

**WE'LL SEE YOU
IN COURT.**



Image: Creative Commons/Gage Skidmore

ACLU

ACLU

ACLU Priorities

**Immigrant's
Rights**

**Criminal Justice
Reform**

Surveillance

LGBT Rights

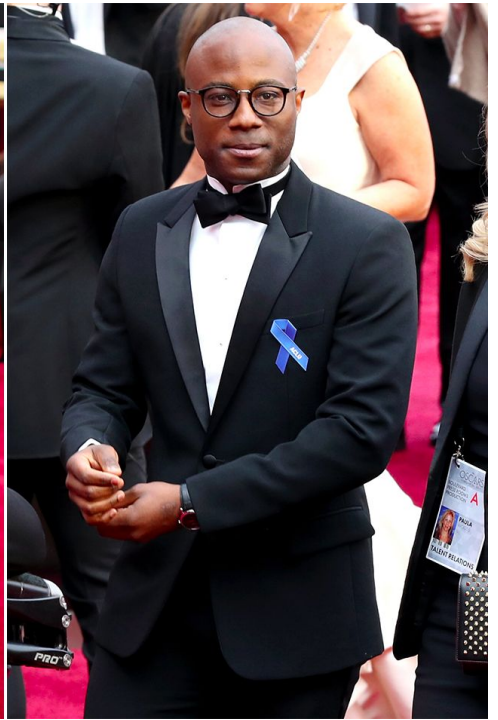
**Reproductive
Health**

Voting Rights



That was then, this is now

- 457,000 members
- 45,000 monthly donors
- 1.6M members
- 296,000 monthly donors



100%

EVERLANE

HUMAN

#HUMANTOGETHER



ACLU

Strategic Partnerships

***“We the people
Dare to design, drive, write,
concoct, toast, entertain...
A more perfect union”***

ACLU

Business Priorities

Customers

**Employee
Attraction**

New Markets

Supply Chain

**Employee
Retention**

Regulation

“Shared-Value” Industries

Tech

Travel

Gig Economy

Hospitality

**Entertainment &
Media**

Retail



Round Up
& Donate

How can companies help us fundraise?

Direct:

- Cause Marketing
- Employee Giving
- Grants
- Sponsorship

Indirect:

- Marketing
- Donor Acquisition
- Premiums & Experiences
- Budget Alleviating Support

How else can they have impact?

- **Litigation in the Courts**
 - **Corporate Amicus Briefs**
- **Legislative Advocacy**
 - **Government Affairs**
- **Grassroots Mobilization**
 - **People (customer & employee) Power**

- **Public Awareness & Education**
 - **Consumer marketing campaigns**



**PEOPLE
POWER**

LET
PEOPLE
VOTE

JOIN THE CAMPAIGN