

Vanderbilt Law School

**Class**  
**Agent**  
*program*

Class Agent Handbook  
Fiscal Year 2020

*Dear Class Agents,*

*Thank you for serving as a Fiscal Year 2020 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. 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 us at any time!*

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

*Best,*

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## Class Agent Responsibilities



### 1. Make an Annual Gift

Class Agents should lead by example and make a gift or pledge early in the fiscal year. Volunteers are in a much better position to ask for gifts if he or she has already made a contribution.

### 2. Set a Class Participation Goal

The Development team sets each class's participation goal each year based on historical class giving data as well as the overall Law alumni participation goal. 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.

### 3. Reach Out to Classmates

Below are the various ways we ask our Class Agents to reach out to classmates throughout the fiscal year. The Development office also sends other emails and mailings designed to draw attention to the program and supplement your outreach efforts.

- **Fall Letter**

A solicitation letter is sent out under the Class Agent's signature in the fall to classmates who have not given since the beginning of the current fiscal year. Sample text will be provided which the Class Agent may edit, and letters will be sent out by the VLS team.

- **Spring Emails**

An email will be sent out under the Class Agents name to those in the class who have yet to make a gift. Sample text will be provided which the Class Agent may edit, and letters will be sent out by the VLS Development & Alumni Relations team.

- **Personal Outreach**

Class Agents are encouraged to follow up with classmates via personal phone calls or email. We will provide you with periodic updates on your class' giving, and an updated class contact list can be requested at any time. There are also various VU campaigns that we ask Class Agents to promote in order to make giving back a fun experience while also helping to reach each class' participation goal. For example, our socks promotion in November: anyone who makes a gift of \$35 or more is eligible to receive a pair of limited-edition Vanderbilt socks. We sent over 7,000 pairs of socks to VU donors last year!

## Personal Outreach Tips

- Make your own gift first; lead by example.
- Be confident in sharing why you, personally, support the law school.
- If your classmate has a history of giving, thank them for their loyal support.
- Send a personal note or email after a phone call to thank them for their time.
- **Helpful Websites:**
  - [Law.vanderbilt.edu/classagents](http://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](http://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](http://Vuconnect.com) – Vanderbilt's Alumni Association alumni online directory; password protected
  - <https://giving.vanderbilt.edu/oakleafsociety/> - The Oak Leaf Society recognizes donor loyalty to Vanderbilt.

## 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](http://law.vanderbilt.edu/classagents)

### Ways to Give

1. Online: [vu.edu/agentsgive](http://vu.edu/agentsgive)
2. Phone: (615) 322-2606
3. Mail: Vanderbilt Law Gift Processing  
PMB 407727  
2301 Vanderbilt Place  
Nashville, TN 37240-7727

### More Giving Options

- Matching Gifts: <http://www.matchinggifts.com/vanderbilt/>
- Gifts of Stocks and Securities: <https://giving.vanderbilt.edu/givingstocks.php>
- Planned Gifts: <https://giving.vanderbilt.edu/plannedgiving/>
- Electronic Bank Draft: <https://giving.vanderbilt.edu/ways-to-give/VU-EFT-form.pdf>

## Frequently Asked Questions

### **Will I be given confidential information?**

Yes, class contact lists include the names, addresses, phone numbers, and email addresses of your classmates. This is information intended solely for your use as a volunteer, and we ask that you keep this information confidential. Volunteers are also able to see which of their classmates have contributed to the law school during the current fiscal year as well as if they have made a gift in each of the past five fiscal years. (Gift amounts are not included to maintain privacy.)

### **How should I contact my classmates?**

We encourage volunteers to utilize mail, email and personal phone calls. Sometimes it takes more than one method of contact to secure a gift. A phone call is often the most effective method as a stronger case for giving to the law school can be made through conversation. A follow-up email may be sent to re-emphasize important points and to supply pertinent links.

### **Do I ask for a specific amount?**

Rather than asking for a specific gift amount, ask for the Law School to be included as one of their top three charitable contributions this year. The emphasis is participation in any amount. Small gifts add up to make a big difference.

### **How do I respond to questions or objections?**

There may be times when you are asked questions that you are unable to answer or find yourself fielding unpleasant comments. Listen patiently to your classmates' comments or concerns and assure them that you will pass their comments along to the appropriate personnel at Vanderbilt. Our office will be glad to follow up to answer questions or address concerns. Despite complaints, most people will still wish to support the law school's mission as a whole; therefore, it is important to refocus the conversation. 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 school.

