

# Working with UCalgary Law's Advancement Hub

## FAQs for Student Club Executives

Congrats on taking a leap and stepping into a leadership role with a student club at the law school! You've attended [Peter Dawe's](#) annual events meeting, and along with your enthusiasm and work ethic you've put forward some great event ideas – but where do you go from here?

**UCalgary Law's Advancement Hub is here to help with answers to frequently asked questions:**

### What is "Development," and what is the role of Development in UCalgary Law's Advancement hub?

Development is a relationship-focused approach to securing philanthropic support. Development professionals really act as the matchmaker between donors and the law school. The philanthropic support of our legal community helps fund many initiatives that enhance your educational experience, including: scholarships and awards, building upgrades like the Bennett Jones Lecture theatre renovation, clinical opportunities like the Business Venture Clinic, and marquee events such as the Winter Formal. Together, Development and Communications make up UCalgary Law's Advancement hub (see below for key contacts).

IN THE 2020/2021 ACADEMIC YEAR:

**344 scholarships, bursaries and prizes awarded to UCalgary Law Students totalling more than \$1.4 million**

*thanks to philanthropy*

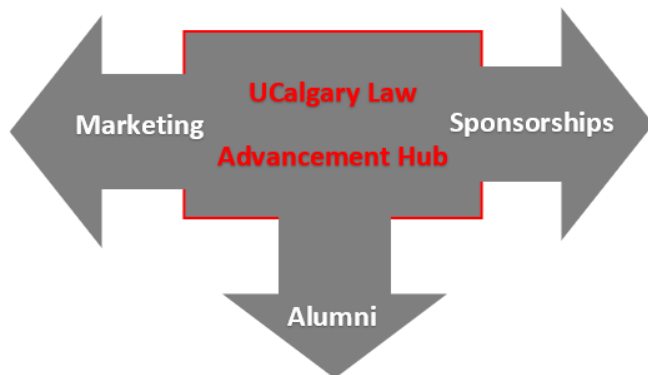


### What is considered "philanthropic" giving?

Philanthropy is the act of donating money, goods, or time to support a charitable cause.

- A **Gift** can be defined as a voluntary transfer of money, shares or property for which the donor expects and receives nothing of value in return. Gifts to the University can be tax receipted and claimed on an income tax return.
- **Sponsorships** provide benefit to both the recipient as well as the sponsor – often being used as a marketing tool through the support of events or activities, or provision of products or services. The University *cannot* issue a tax receipt in instances where a donor or firm receives an advertising benefit.

### How can my Club leverage the Advancement hub to make our events more successful?



#### Marketing

To advertise your event through social media, or have it added to the monthly Events Digest, email an [Event Form](#) to Ali Abel (Manager of Marketing and Communications) at least one week prior to the event date.

If your event is career focused it is important that you notify the Career & Professional Development Office so students have a clear place to view all career events. Contact [Rachelle Paddington](#) and the

team will be happy to promote your event. Provide copy by noon on Tuesday for inclusion in their weekly newsletter or email.

### **Sponsorships**

If you're considering approaching a law firm about sponsoring an event, email [Ainsley Grant](#) (Director of Development) or [Christal Loewen](#) (Development Coordinator) *before* you make the ask. As Calgary's legal community supports many different initiatives at the law school and the University, it's important that we streamline our solicitation efforts. Plus, the Development team can help you with tips and tricks for making your ask more impactful.

Once you get the green light to approach the firm, (and they say yes), contact [Christal](#) if you need guidance in drawing up a sponsorship agreement.

### **Alumni Engagement**

If you're planning an event where a UCalgary Law Alum is being invited to speak or participate in a panel, please notify [Christal](#). It's important that we keep track of our Alumni and the ways they continue engaging with the law school after graduation.

If you are looking for speakers or panel participants, and need help identifying folks in the law school's alumni family that might offer insight or expertise in a particular area, also reach out to [Christal](#) as she may be able to help you find the right fit.

The Career & Professional Development Office team also maintain strong relationships with many of our alumni and can be valuable resources in helping find alumni speakers.

### **Other questions and key contacts:**

#### **How do I book a room in Murray Fraser Hall or get intel on event-related inquiries?**

Please email [Peter Dawe](#) with the day, time, estimated participants, and room of your choosing in order to confirm whether it's available for reservation. Peter is the law school's in-house fountain of event knowledge, and a great resource if you are looking for recommendations or need some advice on event logistics.