



## Firm Representative Responsibilities

### Make an annual gift

Firm Representatives should lead by example and make a gift or pledge to the Law School early in the fiscal year or when the program kicks off in March.

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In March, we will begin sending you a list of all solicitable VLS alumni working within your firm and will indicate if they have made a gift during the current fiscal year (July 1, 2019 – June 30, 2020).

### Solicit colleagues

Please direct your colleagues to make their gift online at [vu.edu/firmgive](https://vu.edu/firmgive) so that we may accurately track gifts made through your solicitation efforts.

Firms that achieve 100% participation on or before **Giving Day** will receive *Gold Certified Status* on our 2020 Honor Roll.

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### Follow up

Since people are busy, you may need to follow up a few 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 or answer questions about the Firm Giving Program.

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During the program, you can track your firm's progress by visiting our website (updated weekly): [law.vanderbilt.edu/firmgiving](https://law.vanderbilt.edu/firmgiving)

## Firm Giving Program Timeline

### **Mid-March**

- Program kick off – receive program news and updates, comprehensive list of VLS alumni at your firm, information about Giving Day, and solicitation email template
- Begin outreach to colleagues

### **April**

- Outreach to colleagues throughout the month

### **May – June**

- Outreach to colleagues throughout this time or until 100% participation is reached