

**Equal Justice Foundation
The George Washington University Law School**

EJF AUCTION INFORMATION PACKET

Welcome to the EJF Auction!

As this year's Auction Co-Chairs, and on behalf of the entire Auction Committee, we are excited to have you on board, and are looking forward to working with you to make this year's Auction a huge success!

The Auction is an established annual tradition at GW. It is an entertaining and exciting event, consisting of free beer and pizza, Professors moonlighting as Auctioneers, and lots of fun. Professors, Deans, Administrators, and students all know about the Auction, and participate by pledging donations, volunteering their time, and bidding at the event.



Each year the Auction raises a little more than the year before, increasing the assistance that we are able to give to students committed to public interest. This year we have set our goals even higher, and are looking forward to awarding more money to more students than ever before!

To achieve our goals, we will need the collective spirit, passion, and energy of everyone involved. Not only will your increased participation result in more donations and more money, but it will increase your chances of being awarded an EJF grant.

The following packet contains general information about the auction, solicitation materials, grant application, donation form, student participation form, and EJF grant application. It will get you started in the solicitation process, and give you some basic information about the Auction. If you have any questions, don't hesitate to ask.

Thanks for your interest and support. We can't wait to work with you!

—Todd Chatman & George Wu

GENERAL AUCTION INFORMATION

BACKGROUND

The GW Equal Justice Foundation is a student organization devoted to encouraging public interest and community service work at GW. As a way of encouraging students to investigate public service careers, EJF provides summer grants to students performing uncompensated legal work for public interest organizations. These summer grants are funded by the Spring Auction which is completely dependent on donations. Last year, proceeds from the auction funded thirteen summer grants of \$2,200 each. The awards are made based on the student's prior commitment to public service and on participation in planning the auction.

PARTICIPATION

The auction is entirely student-run, so its success depends on our collective efforts. The more effort we put forth, donations we receive, and support we earn will translate directly into more dollars to give. It will also mean more fun for all of us! So encourage your friends and classmates to participate. Additionally, the success of each year builds on the last. Increased exposure and visibility this year will mean increased participation and donations next year, so let's step it up!

Every EJF grant recipient is involved in the auction in some way. The minimum contribution required to qualify for an EJF grant is at least 7 items for the auction, and 7 volunteer hours before or at the Auction.

- There will be opportunities to earn hours at table days, flyering, volunteering on Auction Day, and more.
- Any \$50.00 cash donation qualifies as an item (no more than two \$50 cash donations per individual volunteer).
- Of course, the more donations you can secure, the better!

IMPORTANT DATES

Thursday, April 8th	Auction Day
Friday, April 9th	EJF Grant Applications Due
Monday, April 12th	Grant Recipients Announced

*Complete timeline will be available shortly.

CONTACTS

- Co-Chairs: George Wu (gwu@law.gwu.edu), Todd Chatman (tchatman@law)
- Decorations Chair: Julie Bond (jbond@law)
- Publicity Chair: Alyson Thomas (amthomas@law)
- Solicitation Chair: Ethan Yankowitz (eyankowitz@law),
- Anyone on the EJF Board

*Please don't hesitate to contact us if you have any questions, ideas, or suggestions for the Auction!

**-EJF AUCTION-
SUCCESSFUL SOLICITING**

SUCCESSFUL SOLICITING

All of the items sold at the EJF Spring Auction are donated by GW faculty and staff as well as by metro-area businesses. Soliciting donations is not hard; most of the people you contact will be interested in helping. EJF has compiled this solicitation packet to help make the solicitation process even easier.

The following helpful solicitation tools are included to help you along:

- (1) Solicitation instructions and tips
- (2) Sample solicitation letter (for businesses)
- (3) Sample solicitation letter (for personal contacts)
- (4) Company donation form
- (5) EJF Auction Fact Sheet

SOLICITING INSTRUCTIONS

Previous Donors:

- Visit or call the business at a time when the managers are likely to be available.
- If your list provides a contact name ask to speak with that person, otherwise ask to speak with a manager.
- Introduce yourself, telling them that you attend the GW Law school and are a member of the GW Equal Justice Foundation.
- Mention that they may have already received our letter, or will be receiving it shortly.
- Thank them for last year's donation.
- Remind them of the purpose of the Auction, and give them a copy of the Auction Fact Sheet.
- Mention that it helped fund \$2,400 grants for 8 students.
- Request their support for this year's auction.
- Have them complete the company donation form.
- THANK THEM!
- If they decline, politely thank them and inquire why.
- Update your student donation form to show who you contacted, when, and what they donated. (If they did not donate, note whether they wanted you to return, or if they gave a reason for declining.) *Email this information to tchatman@law.gwu.edu after each new contact so that we can keep track of which donors have/have not been contacted.*

