# **ISSUES, OBJECTION, AND TIPS FOR HANDLING THEM**

In the process of speaking to your colleagues about giving, you may come across various issues and objections. These are opportunities for you to learn more about the people you are soliciting and to help them learn more about today's Penn Law School as well. Listed below are some common questions, issues, and concerns you may encounter while fundraising for the PennLaw@Work and the information to help you respond.

## This year is my reunion year and I will be making gift to our Class gift.

That is great! All gifts made by our alumni colleagues in the fiscal year in which they are celebrating their reunion will count towards *both* their class gift as well as toward their firm participation.

# I already give to the Biddle Law Library, Gittis Center for Clinical Studies, The Toll Center, etc.

Those areas are now included in The Fund for Penn Law and are certainly considered as gifts toward the PennLaw@Work program. Any gifts toward other areas of the Law School are also included in participation.

## Where does my gift to The Fund for Penn Law go?

Unrestricted gifts to Penn Law are the most essential gifts to the School. Because of the University of Pennsylvania's budgeting system, each school must raise all of its revenue to cover expenses each year. The money raised each year through Annual Giving ensures that deserving students receive much needed financial aid. Alumni can direct their gift toward any area within The Fund for Penn Law.

## I give to my undergraduate school(s)...

You might want to respond by saying, "That is great, but our Law School also needs your help. Penn Law gave you your profession and trained you in the career you are now pursuing. We all had great times at our undergraduate schools, but the Law School has enabled us to have successful careers."

#### I support other Penn programs...

You might say, "The University appreciates your support. Gifts to the Law School support student financial aid. Penn Law School would like your participation at a level that is manageable for you and gives us additional strength to underwrite quality education at Penn Law."

## The Law School has enough money/ The Law School's rich...

You might respond, "Without the support from the alumni, students would not be afforded the opportunity to attend Penn Law. Current and future Penn Law students rely on support received through the Firm Program." The endowments of many major institutions have been affected by the current fiscal crisis and Penn is not exempt from the financial downturn. In these times, it is even more crucial that we continue to support programs that provide financial aid and support to students.

### I will not give because my child was rejected...

- 1. Sympathize with their disappointment.
- 2. Ask where the child did go to school and if he/she enjoyed his/her experience.
- 3. In most cases, their child ended up enjoying their experience elsewhere and this helps to bring the conversation somewhere more positive.

4. Explain that the process is extraordinarily competitive, especially with this year's incoming class. You may be able to remind your colleague that regardless of his/her child's experience; Penn Law ultimately did enable the alumnus/a to be successful in his/her career.

# I am paying student loans...

You could say, "I understand. Most of our recent graduates are in similar situations. The primary goal of the Firm Program is to raise the overall participation rate. So, it is not as important that all our alumni give large amounts of money, but rather that everyone gives something."

## I cannot afford it. I am putting my own kids through college...

You could respond, "I understand. Many people I speak with are in similar situations. Your participation in supporting Law Annual Giving is more important than the size of your gift. Gifts of all sizes can really make a difference."