Firm Giving Representative Handbook
Fiscal Year 2016
Dear Firm Representative,

Every year, the Firm Giving Program is instrumental in securing annual gifts and bolstering the law school’s alumni participation rate, and in the past few years, the program has been growing!

This handbook is designed to give you all the information you need to effectively carry out your fundraising responsibilities. Many of our Firm Representatives have requested that we supply them with news and updated statistics and rankings to assist them in their efforts to solicit their colleagues on behalf of Vanderbilt Law School. Therefore, we have assembled the following information about the Law School, annual giving, and your role as a Firm Representative.

The school owes a great deal to our Firm Reps for their leading role in expanding the connections between their firms and the school and reinvigorating the Law Annual Fund. Thank you again for your help as a Firm Rep. I look forward to working with you to ensure the continued success of Vanderbilt Law School.

Best,

Rachael Phillips, Associate Director of Volunteer Outreach
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(615) 322-0814

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1. Make an annual gift

Firm Representatives should lead by example and make a gift or pledge early in the fiscal year or when the program kicks off in April. While we don’t require a minimum level of giving, all Firm Representatives are encouraged to become members of the law school’s donor society, the Founders Circle, by making an annual gift of $2,500; graduates within the past 10 years qualify for membership with an annual gift of $1,000.

2. Solicit colleagues

In May, we will begin sending you a list of all solicitable Vanderbilt Law School alumni working within your firm and we will indicate if they have made a gift to the Law School during the current fiscal year (July 1, 2014 – June 30, 2015). As always, you may choose to simply forward these emails to your colleagues, but please use discretion when making your colleagues’ giving histories available for others to view. To help protect the privacy of alumni donors, we have created an email template draft you may request and choose to send out to alumni within your firm.

Please direct your colleagues to make their gift online at vu.edu/firmgive so we may accurately track gifts made through your solicitation efforts.

3. Follow up

Since people are busy, you may need to follow up a couple times (and in different ways) with those who do not respond to your initial requests. Nothing beats a face-to-face conversation, and a phone call is second best. This will provide you with an opportunity to strengthen your relationships with your colleagues, as well as hear objections or answer questions about the Firm Giving Program.
Why the Firm Giving Program?

The Firm Giving Program continues the culture of alumni involvement and philanthropy for which the Law School is known. It also serves as an ideal way for alumni at law firms to support the Law School while showcasing their respective firms and strengthening the alumni networks within and between participating firms. The program serves four critical purposes:

1. Increasing the Alumni Giving Participation Rate and Annual Fund Dollars

The Firm Giving Program greatly impacts the Law School’s overall alumni participation rate. Prior to the program’s kick off in May 2014, our alumni participation rate was only 20%. Thanks to the Firm Giving Program, two months later, at the end of the fiscal year, our alumni participation rate was 29%!

Increasing the alumni participation rate signals alumni support for the Law School that may influence assessment scores given by legal professionals as well as peer law school administrators and faculty that are taken into account when calculating U.S. News & World Report law school rankings. As you can see in the chart below, many law schools have higher giving participation rates among alumni who participate in firm giving programs compared to the participation rate of the school’s entire alumni base.

![Alumni Participation Benchmarking](chart.png)
In addition, the vast majority of gifts received through Firm Giving solicitation efforts 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 Firm Giving participation rates and totals). Annual gifts help preserve the character, collegiality, and excellence of the Vanderbilt Law School experience while at the same time demonstrating the personal commitment and professional gratitude alumni hold for the school.

2. Building and Improving a Network of Mutual Support

The Firm Giving Program aids in the building of a network between the Law School and its alumni at the nation’s best law firms and businesses. Firms and corporations benefit by strengthening their presence at Vanderbilt Law School, where some of the nation’s best and brightest students are being equipped to become practicing lawyers. Your firm’s 100% participation shows your fellow alumni, potential recruits, and your competitors that you are committed to Vanderbilt Law School, and that your firm is one that works together in support of a common cause.

3. Alumni Networking

Furthermore, the Firm Giving Program benefits alumni at participating firms by building camaraderie within the firm and vitalizing alumni networks in the larger community. This program has proven to be a success due to the fact that our alumni aspire to reconnect, not only with the Law School, but also with one another in support of an important mission. The program fosters a cadre of caring alumni who enjoyed their law school experience, value their Vanderbilt Law degree, and want to get involved and give back.

4. Promoting Participating Law Firms or Organizations

Participating Firms receive recognition for their commitment to and support of Vanderbilt Law School’s mission to provide a superior legal education. If your firm achieves a place on our Firm Giving Honor Roll, your name will appear alongside your firm’s name on signage that will be:

- Displayed in the Law School’s Office of Career Services;
- Displayed in the Law School during local events and Reunion festivities -- where it will be seen by hundreds of Vanderbilt alumni and students;
- Posted online;
- Published in our monthly e-newsletter, Law@Vanderbilt;
- And published in Vanderbilt Law, Vanderbilt Law School’s alumni magazine.

Additionally, those firms who participate in on-campus interviews will find their interview suites decorated to recognize the achievement of reaching 100% participation among the VLS alumni at the firm. This recognition will demonstrate to current law students and other visiting firms that the alumni in your firm have a strong affinity and commitment to Vanderbilt.
Guide to Making a Gift

The Firm Giving Program website contains all the information a donor needs to make a gift to Vanderbilt Law School. Please encourage all prospective donors to make their gift at vu.edu/firmgive.

