



LAW SCHOOL

Firm Giving *program*

Firm Giving Representative Handbook
Fiscal Year 2017

Dear Firm Representative,

Every year, the Firm Giving Program is instrumental in securing annual gifts and bolstering the law school's alumni participation rate.

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,

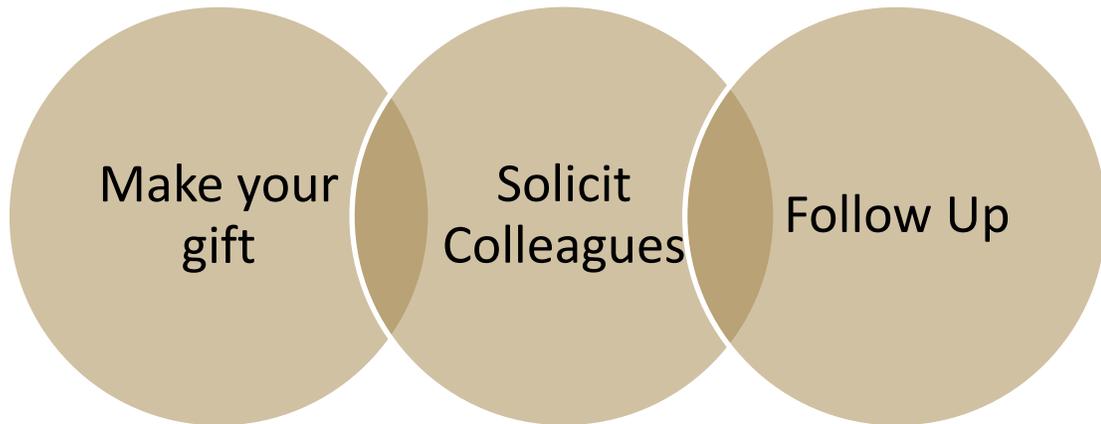
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Firm Representative Responsibilities



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 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, 2016 – June 30, 2017). 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.

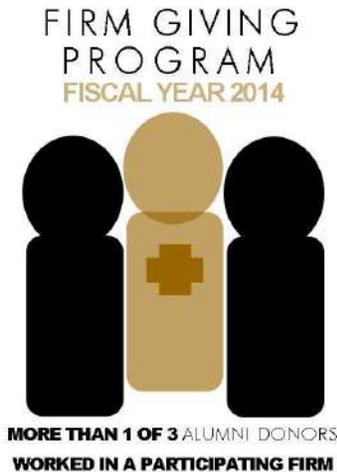
Please direct your colleagues to make their gift online at vu.edu/firmgive so we may accurately track gifts made through your solicitation efforts.

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?

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



The Firm Giving Program greatly affects 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 when calculating *U.S. News & World Report* law school rankings.

In addition, the vast majority of gifts received through Firm Giving 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.

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. 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

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

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>.

The Law School's 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.

