We are honored to chair the 2013 UC Hastings Challenge—a fundraising campaign designed to encourage alumni at law firms, organizations and corporations to reconnect with our alma mater.

The UC Hastings Challenge brings together groups of alumni who work collaboratively to support the law school. Within each organization, alumni volunteers take the lead in inspiring their UC Hastings colleagues to participate in the Challenge.

UC Hastings is on an exciting path and the school needs your support. The school’s leadership has demonstrated a commitment to preparing students for careers in law by expanding experiential and clinical programs, by offering international experience and by tackling contemporary legal and social issues.

By participating in the Challenge, alumni demonstrate their confidence in the school’s vision, raise much needed funds, strengthen the UC Hastings alumni network and increase overall alumni giving rates.

Another feature of the UC Hastings Challenge is that it can enhance the profile of your law firm, organization or corporation. Challenge participants are recognized according to the percentage of alumni who donate at silver (50%), gold (75%) or platinum (100%) levels.

Any gift or pledge you make to UC Hastings during 2013 will count toward your employer’s participation rate, so it is easy to achieve the goal of 100% participation.

Please join us in accepting the 2013 UC Hastings Challenge and help us make a real difference for our law school today and in the future.

Alyce Rubinfeld Fox ’82  
Co-Chair, UC Hastings Challenge  
Musick Peeler & Garrett

Phil Matthews ’77  
Co-Chair, UC Hastings Challenge  
Duane Morris

For more information, please contact Robin Drysdale at drysdale@uchastings.edu or 415.565.4852.
The Challenge Chair is a leadership position for an alumnus of the law school who has distinguished him/herself as an outstanding ambassador and advocate for UC Hastings. The Chair demonstrates a deep personal commitment to the UC Hastings community and is prepared to represent the law school actively, visibly and consistently. This year we are pleased to have two Co-Chairs.

A select group of UC Hastings Challenge volunteers known as Team Captains are critical to the success of the Challenge. Team Captains act as ambassadors and reach out to UC Hastings colleagues to request contributions to the law school. The Team Captain works to achieve anywhere from 50–100 percent giving from alumni at their firm, organization or corporation. Donors may fulfill their gift commitments over as many as five years. The enthusiasm and leadership of the Team Captains will ensure a successful Challenge and strengthen UC Hastings for future generations.

ROLE OF THE UC HASTINGS CHALLENGE CHAIR OR CO-CHAIRS

The UC Hastings Challenge Chair works closely with members of the Alumni Center staff to achieve a successful Challenge campaign. The Chair:

■ Plays an important leadership role by serving as the “face” and “voice” of the Challenge.

■ Serves as an enthusiastic advocate of the Challenge’s fundraising goals, which includes increasing both alumni participation and giving to the UC Hastings Fund.

■ Sets a leading example and benchmark for other alumni by making a leadership gift to UC Hastings early in the year.

■ Inspires and solicits gifts from fellow alumni at his/her firm, organization or corporation by communicating the law school’s mission and vision.

■ Leads any conference calls with Challenge representatives to share best practices and keep momentum building to ensure each firm, organization or corporation reaches their participation goal.

■ Lends his/her name to key communications that educate Challenge participants about the importance of financial support and encourages them to participate in the campaign. These include the Challenge website and publications, such as the alumni magazine.

ROLE OF THE UC HASTINGS CHALLENGE TEAM CAPTAINS OR CO-CAPTAINS

The UC Hastings Challenge Team Captain works closely with members of the Alumni Center staff. The Team Captain:

■ Plays an important leadership role by serving as the “face” and “voice” of the Challenge at the firm, organization or corporation.

■ Makes a leadership gift to UC Hastings at a level that demonstrates their personal commitment. Their support will inspire others to make gifts of their own.

■ Encourages and solicits gifts from fellow alumni at their firm, organization or corporation by communicating the law school’s mission and vision.

■ Explains to colleagues why they are giving to the law school this year and why UC Hastings is particularly important to them.

■ Participates with other Team Captains in conference calls to discuss best practices and help build momentum for reaching the Challenge participation goals.

■ Has fun! The Challenge is a wonderful way to reconnect with your alma mater and build camaraderie among fellow alumni at your firm, organization or corporation.
WHO IS ELIGIBLE?

Any law firm, corporation or organization with five or more UC Hastings alumni is eligible to participate in the UC Hastings Challenge. Each group is led by a Challenge Team Captain or Co-Captain. They engage fellow alumni at the firm, organization or corporation and encourage them to make a gift to the law school. Each team’s goal should be to achieve 100% participation. Visit our website at www.uchastings.edu/challenge to see our current list of teams.