New Donors:

- Same basics as above.
- If they are not familiar with the Auction, give them a copy of the fact sheet, and a brief explanation.
- Emphasize:
 - The GW law school has a prominent presence in the D.C. community.
 - Law students frequently visit all of the businesses being solicited and many students continue to do so even after graduation.
 - Advertising incentive – Their business name will be printed on our Program, and announced with their auction item.
- Even if the donor declines to make a donation, please note on your student donation form that you contacted them. *Email this information to tchatman@law.gwu.edu after each new contact so that we can keep track of which donors have/have not been contacted.*

Additional suggestions:

- Don't restrict yourself to businesses in D.C, try contacting some in Maryland and Virginia.
- Utilize your own contacts if you've worked anywhere in the area or know someone who has. For example, if you've worked at a law firm, you may approach them about making a donation--many firms buy season tickets to various local events.
- FOLLOW UP, FOLLOW UP, FOLLOW UP! Persistent solicitors will be rewarded!!
- Please pace yourself by starting early, so that your persistence does not become bothersome. We will start the whole process off by contacting most potential donors by mail and organizing group solicitation events.
- Remember that the more money you raise, the more grants EJF can give out and the better your chances are of obtaining one.
- Below are just a few suggestions for donations but feel free to be creative.
 - ◆ Gift certificates to restaurants, bars, clubs, and theaters.
 - ◆ A week at your or your parents' vacation home.
 - ◆ Tickets to an athletic event.
 - ◆ Weekend hotel/BB stay.
 - ◆ Lunch with a notable person.
 - ◆ Signed books or pictures from notable / famous people
 - ◆ A round of golf on a private course and/or with a notable person.
 - ◆ Airline/train tickets.
 - ◆ Concert tickets and movie passes.
 - ◆ "Behind the Scenes" tour of the Smithsonian, White House, etc.

Receiving / Collecting Donations:

- Checks should be made out to the Equal Justice Foundation, and can be mailed along with the donation form to the address on the form.
- Product donations can be mailed with the donation form to the same address.
- Alternatively, you can pick up the donation along with the form, and put it in the EJF mailbox in the Records Office.
- If the item is too big for the mailbox, email George (gwu@law.gwu.edu).
- You are responsible for making sure that the donations you secure are collected in time for the auction.

*Never doubt that a small group of thoughtful,
committed citizens can change the world;
indeed, it's the only thing that ever has.*

—Margaret Mead

— **SAMPLE SOLICITATION LETTER (BUSINESSES)**

**Equal Justice Foundation
The George Washington University Law School
720 20th St., NW
Washington, D.C. 20052**

Dear Sir or Madame:

Did you know that in 2002 almost 12% of the U.S. population lived below the federal poverty level, earning less than \$19,000 a year for a family of four? These people face unique legal problems associated with obtaining their most basic needs—such as food, housing, health care, and education—but attorneys trained to assist them are in short supply. The reason? As most law students know, law school is extremely expensive and funding for public interest careers is very limited.

Our organization, The Equal Justice Foundation, works to remedy this problem and to encourage students to explore public interest careers through our Summer Grant Program, which is funded by proceeds from a live auction attended by alumni, faculty and students. Last year the grant program provided thirteen grants of \$2,200 each to deserving students who worked full-time for a variety of public interest organizations. The following are just a few of the organizations for which our grant program has enabled students to work:

- Neighborhood Legal Services of DC
- Migrant Legal Action Program
- DC Coalition Against Domestic Violence

We need your help for this year's auction, which will be held the Thursday, April 8th! Any item or service you can contribute will raise funds and will be greatly appreciated by both GW students and the D.C. public interest community. Additionally, your businesses' name will be printed on our event program and will be announced when your donation is presented at the auction.

For your convenience a donation form is attached. Please fill it out and return it to the address listed on the form. If you have any questions, please contact us at any time. Thank you in advance for your support and for helping GW law students do work that benefits our community.

Sincerely,

Your Name
Equal Justice Foundation
youremail@law.gwu.edu

SAMPLE SOLICITATION LETTER (PERSONAL)

**Equal Justice Foundation
The George Washington University Law School
720 20th St., NW
Washington, D.C. 20052**

Dear Grandpa,

Hi, how are you? I hope all is well with you at home, and that you enjoyed your vacation.