Ways to Give

1. Mail
The Firm Giving Program 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 and Donor Services)
PMB 407727
2301 Vanderbilt Place
Nashville, TN 37240-7727

2. Online
Online giving is quick, convenient and environmentally friendly. The Firm Giving Program website giving links contain appeal codes which help us track the gifts made from this website. Potential online donors can go to vu.edu/firmgive to quickly make their gift.

3. Phone
All donors are welcome to make a gift by calling our office at (615) 343-1915.

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 the Development & Alumni Relations office at (615) 343-1915 or use the printable electronic bank draft form at https://giving.vanderbilt.edu/ways-to-give/VU-EFT-form.pdf.
The Annual Fund: Why Annual Gifts Are Important

Unrestricted gifts provide immediate support to the School’s annual operating budget. Each new year brings with it the need for renewed annual support. 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, 2013 – June 30, 2014) the law school received just over $1.4 million in unrestricted gifts.

The following information provides reasons 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 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 moderate 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 U.S. 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.
Websites

law.vanderbilt.edu/firmgiving – VLS Firm Giving Program page (View regularly updated firm giving stats, and find links to give online as well as download printable gift/pledge forms.)

vu.edu/firmgive – Online giving link for Firm Giving Program

vuconnect.com – Online Alumni Directory (Search for most recent alumni contact info geographically or by name, school, or class year. Also, share news with classmates and network.)

Vanderbilt Law School: News & Updates

For more than 125 years, Vanderbilt Law School has trained 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.


<table>
<thead>
<tr>
<th>Tuition</th>
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<tbody>
<tr>
<td>J.D. Program Tuition</td>
<td>$50,900</td>
</tr>
<tr>
<td>Total Cost of Attendance</td>
<td>$75,866</td>
</tr>
<tr>
<td>Average Debt per graduating student in 2013</td>
<td>$114,000</td>
</tr>
<tr>
<td>Median Scholarship Amount</td>
<td>$25,000</td>
</tr>
<tr>
<td>% of first-year students receiving scholarships</td>
<td>90%</td>
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<table>
<thead>
<tr>
<th>Students</th>
<th></th>
</tr>
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<tbody>
<tr>
<td>Class of 2018</td>
<td>162</td>
</tr>
<tr>
<td>3,852 Applicants</td>
<td></td>
</tr>
<tr>
<td>54 percent Women</td>
<td></td>
</tr>
<tr>
<td>21 percent Minority Students</td>
<td></td>
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<tr>
<td>13 Advanced Degree Holders</td>
<td></td>
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<tr>
<td>Median GPA 3.74</td>
<td></td>
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<tr>
<td>Median LSAT 166</td>
<td></td>
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<tr>
<td>Class of 2016</td>
<td>194</td>
</tr>
<tr>
<td>Class of 2015</td>
<td>181</td>
</tr>
<tr>
<td>LL.M. Class of 2015</td>
<td>63</td>
</tr>
<tr>
<td>Ph.D. Students</td>
<td>9</td>
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<tr>
<td>Visiting/Special Students</td>
<td>3</td>
</tr>
<tr>
<td>*Unique Total</td>
<td>603</td>
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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)

News You Can Use

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).
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.

![Fiscal Year 2014 Overall and Unrestricted Giving Chart](chart)

**Frequently Asked Questions**

**What is the goal of each contact?**
Firm Representatives should ask colleagues to make a gift in support of the Firm Giving campaign by the end of the fiscal year, June 30, and thank past supporters of the Law School. The primary goal of your conversation is to encourage your colleague to support your company’s participation in the Firm Giving program in order to reach 100% participation across all locations.

- Make the case for giving to Vanderbilt and ask for a contribution
- Emphasize the deadline of June 30
- Direct colleagues on how to make a gift (web site, phone, or by mail)
- Thank colleagues for their participation

**How do I know whom to contact?**
Your Firm Giving coordinator will provide you with a list of alumni colleagues, their contact information, and whether or not they have made an FY15 gift.
How often will I be given updates on my list?
Your Firm Giving coordinator will send you an updated contact list bi-weekly. This update will include any changes to phone or email preferences and who has made a contribution. This would be a good opportunity for you to send notes of thanks to those of your colleagues who made gifts.

Will I be given confidential information?
Yes, contact lists include the names, addresses, phone numbers, and email addresses of your fellow alumni. This is information intended solely for your use as a Firm Representative and we trust that you will keep this information confidential. Firm Reps are also able to see which of their colleagues 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.)

Do I ask for a specific amount?
The emphasis for Firm Giving is participation. A gift made to any Law School designation will count towards your firm participation, no matter the amount. Firm Reps may ask for their company’s median or average gift if they feel it may be useful in approaching colleagues.

Are there talking points to ask for a contribution?
A few of the most effective talking points for encouraging support are:

- **True cost of a Vanderbilt Law School education** – Tuition only covers about 70% of the cost of a Vanderbilt Law School education, and the university depends upon annual donations to help make up the difference. It is important to support Vanderbilt through an annual gift to one’s school.
- **Oak Leaf Society** – Loyal donors are essential to the Law School as annual gifts are the foundation upon which Vanderbilt stands and enable future growth of the Law School.
- **Your own reasons for giving** – Be confident in sharing your own reasons for giving back to the Law School.

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 colleagues’ comments or concerns and assure them that you will pass their comments along to the appropriate personnel at Vanderbilt. Your Firm Giving coordinator will be glad to follow up to help 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 emphasizing the competitive aspect of being one of the top-performing companies in the program by reaching 100% participation. Then, ask for them to show their support for the Law School’s mission and your company’s standing by giving through the Firm Giving program by June 30.

When does the campaign end?
All gifts must be received by the last day of the fiscal year, **June 30**.

What gifts count?
All outright gifts to the Law School made on or before **June 30, 2015**.