GIVING TO THE CHALLENGE

The easiest way to make your gift is online. Go to www.uchastings.edu/giving or you may also:

- Call 415.565.4852 to speak with our Annual Giving Manager
- Fax a gift or pledge form to 415.581.8844
- E-mail gifts@uchastings.edu with the amount of your pledge
- Mail a gift or pledge form with check or credit card information to:
  Alumni Center
  UC Hastings College of the Law
  Department 34063
  Post Office Box 39000
  San Francisco, CA 94139-0001

WHAT COUNTS TOWARD PARTICIPATION?

Any gift or pledge made to UC Hastings by a member of the Challenge team from January 1–December 31, 2013 counts toward this year’s Challenge. This includes payment on a pledge, a gift to your law school class reunion, or any other gift made to UC Hastings.

TRACKING YOUR FIRM’S PROGRESS

Throughout the Challenge, we will send you periodic updates on how your firm, organization or corporation is doing.

LEVELS OF RECOGNITION

Firms, organizations and corporations get special recognition at the Platinum Partner level when they reach 100% participation; Gold Partner level when they reach 75% participation and Silver Partner level when they reach 50% participation. All donors are acknowledged with a thank you letter.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Platinum 100% Giving</th>
<th>Gold 75% Giving</th>
<th>Silver 50% Giving</th>
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</thead>
<tbody>
<tr>
<td>Receives engraved 100% Achievement Award</td>
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<tr>
<td>Recognized at On Campus Interviews (OCI)</td>
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<td>Recognized in the UC Hastings Magazine</td>
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<td>Listed on the on-campus honor board and other honor rolls</td>
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**TEAM CAPTAIN EVENT & CALL SCHEDULE**

(All times listed are Pacific Times)

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Time</th>
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<tbody>
<tr>
<td>February 12</td>
<td></td>
<td>Kickoff!</td>
</tr>
<tr>
<td>March 14</td>
<td>Thursday</td>
<td>1–1:30 pm</td>
</tr>
<tr>
<td>April 9</td>
<td>Tuesday</td>
<td>11–11:30 am</td>
</tr>
<tr>
<td>May 9</td>
<td>Thursday</td>
<td>1–1:30 pm</td>
</tr>
<tr>
<td>June 11</td>
<td>Tuesday</td>
<td>11–11:30 am</td>
</tr>
<tr>
<td>July</td>
<td>(No Call)</td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>(No Call)</td>
<td></td>
</tr>
<tr>
<td>September 10</td>
<td>Tuesday</td>
<td>11–11:30 am</td>
</tr>
<tr>
<td>October 10</td>
<td>Thursday</td>
<td>1–1:30 pm</td>
</tr>
<tr>
<td>November 12</td>
<td>Tuesday</td>
<td>11–11:30 am</td>
</tr>
<tr>
<td>December 12</td>
<td>Thursday</td>
<td>1–1:30 pm</td>
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</table>
The primary goal of the Challenge is to increase opportunities for alumni to support the school and to raise essential funds for UC Hastings. There are three levels of recognition depending on the percentage of alumni at your organization who contribute; Platinum Partner at 100%, Gold Partner at 75%, and Silver Partner at 50%. To count towards your total, your UC Hastings colleagues must make a gift before the Challenge deadline on December 31, 2013.

People make donations 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 a gift 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. Let them know why you support UC Hastings philanthropically. Donors are more motivated by sincere, personal testimonials than statistics and facts. The best appeals have emotional impact.

- Offer a matching challenge.

Following are samples of “ask phrases.”

- **Join Us:** Given your support of other good causes in this area, I was hoping you would join Martha Jones, John Smith and Kathy Brown, who have already made their gifts, to help us meet our goal.

- **Impact:** The UC Hastings Challenge has been really successful so far. We have received gifts at all levels, and we are really delighted. We have gifts from alumni ranging from $50 and $100 to as much as $5,000! We hope you will carefully think about this campaign and contribute a gift that you can feel good about.

- **Focus on Participation:** We are working really hard to achieve 100 percent participation in the campaign, and we are almost there. We want to make sure that no one is left out! Can we count you in? Some of us are going the extra mile with this program. We gave $100; would you consider a gift at that level?

- **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 UC Hastings education possible for those who follow in our footsteps.

- **The Cost of Excellence:** UC 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 UC Hastings experience carry on, especially the ability to receive a top-notch legal education in a vibrant city. Please consider a gift today to help preserve the extraordinary academic opportunities at UC Hastings.

