Vanderbilt University
Law School

Firm Giving
program

Firm Giving Representative
Handbook
Fiscal Year 2012-2013
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! Due to this, each firm will now have a contact person within our office to assist them. Your contact person will either be myself, Jenna Lee Jones, Associate Director of Annual Giving, or Rachael Phillips, Annual Giving Coordinator. With their help, I hope that we are able to have an impressive outcome for the program and that each of you will receive superior assistance from this office.

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. We look forward to working with you to ensure the continued success of Vanderbilt Law School.

Best,

Kathryn Carmody
Director of Alumni Relations & Annual Giving
Vanderbilt Law School

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Support

Firm Giving Representatives can rely on the Development & Alumni Relations (DAR) staff as a resource at all points in the process. Below is the DAR office contact information.

Vanderbilt University Law School
Development & Alumni Relations
131 21st Avenue South
Nashville, TN 37203
Phone: (615) 322-2606
Fax: (615) 343-5730
Email: alumni@law.vanderbilt.edu
Website: law.vanderbilt.edu/go/alumni
Physical location: The Baker Building, 110 21st Avenue South, Suite 1000

Firm giving program staff:

Kathryn Carmody
Director of Alumni Relations & Annual Giving
kathryn.carmody@vanderbilt.edu
(615) 343-1185

Rachael Phillips
Annual Giving Coordinator
rachael.l.phillips@vanderbilt.edu
(615) 322-0814

Jenna Lee Jones
Associate Director of Alumni Relations & Annual Giving
jenna.l.jones@vanderbilt.edu
(615) 322-6157

Websites

The following is a listing of websites which can also support Firm Representative efforts and provide up-to-date information about what is currently happening at Vanderbilt Law School.

law.vanderbilt.edu – VLS homepage (Contains links to current news and events)
law.vanderbilt.edu/go/alumni – VLS Alumni home page (View event details, class notes, update contact info, etc.)
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.)
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.)
Firm Representative Overview

The Firm Giving Program is a friendly competition that encourages financial support of Vanderbilt Law School by alumni at leading law firms and corporations. As a Firm Representative, you will be responsible for contacting other Vanderbilt Law alumni within your firm to explain the importance of alumni participation and to encourage them to make an annual gift to the Law School. We will provide you with support, sending you periodic giving updates and offering advice and tips on how to solicit your colleagues.

Responsibilities

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 late-April. You will be in a much better position to ask for gifts if you have already made a contribution. 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. Annual giving at this level sets a strong example for others to follow, and also includes certain recognition benefits and invitations to special events for leadership donors.

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, 2012 – June 30, 2013). 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 law.vanderbilt.edu/firmgiving so we may accurately track gifts made through your solicitation efforts.

3. Follow up with colleagues
If a colleague is not responsive to your email, you may want to consider following up in person. If that is not possible, try a personal phone call or email. You can also recruit your alumni colleagues that have already given to help drum up support, especially if they have a closer relationship with a colleague that isn’t responsive to your requests or is hesitant to give. If the alumni within your firm are spread out geographically, consider recruiting a co-representative in another office.
Benefits and Recognition

Participation in the Firm Giving Program comes with a host of benefits. Your firm receives 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 displayed in the Law School’s Office of Career Services as well as in the Law School during local events and Reunion festivities, where it will be seen by hundreds of Vanderbilt alumni and students. The Firm Giving Honor Roll will also be posted online and published in the Lawyer, Vanderbilt Law School’s alumni magazine. Additionally, those firms who participate in on-campus interviews will find their interview suites festively 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.

Fast Facts and Friendly Tips

1. **Consider the Culture** – Every firm and organization is unique. Approach your colleagues in ways that are most appropriate for your office/firm culture.

2. **Stay Updated** – We will send you giving updates regularly, and you can request one at any time. You can also track your firm’s participation (updated weekly) on the Participating Firms page of the Firm Giving website: [law.vanderbilt.edu/firmgiving](http://law.vanderbilt.edu/firmgiving).

3. **Visit or Call** – Email is fast, easy and convenient, but nothing beats a personalized face-to-face conversation. If that is not possible because a colleague works in a different city, then a phone call is great too. It will provide you with an opportunity to strengthen your relationships with your colleagues, as well as hear objections or to answer questions related to the Firm Giving Program or giving to Vanderbilt Law School.

4. **Follow Up** – Since people are busy, you may need to follow up a couple times (and in different ways) with those who don’t respond to your initial requests.

5. **Say Thanks** – Let your colleagues know how much you appreciate their support. Every donor will receive a gift receipt as well as a thank you letter from either the Dean or a senior member of the Development staff (depending on the level of support). A personal note, phone call or email from you will also mean a great deal. If your firm makes the 100% Honor Roll, let your colleagues know.

Things to Keep in Mind

- If someone has a question you can’t answer, check the *Objections to Giving Overruled* on pages 13-15 of this handbook or contact your Development & Alumni Relations contact.