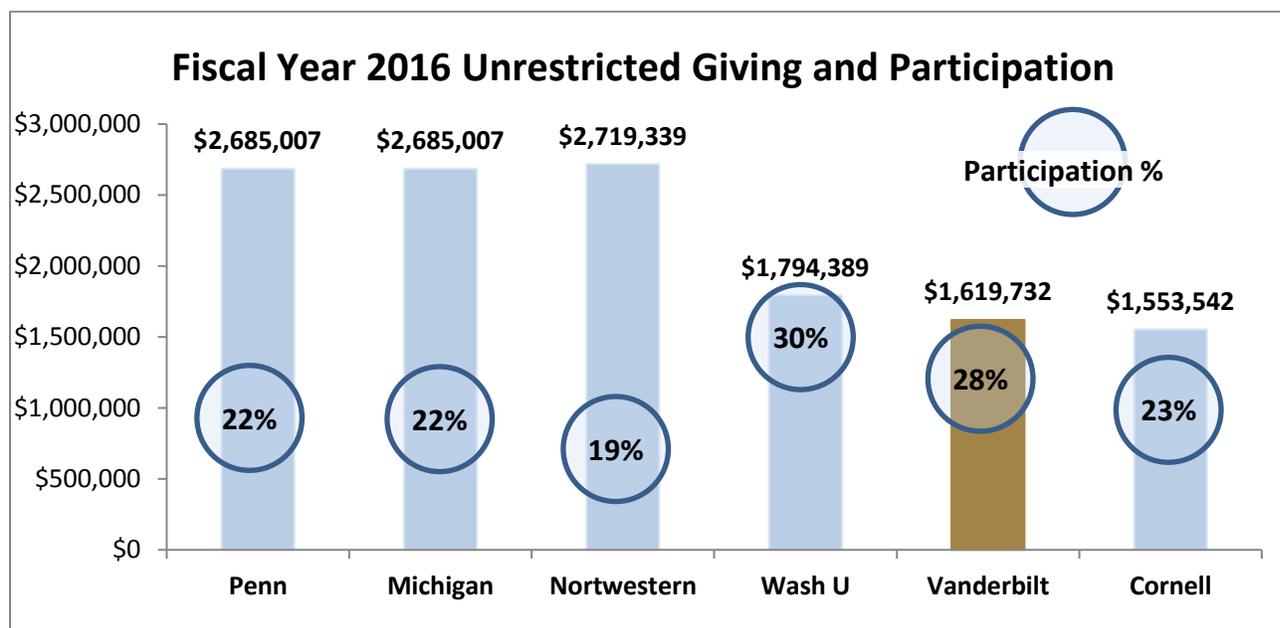
Vanderbilt Giving Day

Vanderbilt's 2nd Annual Giving Day will take place on **June 15**. We encourage all VLS alumni to make a gift of any size on Giving Day to show their support for the Law School. Please visit <http://vu.edu/givingday> to learn about how to promote Giving Day on social media, make your gift and check out the Law School's progress on the Leaderboards live on Giving Day.

The 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 a million dollars in unrestricted gifts annually.

According to the fiscal year 2016 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. 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.



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.

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 You Can Use

Fast Facts & Figures

Student-Faculty Ratio: 14:1

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*

1L Class

- 4,380 Applicants – (up 13.7% over last year; 3rd largest in history)
- 49% Women
- 22% Minority Students
- 11 Advanced Degree Holders
- Median GPA 3.7
- Median LSAT 167

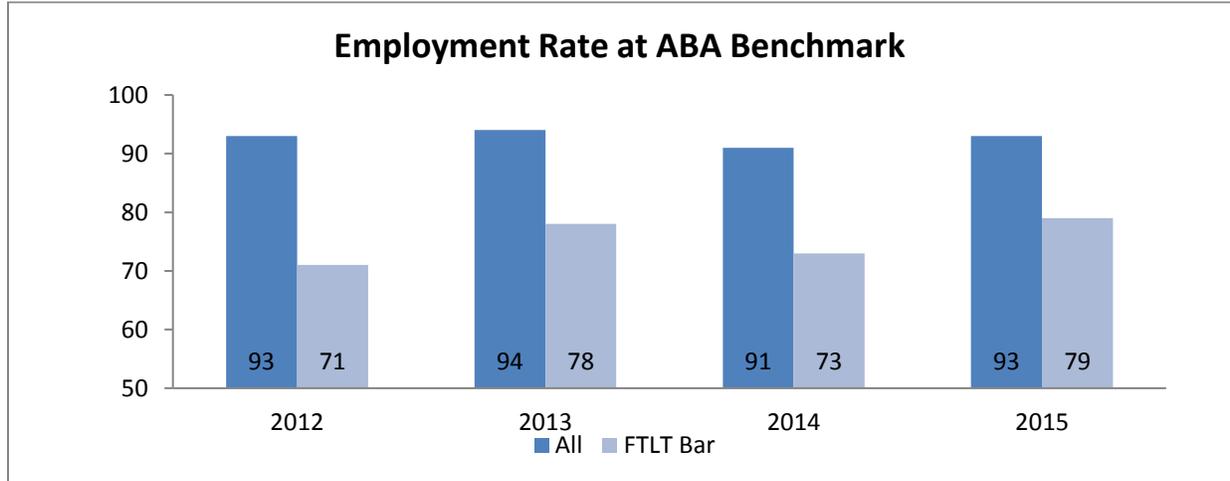
Money Matters

- J.D. Program Tuition: \$52,682
- Total Cost of Attendance \$78,060
- % of students receiving grants or scholarships in 2015: 93%
- 50th percentile grant amount in 2015: \$22,500
- In recent years, resources devoted to students and graduates seeking to do public interest work have more than tripled.

Rankings

- 17th *US News* (2018)
- 2nd *Princeton Review*; Quality of Life (2016)
- 14th *Above the Law* (2016)
- 7th *National Jurist* 2013 Best Law Schools
- 6th *US News* Federal Judicial Clerkship Ranking (2014)

Job Market



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 FY17 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.
- ❖ **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, 2017**.