- **Every Gift Really Does Make a Difference:** UC 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 UC Hastings and make a real difference in the lives of students and faculty. Please join me in making a gift to UC 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 UC Hastings’ financial future by helping to bridge the gap between tuition and the actual cost of educating a UC Hastings student. “UC Hastings 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 UC Hastings’ future.
Did you know that we have X# of UC Hastings alumni working here at ABC Inc? Each year, UC Hastings partners with firms, organizations and companies and challenges them to donate to their alma mater. This year (once again) I have agreed to be the Team Captain of the UC Hastings Challenge at ABC Inc. (If you have participated in past years, you can mention performance here.) The primary goal of the Challenge is to increase opportunities for alumni to support the school and to raise essential funds for UC Hastings. The focus is on participation with various forms of recognition at the 100%, 75% and 50% alumni participation levels. I think that we can reach 100% participation and I’ve already made my own personal commitment. Can I count on you to do the same?

You may ask yourself, “Why should I give back to UC Hastings.” Here’s why I give back (enter in your own reasons here: the value of your education, rising tuition, supporting the students, etc.)

If you have any questions or want to discuss donating, I am happy to talk any time (and if you have specific reasons for not giving, I would like to hear those too). For logistical issues, you can also contact Robin Drysdale, the Annual Giving Manager at UC Hastings (415.565.4852, or drysdale@uchastings.edu). To give online, please visit www.uchastings.edu/giving.

Thank you for your support of your law school!
As the end of the year is almost upon us, I’m hoping you will join me in giving a year-end contribution to the UC Hastings Challenge at ABC Inc. I thought I would give you an update. There are 20 UC Hastings alumni working here, and 9 have already made a gift or pledge. It’s a race to the finish, and ABC is competing with other top law firms to achieve 100% giving.

Please remember—it is not the size of your gift that matters, but rather the participation in this important campaign for our alma mater. Plus, while I urge you to direct your gift to the UC Hastings Fund, which addresses the school’s most pressing needs, you may give to any fund on campus that made a difference in your law school experience.

Our law school is stronger than ever, but needs your support. If you have not already done so, I encourage you to make your gift or pledge now to help ABC achieve 100% giving and be a leader for the Challenge. Please visit: www.uchastings.edu/giving to make an online gift or speak with me about setting up a gift or pledge.

Thank you so much to all of the ABC alums who have already made their commitment to the Challenge!

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Thank you so much to all of the ABC alums who have already made their commitment to the Challenge!

As the end of the year is almost upon us, I’m hoping you will join me in giving a year-end contribution to the UC Hastings Challenge. The objective of the Challenge is to get 100% of the alumni at ABC Inc. to participate. Every gift to UC Hastings, regardless of the amount, is impactful. Also, if we reach 50%, 75% or 100% participation, there are various levels of recognition for us and our firm/company/organization.

Donations made as part of the Challenge are a great way to express the confidence and pride that we have in the educational mission of UC Hastings. Our contributions make a profound difference to UC Hastings students and faculty.

With these thoughts in mind, I ask that you please consider making a gift to bring another year of the UC Hastings Challenge to a successful close. You can give online: www.uchastings.edu/giving or contact the Alumni Center at 415.565.4852.

Many thanks and Happy Holidays
As the year comes to a close, I wanted to reach out to you to ask you to think about giving to UC Hastings and remind you of my offer to personally match any contributions you (as well as some of my classmates from ABC Organization) make before December 31, 2013 up to a combined total of $XX.XX. For those of you who have already taken me up on my offer, thank you again for your generosity. My reasons for giving is that I believe my law school education was a key driver of my success to date and I want to make sure that other law students have the same opportunities.

Dean Wu and UC Hastings have been at the forefront of how law schools are adapting to the new legal environment, cutting class sizes so that students can be reasonably assured that a legal job awaits them upon graduation (when many other schools have felt the pressure to enroll even larger classes) and beefing up the school’s offerings in emerging cross-disciplinary practice areas that will be central to the practice of law when today’s students graduate. But it will take help from all of us to build on these changes.

I trust many of you share my belief that the education you received at UC Hastings was a big part of what got you to where you are today. And I hope you still believe you can do something to help others get the opportunities you had. More important to me than the size of your donation is the fact that you chose to contribute an amount that is meaningful to you.

If you have any questions or want to discuss donating, I am happy to talk any time (and if you have specific reasons for not giving, I would like to hear those too). For logistical issues, you can also contact Robin Drysdale, the Annual Giving Manager at UC Hastings (415.565.4852, or drysdale@uchastings.edu).

Thanks