**Moot Court Competition**

**FUNDRAISING**

Fundraising is generally a task for the president of ELSA Group, but as HoC it can also be your responsibility, in collaboration with your president. The idea of a partnership is the receiving of resources in exchange for the promotion of the partner. It can be in several forms:

* project partnership - the general agreement between your respective ELSA Group and the other body (Uni, Law Firm, Legal Authority/Agency etc.), based on the project, aims at your ELSA group receiving money to cover either general costs or the specific costs (rewards, space etc.);
* in-kind sponsorship - is a specific agreement based on the project to donate rewards, presents, food or any other specific item for the exact amount of money.

In both presented options you should always bear in mind that the money you are offered should be proportional to the service you will grant: the more money or items the body will donate, the more you will promote them. The easiest way how to follow this formula is to create a partnership structure, e.g.:

* Main project partner - high amount of money, high amount of the promotion;
* Project partner - middle amount of money, middle amount of the promotion;
* In-kind sponsor - the least amount of money in the form of presents, the least amount of promotion, except if they provide a big service such as free refreshments, free venues etc.

*Fundraising*

* Inform sponsors about the variety of informational materials; project description (aims and objectives, a short description of the competition, list of judges (whenever available), patron/s of the project, agenda (preferably including sponsors fair) etc.);
* Explain the budget (would also offer special fundraising blocks, where sponsors could choose the offer that suits them: giving a workshop € xx, placing a logo € xx, supporting a team € xx);
* Contact Alumni - they can be valuable to identify potential sponsors;
* Try to reach a close cooperation with your university or faculty; this could be beneficial in many cases (venues etc.);
* It is very important that the person in charge of fundraising for the MCC and the ELSA board work together in handling the sponsors. Make sure to follow the External Relations Procedure and inform the ELSA board of every sponsorship request you plan. They may already have asked a certain law firm or professor for another partnership or project;
* Thanking your sponsor who has attended any portion of the MCC in person is not only a mere hospitality gesture but also a necessary demonstration of your appreciation.

The most important rules you should follow while being a fundraiser are:

* *Be positive* - come to the meeting only in the best mood;
* *Keep the bad for yourself* - never complain at the meeting;
* *They are gifted* - make the body feel to be gifted by having a chance to be your project partner;
* *The loss of the chance* - let them know inconspicuously about other offers;
* *The jealousness* - let them know inconspicuously about the support from the ones;
* *Benefits* - mention all of the benefits they may be given;
* *Reaching Groups* - specify the group that is going to be reached by the promotion which they are specifically interested in;
* *Independence/Reciprocity* - let them know you do not only need them, they also need you.