



2024 LAUNCH KIT

DESIGN-YOUR-OWN FELLOWSHIP

CLASS ANNOUNCEMENT DAY

JOIN US WEDNESDAY, MAY 22, 2024 | @EJW_ORG ON X (TWITTER)

The annual launch of our Design-Your-Own Fellowship class—an impressive group of new public interest lawyers committed to equal access to justice—is one of the most exciting days of the year.

Join us on **Wednesday, May 22, from 1-2:30 p.m. ET**, as we sing the praises of each and every Fellow in the new class for all of our followers to see.

If you're reading this, it's because you are a Fellow, were a Fellow, are hosting a Fellow, sponsored a Fellow, or a Fellow graduated from your law school. Announcement day is a celebration, and we want to help you make the most of it—this guide offers tips for joining in on the excitement.

GETTING READY:

/ Mark your calendar:

Announcement day is just the beginning, and the collective excitement is not to be missed. **Wednesday, May 22**, is the big day, with tweets from **from 1-2:30 p.m. ET**.

/ Follow us:

Follow us on X, formerly known as Twitter ([@EJW_org](https://twitter.com/EJW_org)) so you're ready to join in! You can also follow us on [LinkedIn](#), [Facebook](#), and [Instagram](#) to keep up with these new Fellows throughout their project term.

/ Tell friends, family, and colleagues:

If you're a Class of 2024 Fellow, there's a good chance that you've already rallied your personal cheerleading squad. If not, now's the time to let them know! For those reading this on behalf of their organization—sponsors, host organizations, and law schools—be sure to let your colleagues know what's happening, especially if they were involved with the application or selection project that made your Fellow's project a reality.

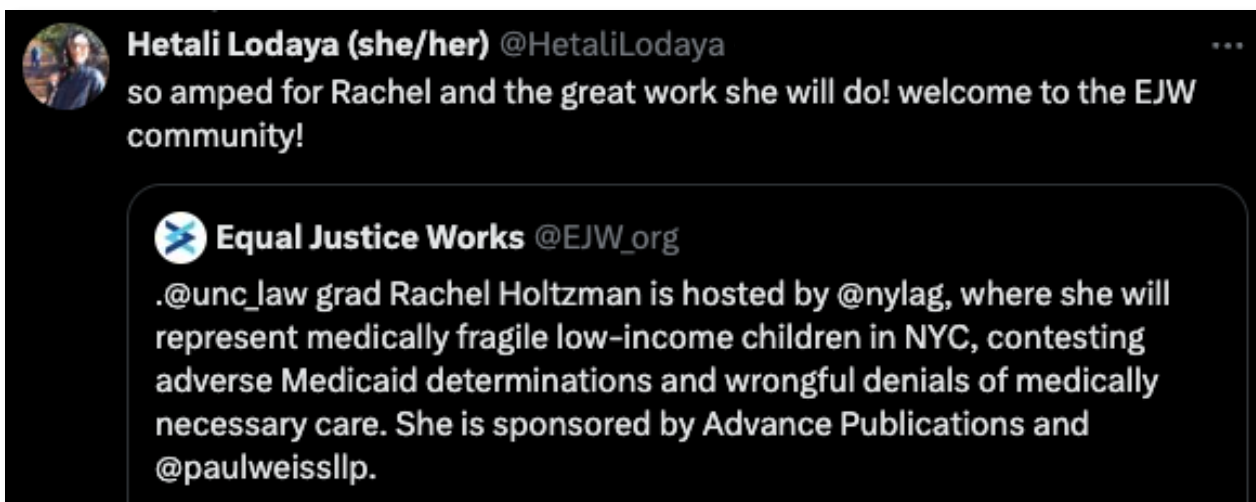
/ Watch for last names:

We'll be highlighting **80+ new Fellows**—that's a lot of tweets! If you're on the lookout for a specific Fellow, it's helpful to note that we're recognizing each Fellow alphabetically by last name.

TIPS FOR ALUMNI & FELLOWS IN THE FIELD:

/ Represent your host organization, sponsor(s), and lasting impact:

Show pride for your current or former host organization, your law school, your community, and your sponsors. If you're currently a Fellow in the field, you probably already know if a Fellow is joining your organization—hop on Twitter and share a warm welcome!



