Vanderbilt University
Law School

Class Agent Handbook
Fiscal Year 2016
Dear Class Agents,

Thank you for serving as a Fiscal Year 2016 Class Agent! The Class Agent Program is a vital part of the Law School’s annual fundraising efforts, and has proven year after year to be a standout avenue for securing annual alumni donations and boosting overall alumni giving participation rates. It is through the efforts of generous volunteers like you that we are able to add a personal touch to our annual giving campaign efforts.

This handbook is designed to give you all the information you need to effectively carry out your fundraising responsibilities. Of course, if you have any questions along the way, please feel free to reach out to me at any time!

Thank you again for your help as a Class Agent. I look forward to working with you to ensure the continued success of Vanderbilt Law School.

Best,

Rachael Phillips
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(615) 322-0814

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Class Agent Responsibilities

1. Goal setting
Class Agents play a part in setting participation and/or dollar goals for their class. I will provide you with a preliminary participation goal based on historical class giving data. I attempt to set realistic yet challenging goals for each class every year, and Class Agents are welcome to make adjustments to the proposed goal based on their own sense of their class’s giving potential and the influence of other factors within any given year.

2. Making an annual gift
Class Agents should lead by example and make a gift or pledge early in the fiscal year. A Class Agent is in a much better position to ask for gifts if he or she has already made a contribution. While we do not require a minimum level of giving, all Class Agents are encouraged to become members of the Founders Circle by making an annual gift of $2,500 or more. If you have graduated in the past 10 years, an annual gift of $1,000 or more qualifies for Founders Circle membership. Annual giving at this level sets a strong example for others to follow, as well as certain recognition benefits and invitations to special events for Founders Circle members.

3. Sending a solicitation letter to classmates
A solicitation letter (with enclosed pre-paid giving envelope) is sent out under the Class Agent’s signature in the fall to his or her classmates who have not given since the beginning of the current fiscal year (fiscal year runs from July 1 – June 30). All Class Agents will receive a sample solicitation letter, which can either be approved as-is or edited and personalized. If you prefer to draft a letter of your own, it will need to be approved by DAR staff in order to ensure it meets Vanderbilt’s communication guidelines. The letters will be printed on Vanderbilt Law School Class Agent Program letterhead or the Class Agent’s business or personal letterhead. The Class Agent may choose to sign each letter personally or send a scanned signature to use. Below is a summary of solicitation letter options.

<table>
<thead>
<tr>
<th>Letter Content</th>
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<tbody>
<tr>
<td>Option 1: DAR drafted solicitation letter (with or without Class Agent’s edits)</td>
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<tr>
<td>Option 2: Class Agent drafted solicitation letter (approved by DAR office)</td>
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<table>
<thead>
<tr>
<th>Letterhead</th>
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</thead>
<tbody>
<tr>
<td>Option 1: Vanderbilt Class Agent Program letterhead</td>
</tr>
<tr>
<td>Option 2: Class Agent’s letterhead (firm, company, personal, etc.)</td>
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</tbody>
</table>

<table>
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<tr>
<th>Signatures</th>
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<tbody>
<tr>
<td>Option 1: Class Agent hand signs each letter (can include personal notes)</td>
</tr>
<tr>
<td>Option 2: DAR staff inserts Class Agent’s scanned signature</td>
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<tr>
<th>Mailing</th>
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<tbody>
<tr>
<td>Option 1: Class Agent mails letters</td>
</tr>
<tr>
<td>Option 2: DAR office mails letters</td>
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</table>

4. Following up with classmates
After the fall letter is mailed, the Class Agent is encouraged to follow up with his or her classmates via phone, email, or personal meetings (when possible). The DAR office will send the Class Agent a list of all classmates who received the solicitation letter with their preferred contact information.
Following Up with Classmates

Before you Contact Classmates

- Make your own gift first; lead by example.
- Look over your classmates’ giving history and information. Think about how they, personally, would best be approached.
- Outline your own reasons for giving back.

Making the Ask

- I will coordinate sending out a letter from you to your classmates in early November. Following the letter, you are encouraged to reach out to classmates and personally encourage them to consider making a gift. Personal emails, phone calls, and even face-to-face visits when possible are wonderful methods of securing alumni participation.
- Offer information about the Law School’s current financial needs and the importance of and uses for annual unrestricted gifts.
- Share why you, personally, support the Law School.
- If your classmate has a history of giving, thank them for their faithful support.
- Rather than asking for a specific gift amount, ask for the Law School to be included as one of your classmate’s top 3 charitable contributions this year.
- If your classmate seems hesitant, speak from your own experience or offer some of the answers listed on pages 11-13 to common objections to giving. If you are ever uncomfortable addressing someone’s concerns, feel free to have them follow up with DAR staff.
- Offer to follow up with them at a later date (or ask our office to do so).