- Online gifts are encouraged, not only because it saves paper and postage, but it also saves time. They are recorded in our system much faster (within 2 days), which means your firm participation rate and updates from us are more accurate and the donor can be thanked in a timely manner.
Ways to Give

1. Online
Please direct your colleagues to law.vanderbilt.edu/firmgiving to make their gift online. Online giving is quick, convenient, environmentally friendly and are recorded much quicker, allowing us to more accurately track and update your firms giving status online.

2. Mail
Printable gift forms are available on the firm giving website and can be sent to:
Vanderbilt University Law School
c/o Gift Processing Office
PMB 407727
2301 Vanderbilt Place
Nashville, TN 37240-7727

3. Phone
All donors are welcome to make a gift by calling the Development & Alumni Relations office at (615) 322-2606 and to mention that their gift is in response to the Firm Giving Program.

More Giving Options

Double Your Gift - Matching Gifts
Many employers and companies will match their employees' contributions, and if your employer is one of those, your generosity to Vanderbilt could be doubled or even tripled. To find out if your firm/company has a matching gift program, ask your firm/company’s HR representative and visit matchinggifts.com/vanderbilt/.

Gifts of Stocks and Securities
To request information on transferring gifts of stocks and securities, visit https://giving.vanderbilt.edu/forms/securities/. Please e-mail stockgifts@vanderbilt.edu or call (615) 322-4987 with any 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) 322-2606 or use the printable electronic bank draft form at https://giving.vanderbilt.edu/ways-to-give/VU-EFT-form.pdf.
Why the Firm Giving Program?

The Firm Giving Program is helping to create a culture of alumni involvement and 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 Firm Giving Program serves three critical purposes:

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

The vast majority of gifts received through the Firm Giving Program are not restricted by the donor for a particular purpose or fund (although all gifts to the Law School, restricted or unrestricted, apply to firm participation rates). Through the Firm Giving Program, alumni provide budget-supporting resources which directly impact the quality of legal education at Vanderbilt Law School. 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.

In addition, the Firm Giving Program greatly impacts the Law School’s overall alumni participation rate. 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 *US News and 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. Vanderbilt Law School is proud of the support provided by our alumni and we are eager to expand upon this support.

*Data for chart taken from the FY 2012 Northwestern Peer Benchmarking Survey*
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.

The Annual Fund: The Importance of Unrestricted Gifts

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). 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, 2011 – June 30, 2012) the law school received just over $1.3 million in unrestricted gifts, which marked the most successful Annual Fund year to date. Our volunteers helped make this success possible!

The following information provides reasons why it is important alumni 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 the much-needed resources that enhance the overall experience for students. This includes, but is not limited to: 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. In fact, tuition only accounts for 68 percent of VLS revenue, but 70.3 percent of all VLS expenditures go directly to students. By making annual unrestricted gifts, alumni can moderate the rising cost of tuition, support current students and continue a valuable and generous 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 the US News & World Report rankings for graduate schools, annual gifts from alumni serve as a continuing endorsement of Vanderbilt, strengthening its visibility and prestige worldwide. (For further information, see the responses to the first objection listed in the section: Objections to Giving Overruled on pages 13-15).

• An important benefit of annual giving is the knowledge that each gift helps maintain the quality of a Vanderbilt Law School education. Financial support is a vehicle through which alumni can enhance their connection to the law school.

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.

Vanderbilt Law School
A Legacy to Believe In

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.
# Fast Facts & Figures

## Tuition

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>J.D. Program Tuition</td>
<td>$46,400</td>
</tr>
<tr>
<td>Total Cost of Attendance</td>
<td>$70,146</td>
</tr>
<tr>
<td>Average Debt per J.D. student upon graduation</td>
<td>Appx. $115,000</td>
</tr>
<tr>
<td>Federal Loan Amount an individual may receive</td>
<td>$68,664</td>
</tr>
</tbody>
</table>

## Faculty

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tenure/Tenure Track Faculty</td>
<td>41</td>
</tr>
<tr>
<td>Administrators</td>
<td>10</td>
</tr>
<tr>
<td>Clinical Faculty</td>
<td>6</td>
</tr>
<tr>
<td>Secondary Faculty</td>
<td>11</td>
</tr>
<tr>
<td>Affiliated Faculty</td>
<td>67</td>
</tr>
<tr>
<td>Visiting Faculty</td>
<td>21</td>
</tr>
<tr>
<td>Legal Writing Faculty</td>
<td>8</td>
</tr>
<tr>
<td>Emeriti Faculty</td>
<td>9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>145</strong></td>
</tr>
</tbody>
</table>

## Students

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class of 2015</td>
<td>174</td>
</tr>
<tr>
<td>3,757 Applicants</td>
<td></td>
</tr>
<tr>
<td>44 percent Women</td>
<td></td>
</tr>
<tr>
<td>25 percent Minority Students</td>
<td></td>
</tr>
<tr>
<td>7 percent Advanced Degree Holders</td>
<td></td>
</tr>
<tr>
<td>Median GPA 3.73</td>
<td></td>
</tr>
<tr>
<td>Median LSAT 169</td>
<td></td>
</tr>
<tr>
<td>Class of 2014</td>
<td>194</td>
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<tr>
<td>Class of 2013</td>
<td>193</td>
</tr>
<tr>
<td>Advanced Degree Candidates (LLM and PhD)</td>
<td>56</td>
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<tr>
<td>Transfer Students</td>
<td>17</td>
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<tr>
<td>Visiting/Special Students</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>605</strong></td>
</tr>
</tbody>
</table>