/ Share some words of encouragement:

Got a tip to share? Maybe it's about making the most of your Fellowship, some general words of wisdom, or advice for others working on your issue area. Tag **@EJW_org** and share your insights.

TIPS FOR ORGANIZATIONS (HOSTS, LAW SCHOOLS & SPONSORS):

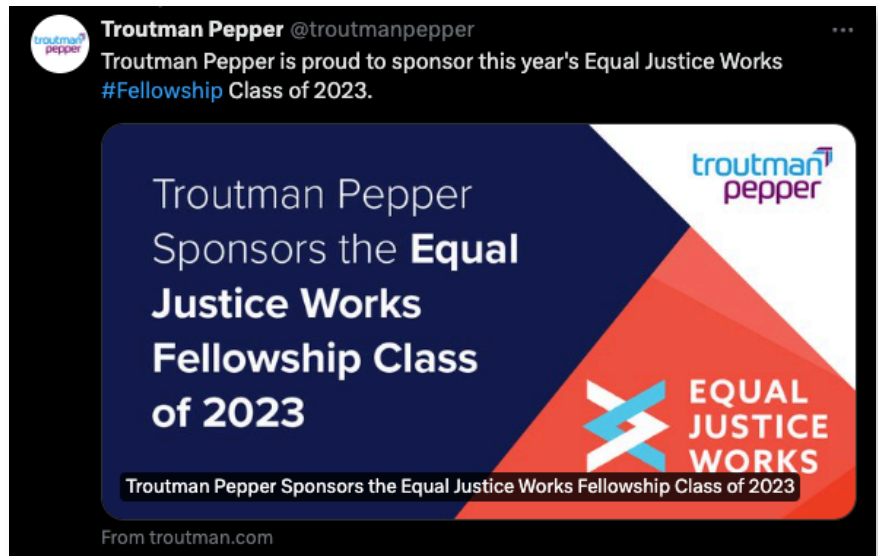
/ Share your excitement:

Let your Fellow know you're proud of their achievement! If you're posting on behalf of a host organization, this is a great way to welcome the newest addition to your team.

/ Create a graphic!

Free design platforms like **Canva** makes it easy to create a design with quotes, photos, and more. In fact, this year we've put together a collection of custom templates to help you shout out your Fellow—find them on our website **here!**

To ensure accessibility when sharing graphics, be sure to use the "alt text" feature to describe your image.



/ Rally your staff:

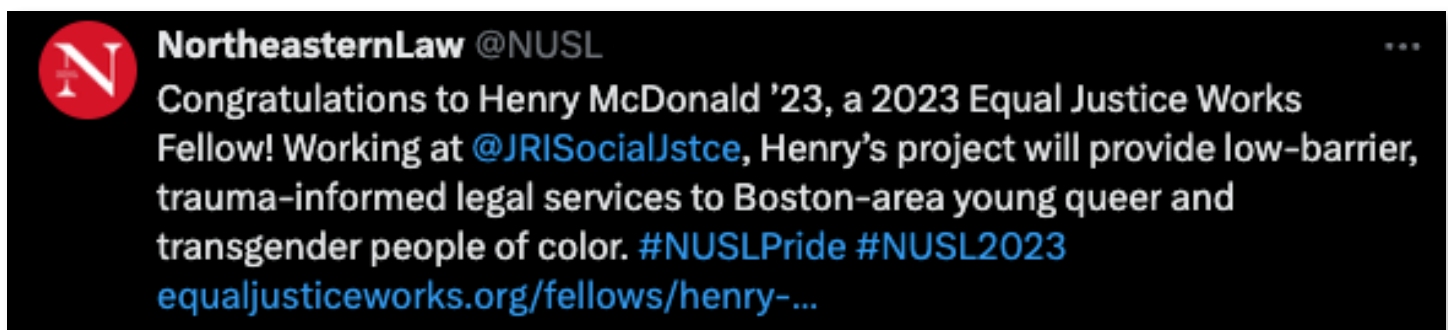
The Fellowship application is far from a solo endeavor. If you're tweeting on behalf of your organization, be sure to let those at your organization who were involved with the process know what's happening.