Closing

- If your classmate makes a gift commitment, thank him/her on behalf of the Law School.
- Please notify your DAR contact so that our office can be on the look-out for the gift and properly acknowledge the donor in a timely fashion.
- If your classmate is not ready to make a gift, allow them time to consider your request adequately. Then, follow up with them at a later date.
- Send a personal note or email after the call or visit, simply thanking them for their time.

Websites That May Be Helpful

Law.vanderbilt.edu/classagents – Class Agent Program Website; contains updated stats on your class’ giving as well as a list of class donors.
Vu.edu/agentsgive – Class Agent Program giving link; you can give out this vanity link to classmates so that they can quickly and easily make their gifts.
Vuconnect.com – Vanderbilt’s Alumni Association alumni online directory; password protected
The Annual Fund: Why Annual Gifts Are Important

Many gifts are not restricted by the donor for a particular purpose or fund (although all gifts to the Law School, restricted or unrestricted, count in overall class participation rates and totals). The Annual Fund represents this steady and ongoing, unrestricted support from alumni, friends, parents, faculty, staff, law firms, and businesses worldwide. Each year, Vanderbilt Law School’s unrestricted dollar goal increases in order to keep up with inflation, as well as compete with other top 20 law schools that consistently raise well over a million dollars in unrestricted gifts annually. Last fiscal year (July 1, 2014 – June 30, 2015) the Law School received just over $1.49 million in unrestricted gifts.

The following information outlines why it is important for alumni to donate to the Annual Fund each year. This information is helpful when approaching potential alumni donors and responding to questions about unrestricted gifts or pledges to the Annual Fund.

- Annual unrestricted gifts are available for current use and provide much-needed resources that enhance the overall experience for students. This includes student financial aid and scholarships, faculty retention and recruitment, facilities maintenance/upgrades, technology enhancement, curriculum development, library collections, and support for student organizations.

- Tuition alone does not cover the costs of educating a student at Vanderbilt Law School. Alumni support makes up the difference. By making annual unrestricted gifts, alumni can mitigate the rising cost of tuition, support current students, and continue the legacy of giving.

- Participation in the Annual Fund is an important measure of alumni attitudes toward Vanderbilt Law School and factors into many nationally published rankings. While the school’s alumni participation rate is not a measure directly factored into US News & World Report rankings for graduate schools, annual gifts from alumni serve as a continuing endorsement of Vanderbilt, strengthening its visibility and prestige.

The Founders Circle
Founders Circle members are invited to an annual dinner each spring with Law School administrators, faculty, and special guests to celebrate their generosity. In addition, they receive invitations to exclusive regional events with the Dean and other area alumni and friends of the Law School. An annual gift of $2,500 or more to Vanderbilt Law School guarantees membership into the Founders Circle, while graduates within the last 10 years are eligible for recognition with an annual gift of $1,000. Donor society membership runs from July 1 to June 30.
Guide to Making a Gift

The Class Agent website contains all the information a donor needs to make a gift to Vanderbilt Law School. Please encourage all prospective donors to visit:

law.vanderbilt.edu/classagents

Ways to Give

1. Mail
The Class Agent website contains a downloadable gift form which can be printed and mailed with check or credit card information to:

Vanderbilt University Law School c/o Gift Processing Office
PMB 407727
2301 Vanderbilt Place
Nashville, TN 37240-7727

2. Online
Online giving is quick, convenient, and environmentally friendly. Please direct potential online donors to Vu.edu/agentsgive.

3. Phone
All donors are welcome to make a gift by calling our office at: (615) 322-2606.

More Giving Options

Matching Gifts
Many employers and companies will match their employees' contributions. Your generosity to Vanderbilt could be doubled or even tripled. To find out if your firm/company has a matching gift program, either ask an HR representative or visit http://www.matchinggifts.com/vanderbilt/.

Gifts of Stocks and Securities
Visit https://giving.vanderbilt.edu/givingstocks.php for information on transferring gifts of stock and securities. Please e-mail stockgifts@vanderbilt.edu or call Debbie Ton at (615) 875-1155 with questions.

