

## 03 Case Study

# Law Enforcement Legal Defense Fund



## Mission

For over 25 years, the Law Enforcement Legal Defense Fund has helped police officers facing wrongful accusations or criminal charges afford the best possible legal defense. These are police officers who have spent their entire careers serving the public and protecting their communities but were unjustly charged by District Attorneys with partisan political agendas. Many of these officer's face decades, some even life in prison if wrongly convicted. And with often low salaries, a proper legal defense can often be financially ruining.

## Challenge

Despite a high success rate of acquittals and dropped charges, the LELDF struggled to break through the crowded news cycle and gain the attention needed to grow their organization and brand.

## Solution

Paying close attention to the rapidly changing news cycle, we carefully crafted a message strategy that aligned with the nationwide anti-police protests in the summer of 2020.

Coupled with an aggressive donor acquisition strategy, we helped the organization achieve unprecedented fundraising success and brand awareness online.

# Results

- Increased gross funds raised year-over-year by 841% and net funds raised by 1,009%.
- Successfully petitioned President Donald Trump to issue a Presidential Pardon for former-Officer Stephanie Mohr.
- Turned stagnant prospecting efforts into a robust donor acquisition program.
- Tripled the number of active e-mail housefile subscribers.

A smartphone screen displaying a news article. The article features two photographs: one of Detective Eric DeValkenaere in uniform with a woman, and another of him with a woman and a child. The text of the article is as follows:

8:42

### Defend Detective Eric DeValkenaere!

Kansas City Detective Eric DeValkenaere is a hero.

Eric had a split-second to react when the suspect pointed a gun directly at Eric's fellow detective.

Not only did he defend his life and the life of his partner, but he also saved lives of the suspects ex-girlfriend and two kids from untold danger.

And after serving the community for over 20 years and saving countless innocent lives that day, **it's absolutely ridiculous that Eric was charged.**

That's why we're raising the funds to help him pay for the best legal defense