


19th Annual



# LAWYERS' CAMPAIGN

*CollegeBound has the law on its side.*

## Role of a Dean

Eight quick tips on being a successful “Dean”:

1. A Dean is a point-person for CollegeBound’s fundraising campaign. You are the person to whom we address mail, send updates and ask questions on a regular basis. We are also VERY grateful for your selfless participation.
2. You are the expert in raising money at your Firm. So, each Dean manages the Campaign as they like. You might want to set a financial goal or a percentage of participating attorneys. Most Deans get managing partners and other senior attorneys on-board early. Some Deans hang flyers in the lunchroom, send out their own mailings, or communicate the Campaign via email.
3. Find out if your Firm is a sponsor of the Campaign. If your Firm does not currently sponsor the Campaign, we’d be happy to work with you to make a presentation to encourage that level of participation.
4. Forward all contributions to CollegeBound. Please do not hold checks until the end of the Campaign. Sometimes donors get concerned if their checks have not cleared, and sending checks in regularly helps us to manage the Campaign more effectively. Send contributions to:

**Katie Applefeld, Development Director**  
**CollegeBound Foundation**  
**300 Water Street, Suite 300**  
**Baltimore, Maryland 21202**

5. You will receive updates from CollegeBound via email; please forward the progress updates to your Firm. It’s fun to see how well the Campaign is going.
6. CollegeBound is a wonderful organization, doing very important work with our City’s kids. Feel good about selling it. When you ask, you are asking for the kids.
7. THE 18<sup>th</sup> ANNUAL CAMPAIGN OFFICIALLY BEGINS ON September 1<sup>st</sup>. THE CAMPAIGN OFFICIALLY ENDS December 31<sup>st</sup>.

**THANK YOU FOR YOUR CONTINUED ADVOCACY AND SUPPORT!**