Planned Gifts
For information on bequests, beneficiary designations, charitable gift annuities, charitable remainder trusts, charitable IRA rollover, estate gifts, and more, please visit the Planned Giving website at https://giving.vanderbilt.edu/plannedgiving/or contact the Planned Giving office at (615) 343-3113. You may also contact Anthony Barclay, Director of Development for Planned Giving, directly at anthony.barclay@vanderbilt.edu or (615) 936-5518.

Electronic Bank Draft
To set up an electronic bank draft, call 1-866-882-FUND (3863) or use the printable electronic bank draft form at https://giving.vanderbilt.edu/ways-to-give/VU-EFT-form.pdf.
Vanderbilt Law School: News You Can Use

For more than 125 years, Vanderbilt Law School has prepared outstanding students to pursue careers serving every sector of society around the world. Vanderbilt Law School combines the advantages of a top-tier faculty, a rigorous academic program, a small, carefully selected student body, and a stimulating and diverse university community in a vibrant, livable city. Known for offering a challenging academic program in a collegial and supportive atmosphere, Vanderbilt attracts law students and faculty seeking a first-rate academic institution that also affords an excellent quality of life.

Fast Facts & Figures 2014/2015

**Tuition**
- J.D. Program Tuition: $50,900
- Total Cost of Attendance: $75,866
- Average Debt per graduating student in 2013: $114,000
- Median Scholarship Amount: $25,000
- % of first-year students receiving scholarships: 90%

**Students**
- Class of 2018: 162
- 3,852 Applicants
- 54 percent Women
- 21 percent Minority Students
- 13 Advanced Degree Holders
- Median GPA 3.74
- Median LSAT 166
- Class of 2016: 194
- Class of 2015: 181
- LL.M. Class of 2015: 63
- Ph.D. Students: 9
- Visiting/Special Students: 3
- *Unique Total: 603

**Student Faculty Ratio:** 14:1

**Academic Journals:**
- Vanderbilt Law Review
- Vanderbilt Journal of Transnational Law
- Vanderbilt Journal of Entertainment and Technology Law
- Environmental Law & Policy Annual Review
- Journal of Risk and Uncertainty

**Academic Programs & Centers:**
- Ph.D. Program in Law & Economics
- Law & Business Certificate Program
- Branstetter Civil Litigation & Dispute Resolution Program
- Energy, Environment and Land Use
- Intellectual Property
- International Legal Studies
- Law & Government
- Law & Innovation
- Social Justice
- Criminal Justice
Rankings

17th US News (2016)
7th National Jurist 2013 Best Law Schools
15th Above the Law (2013)
4th Above the Law Student Ranking (2013)
5th Princeton Review; Quality of Life (2014)

Job Market

As many of you know, our recent graduates continue to face a daunting job market. Although our graduates’ success in securing good legal positions compares very favorably with graduates of other law schools, the harsh reality is that fewer positions for new law graduates are available. In 2009, 96% of graduates had secured full-time, long-term, legal employment at the time of graduation. In 2014, only 69% of graduates had secured these kinds of positions.

Thanks to the growth of the Public Service Initiative, we have been able to subsidize student public interest work following graduation for a pre-determined amount of time. The Public Service Initiative allows graduates to gain real world work experience and to network and develop contacts, helping to bridge their transition from law school to the legal employment market. Despite such a challenging market, and due in large part to this initiative, roughly 94% of our 2013 graduates were employed nine months following graduation. Furthermore, 61% of the graduates in the class of 2013 who took advantage of the Public Service Initiative were able to find full-time, long-term legal employment within the nine months following graduation (up from 37% in 2012).

Graduates employed at full time, long term JD-required or advantageous positions, 9 months after graduation

<table>
<thead>
<tr>
<th>Year</th>
<th>Overall % Employed</th>
<th>% Employed, Less-PSI</th>
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<tbody>
<tr>
<td>2012</td>
<td></td>
<td></td>
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<tr>
<td>2013</td>
<td></td>
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<tr>
<td>2014</td>
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Applicants

Nationwide, there has been a drastic decrease in the number of law school applications since 2010. It has been predicted that this year the number of law school applications across the country will be the smallest it has been in more than 30 years. With numbers this low, many law schools have experienced trouble filling their incoming class, and, as a result, the integrity of the qualifications of many 1L classes has been compromised.