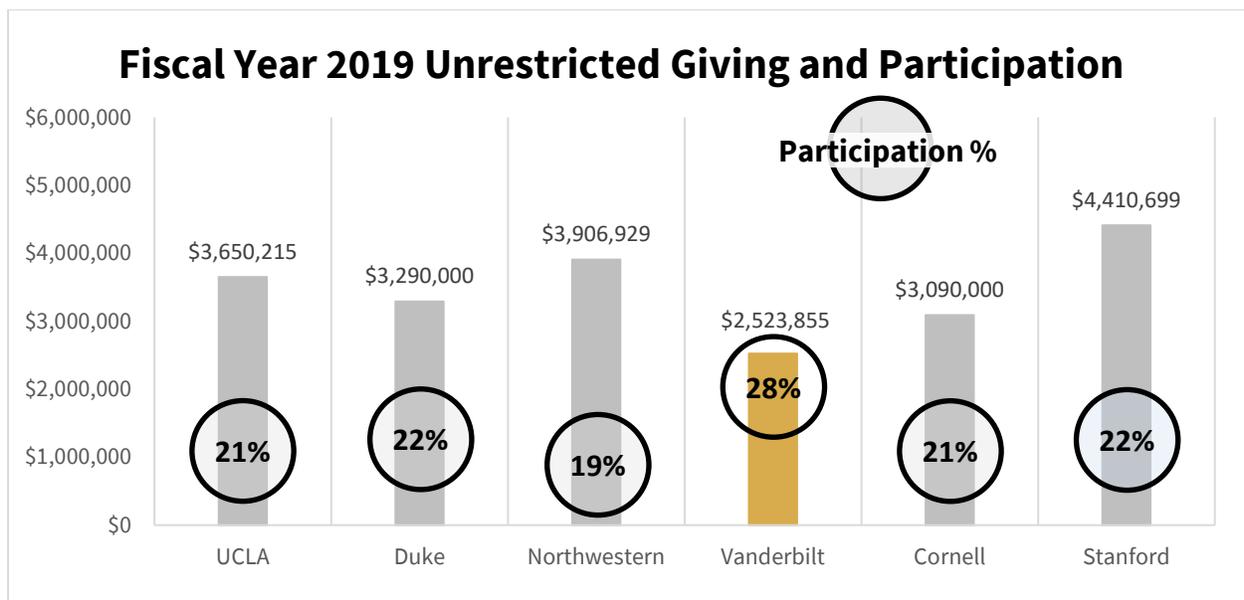
### **What is the Vanderbilt Law School Founders Circle?**

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. 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. Donor society membership runs from July 1 to June 30.

## The Law School Annual Fund

Annual Fund gifts to the Law School are not restricted by the donor for a particular purpose or fund. 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 three and four million dollars in unrestricted gifts on an annual basis.

According to the fiscal year 2019 Northwestern Peer Benchmarking Survey, Vanderbilt Law School's Annual Fund is modest in comparison to our peer schools (see chart below). Many schools consistently raise more in unrestricted gifts; however, our alumni participation compares favorably to our peers. While this shows us there is a need to improve in the area of unrestricted dollars raised, it also clearly demonstrates sound financial management. Compared to our competitors, we are competing with far less financial support while still recruiting top students and faculty and maintaining the collegiality for which we are known.



### Why Give Unrestricted?

- 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 and 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.
- Participation in the Annual Fund is an important measure of alumni attitudes toward Vanderbilt Law School.

# VLS Facts & Figures

**Student-Faculty Ratio:** 7.4:1

**Total Number of Students:** 577

## Rankings

*U.S. News & World Report (2020):* 18th

*Princeton Review, Quality of Life (2020):* 2nd

*Above the Law (2019):* 13th

## 1L Class (Class of 2022)

- 174 students (5,305 applicants)
- 48% Women, 25% Minority students
- 8% Advanced Degree Holders
- Median GPA 3.8, Median LSAT 167

## Money Matters

- J.D. Program Tuition: \$59,550
- Total Cost of Attendance: \$86,654
- Tuition ranks 25th among ABA-approved law schools in 2018-2019
- More than 80 percent of Vanderbilt Law students receive merit- or need-based scholarships in varying amounts with a median award of \$27,000 (45% tuition).

## Academic Programs & Centers:

- Ph.D. Program in Law and Economics
- Law & Business Certificate Program
- Branstetter Litigation & Dispute Resolution Program
- Energy, Environment and Land Use
- Intellectual Property
- International Legal Studies
- Law & Government
- Law & Innovation
- George Barrett Social Justice
- Criminal Justice

## 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*

## Job Market

### Employment Rate at ABA Benchmark