/ Link to a press release or profile:

If your organization is releasing its own announcement, be sure to link it in your tweet. Equal Justice Works is always happy to provide a quote—just email us for any press inquiries: **communications@equaljusticeworks.org**.

All 2024 Fellow profiles will go live on our website the morning of the tweetstorm, so consider linking to your Fellow's profile.

Note: a link adds 23 characters to your tweet, so plan accordingly.



TIPS FOR CLASS OF 2024 FELLOWS:

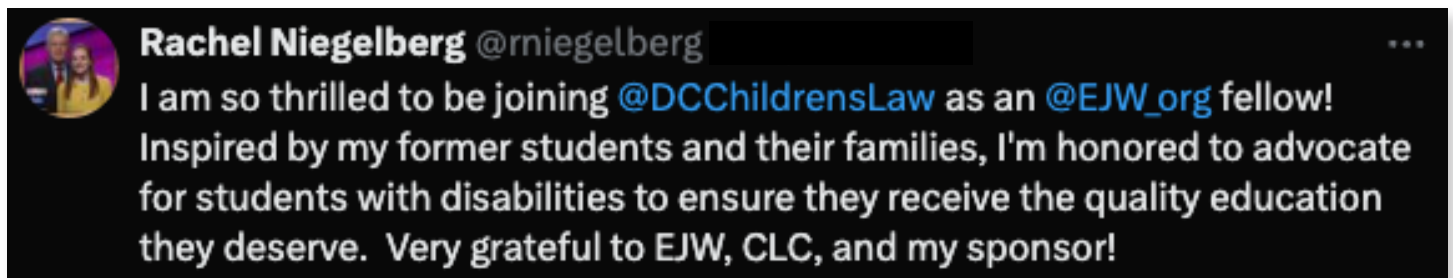
/ Thank your supporters:

The Equal Justice Works Fellowship model exists thanks to generous donors who sponsor the work of our Fellows. Don't forget to thank them!



/ Tell us more:

280 characters rarely tells the whole story. 'Quote tweeting' your announcement is a great way to add more information: about your project, your inspiration to serve, or the impact you hope to make through your Fellowship project.



Congratulations, Class of 2024!



Make a splash with a custom graphic!

Eye-catching imagery helps take your post to the next level. Access our [custom Canva templates here](#) to shout out a 2024 Fellow on Twitter, LinkedIn, Instagram, and Facebook, no matter your level of design expertise!



Reena Parikh @parikhre

Beyond thrilled to see my clinic student, Heather Odell, get an @EJW_org fellowship and be named class valedictorian! So proud of her and can't wait to see all she will achieve!



Boston College Law @BCLAW

New grad Heather Odell '23 has received a prestigious Equal Justice Works Fellowship! She will represent immigrants experiencing homelessness in Miami-Dade County on behalf of Catholic Legal Services. Read more: lawmagazine.bc.edu/2023/05/gradua...



CAC @MyConstitution

The right to vote is enshrined in the Constitution more times than any other right, & we are so excited that Anna Jessurun will be joining the @MyConstitution team to help defend voting rights as an @EJW_org Fellow sponsored by The @MoFoLLP Foundation!



Tiffany Uke @TiffanyOUke

Welcome to the @lanwt family Gladys! Now there's two of us @TxAccessJustice Fellows at the firm! 🥳🥳



Morrison Foerster @MoFoLLP

The MoFo Foundation is proud to sponsor @Harvard_Law's Anna Jessurun, who joins @EJW_org's 2023 Fellowship class to lead the Election Amicus Project and protect voting rights. @MyConstitution bit.ly/3nXQGSa



UNC School of Law @unc_law

Congratulations to Jason Davidson '23 and Rachel Holtzman '23 for being part of the 2023 @EJW_org Fellowship Class 🎉

Rachel is headed to @nylag to represent medically fragile low-income children in NYC. Jason is going to @Lawyer4Warriors to represent combat veterans.



Jason Davidson
2023 Equal Justice Works Fellow!

National Veterans Legal Services Program
UNC School of Law
Sponsored by Latham and Watkins, LLP



Rachel Holtzman
2023 Equal Justice Works Fellow!

New York Legal Assistance Group
Sponsored by Advance and Paul Weiss