Firm Representative Responsibilities

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.

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).

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

Giving Day is Thursday, April 2 this year, and firms that achieve 100% participation on or before Giving Day will receive Gold Certified Status on our 2020 Honor Roll.

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.

During the program, you can track your firm’s progress by visiting our website (updated weekly): 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
- Vanderbilt’s annual *Giving Day* – Thursday, April 2, 2020
- Outreach to colleagues throughout the month

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