

Our unity is our strength - and always has been.

For nearly 50 years, Lambda Legal has charted the way for the civil rights of LGBTQ people and everyone living with HIV. Our story began with a band of volunteer lawyers in New York that broke new ground in the American justice system for LGBTQ rights and ultimately grew to be the national organization that it is, Lambda Legal. To this day, our volunteers are crucial in helping Lambda Legal improve the lives of our community and our story continues with your help.

When we work as one, we win for all.

This year, in lieu of our annual schedule of in-person fundraising events, Lambda Legal will embark on a first-of-its-kind national volunteer effort, **ONE Lambda Legal**, culminating in a week-long online celebration in October 2021. Lambda Legal's annual events not only bring us together - they provide more than \$5 million in grassroots-driven fundraising, raised by individuals and volunteer committees in communities nationwide.

These funds raised - from friends, families, corporate and law firm employers, and main street small businesses - represent one third of Lambda Legal's overall operating budget. Our supporters from coast to coast will work together to a raise \$5M, demonstrating what unity really looks like.

We can only secure our victories because of your support. **ONE Lambda Legal** means each and every one of us - together. Thank you for stepping up and keeping our community united.

Our victories are your victories, and our futures depend on each other's.

ONE TEAM ONE CAMPAIGN ONE GOAL

New Mexico Host Committee

Member Roles and Responsibilities

The New Mexico Host Committee is part of a national effort, contributing crucial funds toward a national goal of \$5M. New Mexico Committee will represent the South Central Region along with committees in Texas.

Host Committee Members play a critical role in the success of the *ONE Lambda Legal* campaign. Below are the benefits and responsibilities of serving as a Host Committee Member, and our commitment to you.

Benefits of Participating

- **Further the Cause** | Be part of the effort to build equality for LGBTQ people and everyone living with HIV.
- **Celebrate & Connect** | Join us in celebrating with other community leaders and activists from across the South Central region throughout the year.
- **Be Recognized** | Your name will be featured on all event materials for *ONE Lambda Legal*. You will be recognized as a leader for your commitment to support one of the nation's oldest and largest civil rights legal organizations for LGBTQ people and everyone living with HIV.

Our Ask of You

- **Raise Funds for Equality** | Each host committee member commits to fundraise a minimum of \$1,500 toward the regional goal. We will provide you the tools to be successful in your fundraising effort. Progress will be tracked, and top volunteer fundraisers will be featured and highlighted on the event campaign website and on Host Committee meetings.
- **Personalize your Individual Fundraising Page** | Lambda Legal will provide each committee member a link to personalize their own peer-to-peer fundraising page.
- **Spread the Word** | Generate awareness for the *ONE Lambda Legal* campaign by posting and engaging on social media, sending emails, making phone calls and spreading the word to your network about the fundraising effort.
- **Be Present** | Attend the kick-off meeting, two pre-event calls and the *ONE Lambda Legal* Celebration event.
- **Provide Feedback** | Let us know your ideas and thoughts about how we can make this year's event the best yet.

Our Commitment to Your Success

- **Toolkit** | Lambda Legal will provide a Host Committee Toolkit with sample emails, social media posts, and scripts to help you meet your fundraising goal. Additionally, every member will have a personal and easy-to-use peer-to-peer fundraising page to help spread the word and track your fundraising goal.
- **Regular Communication** | Lambda Legal staff will stay in regular communication with Host Committee members to provide additional support.
- **Host Meetings** | Lambda Legal will host meetings with committee members to ensure that everyone has the tools, resources, and support to be successful. Our meetings will provide you opportunities to connect and network with other like-minded individuals, ask questions, receive updates and find inspiration.