

The actual fundraising

LXXVI International Council Meeting

Constanța, Romania

20-27 October, 2019

The logo for the European Law Students' Association (elsa) is displayed in a white, lowercase, serif font.

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Lack of experience?



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Approach

Before the
meeting

During the
meeting

After the
meeting

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General Approach

- 1. Call potential Partner
- 2. Try to make an Appointment
 - Just give a short teaser to ELSA but suggest him that this needs to be discussed in person
 - Just Follow up Mail with some general info and confirm the Appointment
- 3. The Appointment
- 4. Make the Deal



The Call

- Make it short
- Concentrate on what you say and how (mirroring)
- Be nice but tough
- Don't accept the first No, but the second
- The „three yes rule“
- Do not ask for a meeting but put it in his mind
- In the end give him the feeling he did the right thing



The Meeting

- Be prepared
 - In the best case, go there with another officer
 - Take just the most necessary ELSA Materials with you
 - Do research on your counterpart and analyse him
- First impression last, so be in time and be as friendly as you can
- The execution
 - Introduce yourself
 - Introduce ELSA and its structure and projects
 - Then make the offer
 - If you can, cut the deal

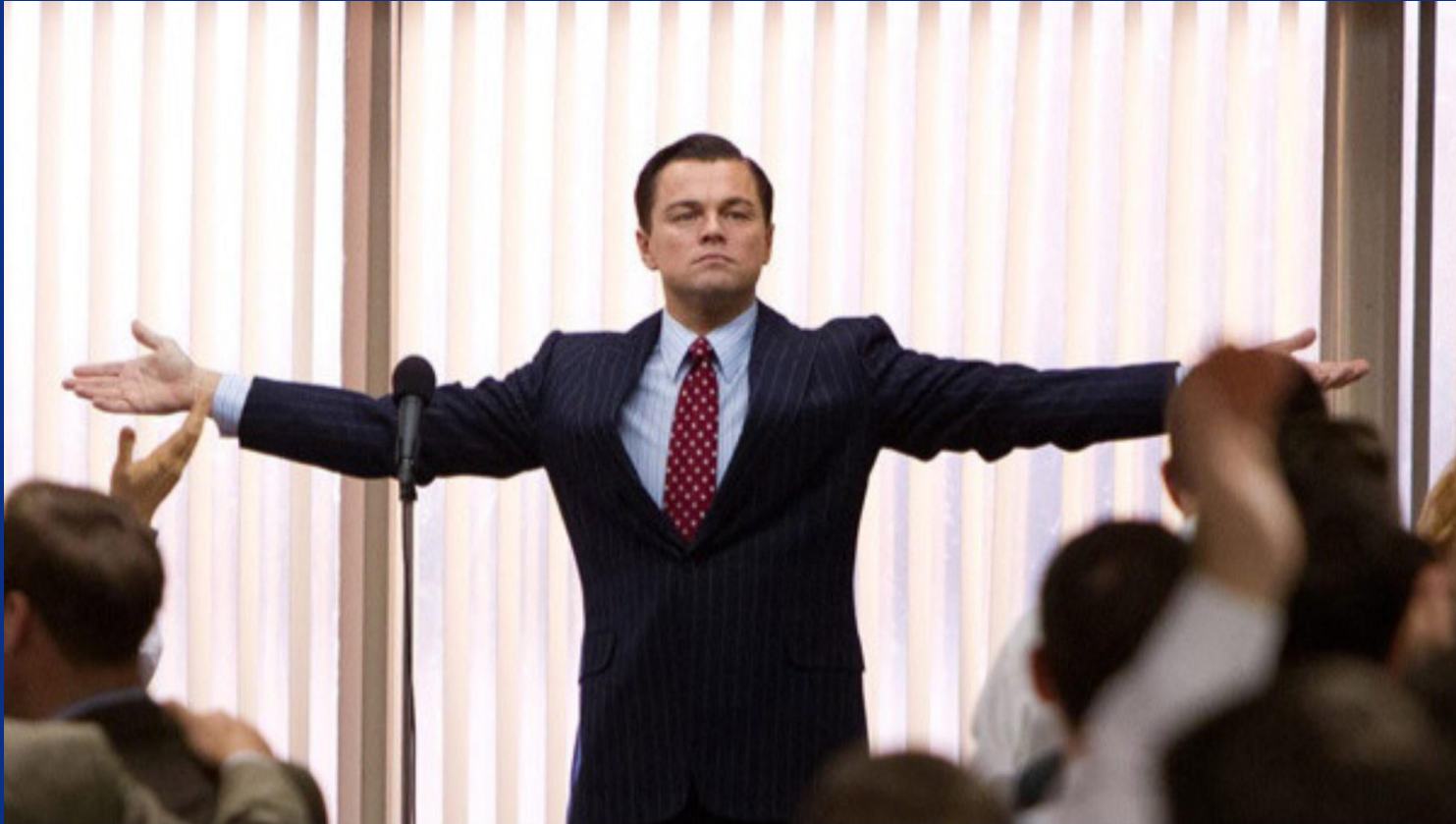


Meeting (2)

- Propose an offer that is almost impudent then go down
- Mirroring and three yes rule!
- Make out of an counterargument your argument
- Do not feel intimedated by a cocky appearance
- Explain ELSA to your counterpart like a 5 year old
- Be flexible and adjust yourself to the situation
- You have the best odds for the deal in the personal meeting
- Do not forget follow up mail



Thanks!



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