

# UNC School of Law

## GiveUNC Volunteer Toolkit

Give  
UNC  
3 • 24 • 26

**Thank you for supporting Carolina Law by raising funds and driving alumni participation as a GiveUNC Champion.** This document provides copy-and-paste tools for your use in asking for gifts to maximize impact and volunteer effectiveness.

- **The Challenge:** State support covers approximately 40% of total operating costs (down from 80% historically), and tuition covers 20-30%. To stay competitive as a Top 20 institution, Carolina Law needs more alumni to invest in the School.
- **The Opportunity:** We are squarely in the Top 20. This is our moment to build momentum and inspire pride in Carolina Law's unique public heritage and its commitment to its core beliefs of access, excellence, and impact. As graduates, Carolina lawyers serve clients, communities, and colleagues to make a difference in the world. It's time to demonstrate that our graduates are leaders across every sector and in every environment — from the courtroom to the boardroom.
- **The Call to Action:** Please give to Carolina Law on GiveUNC. Gifts make an immediate, tangible impact on scholarships, faculty, and programs. This is the year to lean in, to match the moment with investments that reflect where Carolina Law is and where we're going.

**Gifts to Carolina Law on GiveUNC unlock special challenges made possible by members of the UNC Law Alumni Association Board of Directors:**

**\$10,000 for 50 Gifts.** Just 50 gifts to any Carolina Law fund will unlock an additional \$10,000 to support public interest summer grants, helping students pursue professional opportunities in service to the public good.

**\$83,000 for 250 Gifts.** With 250 gifts to Carolina Law on GiveUNC, \$83,000 in additional funding will be unlocked to strengthen scholarship support at Carolina Law.

**\$100,000 for 400 Gifts.** When Carolina Law receives 400 gifts, an extraordinary \$100,000 in unrestricted support will be unlocked to support the School's greatest needs.

*Questions?*

Contact Claire Nobles, [claire\\_nobles@unc.edu](mailto:claire_nobles@unc.edu)

# Sample Email & Social Media Posts

**Give  
UNC**  
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## Sample Email

Dear {name},

GiveUNC, Carolina's annual day of giving, is Tuesday, March 24! I am supporting UNC School of Law to build a sustainable future for our School.

Carolina Law has earned its way into the Top 20 — a remarkable achievement. But staying there requires something new. State support once covered 80% of our operating costs, but in 2025, that same amount covers 40%. We need alumni to invest so that we can continue to compete with schools like UVA and Duke.

I hope you'll join me in making a gift to support of our law school and help unlock three giving challenges offered by the Law Alumni Association Board of Directors. Your contribution of any size helps expand scholarships and educational opportunities, preparing the next generation of aspiring attorneys.

Make your impact now and give early at [go.unc.edu/lawgiveuncchampion](https://go.unc.edu/lawgiveuncchampion). Please let me know if you have any questions, and thank you for supporting Carolina Law on GiveUNC.

Thank you,  
{Name}

## Social Posts to Share Before GiveUNC (March 12-23)

Carolina's Annual Day of Giving, #GiveUNC, is coming up on March 24! I'm proud to support UNC School of Law and hope you'll join me in making a gift of any size to help strengthen the future of our School. Mark your calendars and learn more at [giveunc.unc.edu/cause/unc-school-of-law](https://giveunc.unc.edu/cause/unc-school-of-law).

#GiveUNC is just around the corner! Mark your calendars for March 24 to join me and the Carolina Law community in supporting the next generation of Carolina Law students.

## Social Posts to Share on GiveUNC (Tuesday, March 24)

I support Carolina Law because \_\_\_\_\_. 📖💡 Today, I'm giving back so future Tar Heels can choose their own path in the profession. Join me in making a gift!

#GiveUNC | Give now: [go.unc.edu/lawgiveuncchampion](https://go.unc.edu/lawgiveuncchampion)

It's #GiveUNC! Join me in giving today and help support Carolina Law students, faculty and programs. Help unlock challenges that make our giving go further. 📖💡 Join me at [go.unc.edu/lawgiveuncchampion](https://go.unc.edu/lawgiveuncchampion)

Questions?

Contact Claire Nobles, [claire\\_nobles@unc.edu](mailto:claire_nobles@unc.edu)