Did you know that in 2002 almost 12% of the U.S. population lived below the federal poverty level, earning less than \$19,000 a year for a family of four? These people face unique legal problems associated with obtaining their most basic needs—such as food, housing, health care, and education—but attorneys trained to assist them are in short supply. The reason? As most law students know, law school is extremely expensive and funding for public interest careers is very limited.

I am involved in a campus organization called the Equal Justice Foundation, an organization devoted to encouraging public interest and community service work at GW. As a way of encouraging students to investigate public service careers, EJP provides summer grants to students performing uncompensated legal work for public interest organizations. These summer grants are funded by the Spring Auction which is completely dependent on donations. Last year, proceeds from the auction funded thirteen summer grants of \$2,200 each.

I am participating in the Auction by helping to raise donations for those grants, and volunteering my time to help organize the event. This is an event that I am really committed to, especially since I am looking into summer jobs in public interest myself. Public service and public interest organizations provide critical legal help to people who would otherwise not have access to legal assistance. Unfortunately, the reality of public interest organizations is that they are not able to pay law students for their work. The EJP Auction's grants provide funding to students that would not otherwise be able to pursue their commitment to public interest.

I am committed to this organization, and believe strongly in the benefit that it provides to the community. Our goal this year is to raise even more money than last year, which will enable us to provide more money to a greater number of deserving students. I would appreciate any contribution that you would be willing to make towards the Auction. Any checks can be made payable directly to the Equal Justice Foundation, and mailed to my school address.

Thank you for your support, and I can't wait to see you when I am home for spring break!

EQUAL JUSTICE FOUNDATION
The George Washington University Law School
720 20TH St., NW
Washington, D.C. 20052

COMPANY/INDIVIDUAL DONATION FORM

COMPANY NAME _____

ADDRESS _____

CONTACT PERSON _____ PHONE _____

MERCHANDISE

The following goods or services have been donated to GW EJF for their Spring Auction:

Approximate value: _____

A gift certificate is attached: YES _____ NO _____

PATRON

A cash donation of \$ _____ has been made to the GW EJF for the Summer Grant Program
(please make checks out to the Equal Justice Foundation).

AUTHORIZED SIGNATURE _____ DATE _____

The George Washington University Law School
Equal Justice Foundation
720 20th Street, NW
Washington, DC 20052

EJF AUCTION FACT SHEET

EVENT FACTS

- The EJF Auction is a student-run event, with a history of over 10 years of providing grants to students working in public interest summer positions. EJF grant recipients work in the D.C. community and throughout the country, serving the legal needs of the nation's neediest citizens.
- The event is one of the largest on the law school's campus, drawing over 1,000 attendees, including students, faculty, and administrators.
- Each year, the Auction raises between \$20,000 and \$30,000.
- Last year, proceeds from the Auction allowed EJF to provide 8 grants of \$2,400.
- The Auction is supported entirely by donations from the local and law school communities.
- Law school professors demonstrate their power of persuasion and comedic talent as our Auctioneers at the event.
- Each year, the Auction continues to grow, which means that each year, GW students can make an even greater contribution to their communities through the public interest work the auction funds. With your help, this year will be an even greater success!

PUBLIC INTEREST FACTS

- In 2001 almost 12% of the U.S. population lived below the federal poverty level, earning less than \$19,000 a year for a family of four.¹
- A nationwide survey of third-year law students last spring showed that 94% of respondents financed their legal education through loans. 50% of the students surveyed who graduated last spring had law school loan debts of \$75,000 or more.²
- A survey conducted by Equal Justice Works indicated that the majority of the 300+ employers responding report significant difficulty in recruitment and retention of public interest attorneys, mostly attributed to low salaries and educational debt.³

¹ Paper Chase to Money Chase: Law School Debt Diverts Road to Public Service, available at www.napil.org.

² Id.

³ Equal Justice Works News Release, Release 5-2002, April 18, 2002.

**-EJF AUCTION-
PARTICIPATION FORM &
GRANT APPLICATION**

EQUAL JUSTICE FOUNDATION
Spring Auction
Student Participation Form

This form should be completed and returned to the EJF student mailbox in the Records Office. Please list all of the donations you obtained; even if you have completed a company donation form for a donation, list it again on this form. This information will be used in the grant selection process and to thank the donors.

