



Effective Practices for Winning the *Law Firm Challenge*

The primary goal of the *Challenge* is to increase alumni donor participation and raise essential funds for Hastings. For your firm to win, you must have 100% of your Hastings colleagues make a gift this fiscal year before the *Challenge* deadline on June 30, 2011.

People give money for many different reasons and every solicitation request is unique. Below are some tips on how to get everyone on board.

- You are not asking for money for yourself. As a volunteer of the law school, you are asking your classmates to support their alma mater—a very worthy cause.
- Use the words “please” and “consider.” It is highly unlikely that you will offend any of your classmates when you include these words as part of your request.
- Don’t be afraid to speak from the heart. Donors are more motivated by sincere, personal testimonials than statistics and facts. The best appeals have emotional impact.

Select a message that you think will resonate with your classmates or colleagues—and please add your personal touch. Possible messages:

Creating Opportunities

Many deserving students wouldn’t be here today without the financial aid and scholarships made possible by you, our donors. Please consider a gift today that will help make a Hastings education possible for those who follow in our footsteps.

The Cost of Excellence

Hastings can only remain competitive by helping to attract and retain the brightest students and most talented faculty. Your support ensures that the fundamental characteristics of the Hastings experience carry on, especially the ability to receive a top-notch legal education in a vibrant city at a low cost. Please consider a gift today to help preserve the extraordinary academic opportunities at Hastings.

Every Gift Really Does Make a Difference

Hastings only succeeds when there is a collective effort. Every gift, regardless of the size, has true power. Your gift is a wonderful way to express your belief in the educational mission of Hastings and make a real difference in the lives of students and faculty. Please join me in making a gift to Hastings and make an immediate impact on shaping the future of the law school.

Building a Strong Foundation

By giving an unrestricted gift to the law school, we play a critical role in Hastings' financial foundation by helping to bridge the gap between tuition and the actual cost of educating a Hastings student. Annual Fund gifts are unrestricted, meaning the law school has flexibility in determining how best to use the funds to meet the greatest and most immediate needs of the law school. Please consider a gift that will impact Hastings' future.