

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.