Since its formation in 1979, NAWJ has inspired and lead the American judiciary in achieving fairness and equality for all.
Mission:
To increase public understanding of the American judicial system, to inform voters that politics and special interest attacks have no place in the courts and to give voters the tools they need to ensure judges are appointed and elected on the basis of their character and ability.

About:
Since 2010, special interests groups and individuals have increasingly spent more time and money to publicly attack judges whose decisions or backgrounds they did not agree with to influence the outcome of state elections across the country. The Informed Voters Project recognizes that the success or failure of these special interests groups rests on their ability to potentially mislead and sway voters.

Through the development of educational materials and resources for public education, the Informed Voters Project provides citizens with the tools they need to make an informed vote and protect fair and impartial courts.

Informed Voters Project National Co-chairs:
TANI G. CANTIL-SAKAUYE  
Chief Justice of California  
San Francisco, California

LINDA LEALI, ESQ.  
Attorney, Linda Leali P.A.  
Miami, Florida

NAWJ Judicial Independence Committee Co-chairs:
BARBARA PARIENTE  
Florida Supreme Court Justice  
Tallahassee, Florida

ROBIN HUDSON  
North Carolina Supreme Court Justice  
Raleigh, North Carolina

Informed Voters Project Director of Education:
ANNETTE BOYD PITTS  
Executive Director, Florida Law Related Education Association, Inc.  
Tallahassee, Florida
WHY SPONSOR?

THE INFORMED VOTERS PROJECT INVITES YOUR PARTICIPATION

As a 501(c)(3) nonprofit organization, we look to our project sponsors to provide financial support so we can continue to organize educational symposiums, develop nonpartisan materials and raise public awareness on the politics and special interests that threaten our fair and impartial courts. Sponsoring the project will allow members of your firm to participate in these exciting and educational activities, interact with members of the judiciary and demonstrate your support to the legal profession and the mission of the Informed Voters Project.

We hope that you will give generously, because these project activities are not possible without the support of the legal and business communities. Please reach out to the Informed Voters Project Program Manager with any questions. Thank you!

PROGRAM MANAGER

VICTORIA PAJAJUIS
vcpajajuis@ivp.nawj.org
Project Budget

Jury Room Video:

Our goal is to expand upon the success of our Emmy-award winning public service announcement video that is currently being played in jury rooms throughout Miami-Dade, Palm Beach and Duval County in Florida. The primary objective is to create an informational video to engage target audiences and educate them on the court system, judicial selection, how judges vary from politicians and how the courts are intended to perform. Our goal is to have the video playing in jury rooms in every judicial circuit by the end of 2016. We are requesting $15,000 - $20,000 funding for the development and production of a jury room video.

Short Film Presentation:

Our goal is to create a powerful and inspirational short film that clearly lays out the negative impact that big money and special interest propaganda is having on state judges. The film would introduce what IVP is doing to combat the problem and inspire viewers of the film to change how they think about judicial elections, big money and being a part of the solution. The film would be housed on the IVP website and distributed to the media and through social media channels. We are requesting $15,000 - $20,000 funding for the development and production of a short film presentation. Please see ‘Bringing the IVP Brand Alive: Short Film Presentation’ proposal for details.

Focus Groups:

Our goal is to have IVP messaging focus group tested before engaging in larger scale marketing efforts. Three focus groups will be selected, presented with IVP messaging and then immediately analyzed to determine how our messaging resonates throughout the groups. We are requesting $20,000 - $25,000 in funding for the coordination of and presentation to three focus groups. Please see ‘Understanding Key Audiences: Focus Groups’ proposal for details.

Social Marketing:

Our goal is organize and coordinate all IVP efforts to build a consistent and relevant presence throughout multiple social media channels. High social media impact content, followers and bloggers will be identified and engaged in order to optimize IVP social media audiences and efforts. We are requesting $10,000 in funding for the production and maintenance of social marketing materials.
SPONSORSHIP LEVELS

Platinum $20,000
• One seat on the NAWJ Resource Board for one year.
• Two one-year NAWJ memberships.
• Name recognition at the NAWJ annual conference and at the mid-year board meeting/conference.
• Recognition as a Sponsor in state-specific official mailings.
• Recognition on the NAWJ and IVP websites.
• Recognition in the Informed Voters Project brochure.
• Two registrations to attend Annual and Mid-year conferences.
• Recognition in the NAWJ publication, Counterbalance.

Gold $10,000
• Two one-year NAWJ memberships.
• Name recognition at the NAWJ annual conference and at the mid-year board meeting/conference.
• Recognition as a Sponsor in state-specific official mailings.
• Recognition on the NAWJ and IVP websites.
• Recognition in the Informed Voters Project brochure.
• One registration to attend annual and mid-year conference.
• Recognition in the NAWJ publication, Counterbalance.

Silver $5,000
• One one-year NAWJ membership.
• Name recognition at the NAWJ annual conference and the mid-year board meeting/conference.
• Recognition as Sponsor in state-specific official mailings;
• Recognition on the NAWJ and IVP websites.
• Recognition in the NAWJ publication, Counterbalance.

Bronze $2,500
• Recognition as Sponsor in state-specific official mailings.
• Recognition on the NAWJ and IVP websites.
• Recognition in the NAWJ publication, Counterbalance.

Friends $1,000
• Recognition as Sponsor in state-specific official mailings.
• Recognition on NAWJ and IVP websites.

Individuals < $1,000
• Recognition on the NAWJ and IVP websites.
• Recognition on the IVP Newsletter

To become a sponsor click here!

For questions, contact Victoria Pajaujis, Program Manager
561.305.4446 vcpajaujis@ivp.nawj.org
NAWJ MISSION
The National Association of Women Judges' mission is to: promote the judicial role of protecting the rights of individuals under the rule of law through strong, committed, diverse judicial leadership, fairness and equality in the courts, and equal access to justice.

GOALS
Since its formation in 1979, NAWJ has fought to preserve judicial independence, to ensure equal justice and access to the courts for women, minorities, and other historically disfavored groups, and to achieve fairness and equality for vulnerable populations. Led by two visionary women—Justice Joan Dempsey Klein and Justice Vaino Spencer—100 brave and intrepid women judges met and formed an organization dedicated to the above ideals. Throughout its history, NAWJ has been providing judicial education on cutting-edge issues; striving to develop judicial leaders; increasing the number of women on the bench at all levels in order for the judiciary to more accurately reflect the role of women in a democratic society; and improving the administration of justice to provide gender-fair decisions for both male and female litigants.

MEMBERSHIP
From the day it was founded, NAWJ has been committed to diversity in our membership. Our organization welcomes both men and women. Our membership includes trial and appellate, administrative, tribal and military judges on federal, state and tribal courts at every level of the judiciary throughout the country, and international tribunals, as well as attorneys, law clerks, law students and law professors committed to our mission. As members of the International Association of Women Judges [IAWJ], which NAWJ founded, we meet and interact with judges from all over the world.

PROJECTS
We are engaged in projects and judicial education that address human trafficking/modern day slavery; voter education in states with judicial elections; conditions for women in prison; problems facing immigrants in our court system; bioethics; and outreach to students promoting legal and judicial careers, among others.