



2023 LAUNCH KIT

DESIGN-YOUR-OWN FELLOWSHIP CLASS ANNOUNCEMENT DAY

JOIN US WEDNESDAY, MAY 10, 2023 | @EJW_ORG ON 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 10, 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 Twitter 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 10**, is the big day, with tweets from **from 1-2:30 p.m. ET**.

/ Follow us:

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

/ Tell friends, family, and colleagues:

If you're a Class of 2023 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 **75+ 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!



Annie Lee @annielee415

I'm amazed by each of the 84 new @EJW_org fellows (84!!!)--congrats to you, your host orgs, and your clients! As a 2014 fellow at @NCYLnews, I worked to improve foster youth educational outcomes. The fellowship will fly by, but you'll be an #EqualJusticeWorks alum forever!

/ 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 tweeting on behalf of a host organization, this is a great way to welcome the newest addition to your team.



Caroline J. Heller @CarolineJHeller

As a native New Yorker who was born and raised in the Bronx, welcoming @AZoe_Russell as another @GT_Law EJW Fellow in the class of 2022 joining @BronxDefenders means a lot to me. The NY office can't wait to support her work!

✖ Equal Justice Works @EJW_org

Congratulations to @Harvard_Law alum @AZoe_Russell, who will join @BronxDefenders to represent parents accused of prenatal/postpartum drug use and create resources to disrupt the womb-to-foster care pipeline. Zoe's work is generously supported by @GT_Law. Go Zoe!

/ Create a graphic!

Creating a graphic for the announcement is a great way to shout out your Fellow. Even if your organization doesn't have a communications team, 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:

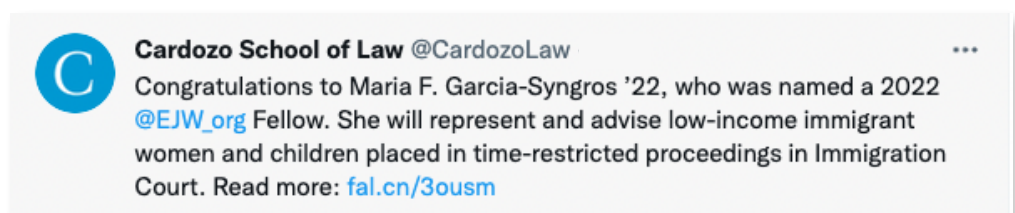
The Fellowship application is far from a solo endeavor. If you're tweeting on behalf of your organization, be sure to let those at your organization who were involved with the process know what's happening.

/ 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 2023 Fellow profiles will go live on our website the morning before 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 2023 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!



Kevin Muench @KevinPaulMuench

Some fun personal news: I'm excited to be joining the @ACLUofKY after graduation to work on voting rights and with incarcerated people. Thank you so much @AIGinsurance and an anonymous donor for making this possible and supporting civil rights work in the South!

✂ **Equal Justice Works** @EJW_org

Congrats to @nyulaw alum @KevinPaulMuench, whose Fellowship with @ACLUofKy is supported by @AIG and an anonymous sponsor. Kevin will work to address prison gerrymandering and help ensure that Kentucky voters held in pretrial detention are able to vote.

/ 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.



Allen Martin @allentmartin

I am so humbled and honored to have been chosen as an @EJW_org Fellow! Thank you to @TxAccessJustice for sponsoring me, to @TLSC for hosting me, and to @KeeganWarrenC for guiding me through the proposal process. Can't wait to return to Texas to get started!

✂ **Equal Justice Works** @EJW_org

A @PeppLaw alum, @allentmartin will join @TLSC to mitigate veteran homelessness in rural Central TX by implementing a #MedLeg partnership at a VA Clinic to meet legal needs related to housing, discharge upgrades, and financial/familial stability. Many thanks to @TxAccessJustice!

Congratulations, Class of 2023!



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 2023 Fellow on Twitter, LinkedIn, Instagram, and Facebook, no matter your level of design expertise!



Hetali Lodaya @HetaliLodaya

Really only two things I can say:

(1) I'm so grateful for the communities that brought me here, that taught me, that made room for me to stand on their shoulders. You know who you are; I promise to pass it on; thank you 🙏

(2) I can't wait to get to work.

✂ **Equal Justice Works** @EJW_org

Thanks to @lathamwatkins, @UMichLaw grad @HetaliLodaya will work with @LegalAidNC to pilot a two-pronged approach to improving special education service representation with Hetali!



Yael Ben Tov יעל בן טוב @yael_bentov

I am so so proud of my dear friend and colleague, Alexandra. @IRAP is lucky to have you, and I can't wait to see what amazing work you will (continue to) do.

✂ **Equal Justice Works** @EJW_org

.@BerkeleyLaw alum Alexandra Zaretsky is our 2022 Text-to-Give Fellow. Hosted by @IRAP, she will work to reunite U.S.-based refugees from Muslim-majority countries with their families who remain abroad, by exposing and challenging anti-Muslim immigration policies. Congrats!



Heather Abraham @heather_sol_a

Congratulations @butterworth_liz & @LCEinDC on your selection. Thank you for working to preserve safe, affordable housing. This is so critical to my life's work and it's heartened to meet more invested allies!

✂ **Equal Justice Works** @EJW_org

Hosted by @LCEinDC, @HarvardLaw alum Liz Butterworth (@butterworth_liz) will preserve safe and affordable housing for low-income older adults in Washington, D.C., through direct representation, outreach, and advocacy. Liz is sponsored by Danaher Corporation.



Paulina Lucio Maymon @pluciomay

I'm so grateful to @EJW_org, @GT_Law, and @UPS for this fantastic opportunity! I can't wait to join the @southerncenter this fall, where I'll advocate on behalf of people who were sentenced to life in prison as children in Georgia. Thank you to @auwcl_opi for all the support!

✂ **Equal Justice Works** @EJW_org

Congratulations to @AUWCL alum @pluciomay, who will join @southerncenter to advocate on behalf of people incarcerated in Georgia who were sentenced to life in prison as children. Paulina's work is generously supported by @GT_Law and @UPS. Go Paulina!