



**NAA Foundation Best Practices:**  
**NIE Fundraising and Sponsorships**  
**LAW DAY**

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<b>Fundraising Best Practice</b>	
Project name	Law Day 2009
Goal	To obtain sponsorships from bar associates who normally are very hard to secure funding from by promoting a project that is dear to them, and to create a tabloid that would be beneficial to students and teachers. We wanted to educate attorneys about the NIE program and its benefits to students and teachers.
Target Age/Audience	Local bar members
Tactics	We sent a letter introducing the project, made calls and met face-to-face with interested parties. Upon meeting face-to-face, we displayed samples of the previous year's materials, testimonials from teachers and talked about NIE and its benefits.
Resources Required (including staffing and number of hours)	Sales rep to visit attorneys, graphic designer to create tab and a coordinator to research materials for tab content.  We usually start working on this project in February, researching the theme for the year and looking for products or information for the tabloid that will coordinate with the theme. We mail out a package to attorneys at the beginning of the month of March and start making sales calls a week later. This gives us four weeks to secure sponsorships and have the tab created to be placed in classrooms the first week in May.

Results (including revenue generated)	Attorneys were excited to be featured in such a positive way. Doors were opened to secure sponsorships and support from a usually distant market for a funding resource. Attorneys were given a new point of view about NIE, creating a win-win relationship for future Law Day projects. We generated \$7,800.
Lessons Learned (Would you do it again? If no, why not?)	Yes, we will. This past year was our third year and each year we obtain more sponsorships and interest in the project than we did the year prior.