford. Frank appealed to the mortgage company, but the managers refused to listen.

He fought for our freedom, and was now going to lose his own.

So he turned to legal aid.

One attorney writes a letter to the insurance company on Frank's behalf, and one more veteran is kept off the streets.

Even the toughest of us needs a lawyer.

Please, donate today.

(GIVING LEVELS)