## Vanderbilt Law School Rankings

7th *National Jurist* 2013 Best Law Schools
2nd Quality of Life; *Princeton Review* (2013)
9th Classroom Experience; *Princeton Review* (2013)
17th *National Law Journal* (2013)*

*based on % of graduates at NLJ 250 firms


**based on number of partners at NLJ 250 firms
News You Can Use

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 will have trouble filling their incoming class, and as a result, the qualifications of many 1L classes will be much lower than in past years.

At Vanderbilt Law School, we are also experiencing a drop in applications. However, our application numbers reflect those we saw 7-8 years ago (rather than 30 years ago). We still receive well over 3,000 applications a year. Furthermore, because we are committed to maintaining the quality and excellence of our students, we have reduced the size of our incoming class from 195 to 175.

Financial Aid & Tuition
With the number of law school applications down nationwide, it is now more important than ever that we be able to provide competitive assistance to well deserving applicants. Currently, 84 percent of our students currently receive scholarship support, a 12% increase in the past three years. The median scholarship award is $20,000 per year; this means that the median scholarship recipient receives about a 40-45 percent discount on tuition and fees.

In addition, this past year we provided $1.1 million to support student public interest work. In 2012, 86 students received summer stipends to support volunteer legal work, an increase from 59 students in 2011. In the last three years, the amount of resources devoted to students and graduates seeking to do public interest work has more than tripled.

We have also worked to hold tuition increases to a minimum. VLS tuition increased by only 2.7% in 2010-11, 1.9% in 2011-12, and 1.4% in 2012-13. By keeping tuition increases low, Vanderbilt went from being the 13th most expensive law school in 2007-08 to the 35th most expensive law school this year. Our ability to hold down tuition increases and offer generous financial aid makes a critical difference to our students, but we need help in order to do this.

Peer Benchmarking
According to the FY 2012 Northwestern Peer Benchmarking Survey, Vanderbilt Law School’s Annual Fund (comprised of Unrestricted Giving) is modest in comparison to competing law schools (see chart on next page). 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 maintaining the excellence and collegiality that we are known for.
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 stark reality is that fewer positions for new law graduates are available. In 2009, over 90% of graduates had secured full-time, long-term, legal employment 9 months after graduation. Today, just over 70% of our graduates have secured full-time, long-term, legal employment 9 months following graduation.

Thanks to the growth of the Public Service Initiative, we have been able to subsidize student public interest work following graduation for a determined amount of time. Due in large part to this initiative, nearly 95% of our graduates are employed 9 months following graduation, despite such a challenging legal market. 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.
Objections to Giving Overruled

Firm Representatives 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 *US 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 *US 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 do not agree with the University’s enforcement of its nondiscrimination policy.”

Publicized in the media, Vanderbilt’s nondiscrimination policy has received a lot of attention recently. Following an investigation prompted by a student’s complaint that
they had been discriminated against by a student organization, last year Vanderbilt conducted an audit of all registered student organizations ("RSO") to deem whether or not the organizations were within the parameters of the University’s nondiscrimination policy.

Following the audit, the University revised the language of the policy to ensure its clarity. Vanderbilt University maintains that the scope of its nondiscrimination policy has not changed. It has been, and remains, an "all comers" policy, under which all students are presumed to be eligible for membership in RSOs and all members of RSOs in good standing are eligible to compete for leadership positions. The University also states that it has no role in selecting leaders of RSOs; that is for the members of each organization to decide for themselves.

This past spring, more than 400 groups met the requirements to be Vanderbilt registered student organizations for the 2012-2013 school year. That said, some previously existing organizations have not returned to campus as RSOs this school year. Agreement over Vanderbilt’s nondiscrimination policy has not been widespread, and the University does regret that many students, alumni, and friends of the University have been disappointed by the enforcement of the policy. However, Vanderbilt’s nondiscrimination policy is based on and is central to the University’s goal of educating future leaders who respect each other. Please encourage your colleagues to remember that the University is committed to continuing the conversation concerning the nondiscrimination policy. For more information on Vanderbilt’s nondiscrimination policy, please visit http://vanderbilt.edu/about/nondiscrimination/.

“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 and 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 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.

“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 have a lot of money currently,” or “the economy is too bad right now.”

Both are good and valid reasons to cut spending on gifts to non-profit institutions. However, gifts of any size can make an impact upon the daily life of current Vanderbilt students. Encourage them to give what they can now, and perhaps consider increasing their gift the following year. A person who makes a gift now, no matter how modest it may be, is more likely to give again the following year. In fact, over 75 percent of the alumni who gave to the Law School in FY 2011 gave again in FY 2012. This type of faithful support can be just as important as making a one-time significant gift.

“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.