

**CONTINUING THE COMMUNITY — CLASS OF 2004 PLEDGE
CAMPAIGN
BULLET POINTS**

- **Choose another member of the Continuing the Community Class of 2004 Class Pledge Committee as your teammate**
- **Review a list of your classmates**
- **Choose twenty or so classmates for each team**
 - Criteria to consider in choosing your classmate include:
 - Level of affinity with the classmate
 - In your small section;
 - A fellow member of PILF, Law Journal, etc.;
 - Someone that you know at least a little bit that others on the committee may not know
 - Someone who you know has a job!
- **Goals of the Class Pledge Campaign**
 - To get at least 50% of your chosen classmates to make a pledge to the *Fund for Excellence* – if 50% of the class pledged at the \$500 level (\$100/year, or \$25/quarter), we would raise \$50,000 for the school over 5 years. This would be unprecedented success. In a similar pledge campaign in the M.B.A. program of the Kelley School, 93% of the class pledged for a total gift of over \$200,000.
 - To educate graduating 3Ls about the needs of the Law School; to build a tradition of sustained support for the Law School; to keep the graduating 3Ls invested in and connected to the Law School.
- **The Pledge and How it Works**
 - The pledge is a 5-year pledge, payable in quarterly installments. The first payment will come due on July 1, 2005 (the beginning of our fiscal year), and the last payment will be due by June 30, 2010. Five years seems like forever, but let me tell you, it's gone before you know it! The genius is that there is no money due now when you are strapped for cash and facing graduation, moving, and studying for the bar exam.
- **The Pledge Campaign – Process & Timeline**
 - **Week of February 23:** First Contact with 3L student body – Alumni & Development Staff drops flyer announcing of the campaign in 3L mailfiles
 - **Week of March 1:** Second Contact with your chosen classmates – Personalized letter dropped in their mailfiles or personalized e-mail (see sample letter in packet)
 - Introduce yourself and explain that you are a member of the Continuing the Community Class of 2004 Pledge Campaign;

- State that in your capacity as a Committee Member, you have become aware that state funding and tuition combined support only basic classroom instruction, and that private support is the primary source of funding for essential student service ranging from scholarships to law journals to moot court teams to Career Services;
- Let them know that you're looking for classmates to make a 5-year pledge to the Law School, and that if you don't get 100% participation, you won't be able to graduate. Just kidding;
- Let them know that you will be waiting by their car with a baseball bat to get their pledge when they least expect it. Again, kidding;
- Use your sense of humor, within reason (feel free to reject my sense of humor) ☺;
- E-mail is fine, too.
- **Weeks of March 8 & 22: Third Contact – The Face-to-Face Ask – either right before or right after Spring Break (a.k.a. “The Time the Second Disbursement of Financial Aid Comes”)** (*see also* Overcoming Objections and the Script in your packets)
 - At this point, your classmate will know why you're there and what you're after;
 - Emphasize that there is no immediate financial obligation, and that the pledge payments will be modest as he or she gets established in a career;
 - Focus on participation and not any specific dollar amount;
 - Keep in mind that a law degree from a good school will be that person's ticket to a success that is in all likelihood much greater with the J.D. than without it;
 - To keep a law degree valuable, it is crucial that alumni reinvest in the school to ensure that its co-curricular programs remain competitive with other schools;
 - Emphasize what donations to the *Fund for Excellence* support, and focus on an area that you think will appeal to your classmate:
 - **Scholarships:** allow the school to recruit and retain our finest students;
 - **Faculty support:** helps provide the budget necessary for faculty to disseminate their research (the higher the profile of our faculty, the greater the reputation of the school);
 - **Student organizations**
 - Law journals;
 - PILF – funds summer fellowships for students to work in non-paying internships for public interest groups (students gain experience without going completely broke, community is helped, reputation of the school grows as public interest employers become acquainted with the fine work of our students);
 - Moot Court – students gain experience in trial advocacy, are able to travel to attend competitions;

- ***Career Services***
 - Funds initiatives such as the hiring of consultants in major markets dedicated to helping our recent graduates secure employment in a tough market
 - Funds budget of the office
- ***Admissions Office***
 - Ensures higher visibility of the school during recruiting season by funding travel to recruiting events
 - Provides some scholarship funds to assist in recruitment of bright students
- ***Law Library***: Increased giving to the Fund for Excellence in 2002/2003 funded a higher acquisitions budget for our renowned law library
- ***Classroom technology***: Increased giving in 2002/2003 funded better technology in the classrooms
- **Week of March 29**: Pizza lunch for committee
 - Report results to date
 - Brainstorm about ways to connect with people who either have been reluctant to consider making a pledge or who have somehow evaded face-to-face contact
 - Sign-up for table in lobby last week before finals: Discuss how to show progress toward goal (thermometer idea seems hackneyed; maybe some kind of honor roll?)
 - Submit copies of completed pledge forms to be entered for drawing of prizes
- **Week of April 5**: Table in Lobby set up to show progress of pledge campaign and encourage last minute people to make a pledge
- **April 23 (Tentative)**: 3L-wide Party without any “ask” component
- **May 8**: Graduation, announcement of the results, and thanks from the Dean