At Vanderbilt Law School, we received well over 3,500 applications last year. In contrast to the national trend, we saw an increase in applications for 2014 and 2015, bearing testament to the highly favorable light in which applicants view Vanderbilt Law School.

Money Matters: Student Aid & Public Interest Funding

With the number of law school applications down nationwide, it is now more important than ever that we are able to provide competitive assistance to well-deserving applicants. Currently, more than 90 percent of our 1L students receive scholarship support. The median scholarship award is $25,000 per year, nearly a 50 percent discount on tuition and fees.

In addition, VLS continues to increase funds reserved to support student public interest work. In 2012, we provided $1.1 million to support students in the public interest sector. In 2014, 70 students received summer stipends to support volunteer legal work, and in recent years, resources devoted to students and graduates seeking to do public interest work have more than tripled.

Peer Benchmarking

According to the FY 2014 Northwestern Peer Benchmarking Survey, Vanderbilt Law School’s Annual Fund (comprised of unrestricted giving) is modest in comparison to competing law schools (see chart below). Many of our peer schools consistently raise more in unrestricted and overall gifts. While this shows us there is a need to improve in this area, it also clearly demonstrates sound financial management. These schools are our competitors, yet we are competing with far less financial support while still recruiting top students and faculty and maintaining the collegiality for which we are known.
Objections to Giving Overruled

Class Agents may come upon alumni who have specific reasons not to give to Vanderbilt. Many volunteers have found that the following responses to those objections can help turn a “No” into a gift or pledge.

“Vanderbilt should not buy into the U.S. News & World Report’s supposition that there exists a direct causal link between alumni donations and educational satisfaction of alumni.”

Although it may be an imperfect means of measuring alumni satisfaction and is certainly not the only means, it is true that alumni with strong affection for their alma mater will be more likely to give back on a regular basis. Peer assessment scores as well as assessment scores by lawyers and judges are factored into U.S. News & World Report rankings, and alumni participation is one thing that those asked to give an assessment may consider when formulating scores. In addition, grant-making organizations also look at alumni participation when making funding decisions.

“I am really angry about the Chancellor/Dean, or that my child was rejected admission, so I refuse to give to Vanderbilt.”

Although you cannot control the Chancellor’s/Dean’s actions or political beliefs, or overturn admissions decisions, try to remind them of the excellent education Vanderbilt Law School provided them and the exciting things happening around campus, or reminisce about events that took place when you were in law school. Try to encourage them not to let a single controversial issue influence their giving to the Law School.

“I get solicited too much and give enough to Vanderbilt. I already support the National Commodore Club (athletics) and pay my Alumni Association dues annually.”

Alumni are certainly encouraged to give to those activities and places which help define and enhance the Vanderbilt educational experience. However, the Law School Annual Fund directly supports the Law School’s most current needs, enables the Law School to achieve a balanced budget, and provides students with critical resources. Once each alumnus/a makes an annual gift, he or she is no longer solicited by the Law School in that fiscal year, which runs from July 1 through June 30.

“I don’t want to give until a donation is large enough that it really makes a difference.”

If everyone waited until they had enough money to make a major gift, or gave only to specific organizations, donations from alumni would be sporadic at best, and daily life on campus would suffer from a shortage of funding. The lack of steady income from year to year would limit the activities and resources available to students at Vanderbilt Law School. Every donation, no matter what size, makes a difference and establishes a pattern of giving that ensures the continued growth of VLS.
“I don’t feel that annual unrestricted contributions create a meaningful gift; a direct gift to a Vanderbilt organization or an endowed fund would be more effective.”

On the contrary, small unrestricted gifts do make a big difference because they can be used immediately at the Law School in whatever way they are most needed, as opposed to giving to an endowment where the money is reinvested. Also, remember that each gift an alum makes increases the overall alumni participation rate, and thousands of relatively small gifts add up to a significant number of dollars.

“This year, my charitable giving went to (Name of Specific Charities).”

The alumnus/a clearly understands the importance of charitable giving by his or her generosity to other worthy causes. Keep in mind, Vanderbilt Law School is educating future world leaders and public servants who can address upcoming challenges faced by the nation and the world. Thus, donations to the Law School are important and ensure we can provide students with the best education possible. Recognize there are many worthy charities out there, and urge your colleague to consider including Vanderbilt Law School as one of their top three annual charitable contributions.