Your Name: _____

Address: _____

Phone (Home): _____

Email: _____ Year: _____

Donation Information:

Item #1:

Name of Donor: _____

Address of Donor: _____

Contact Person (manager): _____

Description of Donation: _____

Approx. Value: _____

Item #2:

Name of Donor: _____

Address of Donor: _____

Contact Person (manager): _____

Description of Donation: _____

Approx. Value: _____

Item #3:

Name of Donor: _____

Address of Donor: _____

Contact Person (manager): _____

Description of Donation: _____

Approx. Value: _____

Item #4:

Name of Donor: _____

Address of Donor: _____

Contact Person (manager): _____

Description of Donation: _____

Approx. Value: _____

Item #5:

Name of Donor: _____

Address of Donor: _____

Contact Person (manager): _____

Description of Donation: _____

Approx. Value: _____

Item #6:

Name of Donor: _____

Address of Donor: _____

Contact Person (manager): _____

Description of Donation: _____

Approx. Value: _____

Item #7:

Name of Donor: _____

Address of Donor: _____

Contact Person (manager): _____

Description of Donation: _____

Approx. Value: _____

Other businesses solicited

1. _____
Name Address

2. _____
Name Address

3. _____
Name Address

4. _____
Name Address

5. _____
Name Address

Time volunteered

<u>Date</u> <i>ex. 9/17</i>	<u>Time</u> <i>5:00-5:30</i>	<u>Description</u> <i>Stuffed envelopes for solicitation</i>
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

Please attach additional sheets if necessary.

THE EQUAL JUSTICE FOUNDATION PUBLIC INTEREST SUMMER OF 2003 GRANT APPLICATION

WHO WE ARE:

The Equal Justice Foundation (EJF) is a student run organization offering summer grants to students working in the public interest field for the summer of 2004. Attached is an application for and related materials on how to obtain summer funding from the EJF. In past years, cash grants between \$1000-\$2500 have been awarded to students. The money raised during our spring auction determines the number of grants and the amounts awarded each year.

OUR GRANTS:

EJF grants are a student run funding program separate from the GW Public Interest Fellowship Programs. EJF grants cannot be used in conjunction with grants from the GW Public Interest Fellowship Programs. However, EJF grants may be combined with outside third party sources such as Equal Justice Works. We highly encourage students in need of funding to apply for funding from multiple sources so that more options may be available to them.

JOB POSITIONS REQUIRED:

An applicant seeking an EJF summer grant must have committed to work without pay for a public interest employer for a minimum of eight weeks for at least 40 hours or more per week. EJF defines a public interest employer as any 501(c)(3) organization, 501(c)(4) organization, OR any governmental organization that provides legal services for individuals and organizations that cannot otherwise afford legal services.

HOW TO APPLY:

A student seeking a summer grant from EJF must submit both a completed application and the attached forms detailing the hours they helped with the auction and the items they solicited for donation. A student applying for a summer grant will need to work a minimum of 7 hours before and/or at the auction event as well as donate a minimum of 7 items to be auctioned off at the event. **Completed applications and relevant attachments are due in the EJF Mailbox in the Records Office by 2pm on Friday, April 9th.** Decisions will be announced on Monday, April 12th.

WE APPRECIATE YOUR SUPPORT:

Thank you in advance for participating in the application process and this year's auction, as well as for your continued support of public interest law. Best of luck!!

Part III:

In addition to Parts I and II, please attach the following to your application.

- 1. Employer Commitment Letter.** Applicants may also provide a letter of intent. Because employment may be contingent upon receipt of outside funding, we understand that a letter of intent may not be a letter of commitment. This will not affect the application process. If you are applying for a GW Public Interest Fellowship(s), you may submit the commitment letter and form to EJF that you submitted for the GW Public Interest Fellowships.
- 2. Personal Essay (700 words or less).** The essay is your best opportunity to impress upon the Selection Committee your interest in receiving this grant. Please include anything relevant to your commitment to public interest law. Please describe why you chose this job and what you hope to gain from the experience. If you are applying for a GW Public Interest Fellowship(s), you may submit the personal essay to EJF that you submitted for the GW Public Interest Fellowships.
- 3. Current Resume.**
- 4. Letter(s) of Reference.** Not required but may be attached when relevant.
- 5. Certification.**

I certify that the information contained in this application is correct. I understand that if the information is incorrect, or the requirements for application have not otherwise been met, I will not be eligible to receive an Equal Justice Foundation (EJF) grant. I understand that an EJF Board Member may verify this information at any time and any grant received may be revoked if cause is found. I agree to the grant selection process developed by EJF and will abide by its decisions.

Name

Date