

# External Relations and Fundraising

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BEE, FM and PD Joint workshop



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# Overview

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- External Relations Procedure
- What is fundraising
- External relations
- Grants



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# External Relations Procedure

# Why is the ER Procedure important?

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According to the International Council Meeting Decision Book, in order to contact third parties to ELSA, all Groups need to comply with the External Relations Procedure.

Not following the procedure can lead to your Group paying up to €3,000.



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# Procedure to contact

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1. Is the contact an international or national contact?
2. Is the contact an institutional or corporate contact?
3. Does an exception apply?



# Is the contact an international or national contact?

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International contact	National contact
corporate organisations situated in five or more countries	corporate organisations situated in less than five countries
institutions that act in more than one country and represent the headquarters or the highest respective office of a certain field of activity of an institution	institutions that are active only within one country or on behalf of a country

# Is the contact an institutional or corporate contact?

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Institutional contact	Corporate contact
Governmental or non-governmental organisations, public administrations, private institutions, and universities or other higher education institutions	Law firms and other companies



# Does an exception apply?

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- To get a project sponsorship, or donations, regarding projects organised or co-organised by ELSA International
- To contact a partner of ELSA International or another National Group of the Network



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# Approval or Refusal

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Receive a response within 7 days of the submission of the CAF

- All requested Groups accept, fail to answer within the deadline or fail to give a concrete reason for refusal.

# Approval or Refusal

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Reasons for refusal:

- The contact creates or is likely to create damage to the image or reputation of ELSA or its National Groups;
- The contact negatively impacts or is likely to negatively impact the financial stability of ELSA or its National Groups;
- There are ongoing negotiations between the third party and the requested Group;
- The third party has a partnership in effect with the requested Group;
- The contact does not comply with ELSA's Philosophy Statement.



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# Procedure to contact - sanctions

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Institutional contact	Corporate contact
Not exceed the amount received from the contact during the past two years by the affected National or Local Group, or ELSA International	
Not exceed €500 if no amount was received	Not exceed the amount of €3,000
Be paid by the National Group in question, even if the infringement was done by a Local	Be paid by the National Group in question, even if the infringement was done by a Local

# Example 1

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An Officer from ELSA X (Local in Belgium) wishes to contact the Council of Europe for a Study Visit.

Who has to approve the contact?



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## Example 2

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An Officer from ELSA X (Local in Spain) wishes to contact the Ministry of Foreign Affairs of Greece.

Who has to approve the contact?



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# Procedure to report

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- If you are allowed to contact, then in two months you need to report your progress to the requesting Groups.
- The need to further report ceases if:
  - An agreement is reached or refused;
  - The requesting Group ceases to pursue the contact
  - or the third party stops responding for a month

# Procedure to report - sanctions

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If you do not fill the CEF in time, then the requesting Group is allowed to refuse any new CAFs you submit.

This sanction will last until:

- You fill the delayed CEF; or
- If 3 months have passed since the original deadline.

These sanctions shall be applied both to Locals and Nationals!



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# External Relations Database

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= a database, which includes every partner of every ELSA Group

This is particularly important for:

- The CAF and the process to contact other Groups' Partners
- The concrete reasons for refusal, as the existence of a partnership cannot be used if that partner is not included in the ERD.



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# External Relations Database

	A	B	C	D	E	F	G
1	National Group	NG Contact Person	NG Contact Mail	Name of Partner(s)	Location (Country)	Website of Partner(s)	Starting date
2	Switzerland	Flavia Lehmann	<a href="mailto:president@ch.elsa.org">president@ch.elsa.org</a>	Deloitte Switzerland	Switzerland	<a href="http://www.deloitte.ch">www.deloitte.ch</a>	
3				Schellenber Wittner Rechtsanwälte	Zurich/Geneva	<a href="http://www.swlegal.ch">www.swlegal.ch</a>	multiple years ago
4				UBS Switzerland AG	Switzerland	<a href="http://www.ubs.com">www.ubs.com</a>	
5				Stämpfli Verlag AG	Switzerland	<a href="http://www.staempli.ch">www.staempli.ch</a>	multiple years ago
6				Schweizer Juristenverein	Switzerland	<a href="http://www.juristenverein.ch">www.juristenverein.ch</a>	multiple years ago
7				Trusted Advisors	Zurich/Zug	<a href="https://trustedadvisors.ch/en/offices/zuernich">https://trustedadvisors.ch/en/offices/zuernich</a>	01/01/2022
8				EY Switzerland	Switzerland	<a href="http://www.ey.com/de_ch/people/ey-switzerland">www.ey.com/de_ch/people/ey-switzerland</a>	
9							
10							

Amend by commenting changes, IB will update them regularly



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# Let's test it out!

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- Insert Test CAF / CEF /ERD

You are an Officer within ELSA Vienna and you want to contact Freshfields, located in London, to sponsor your National Council Meeting.

You are an Officer within ELSA Croatia and you want to contact the Swiss Embassy in Brussels for an Institutional Visit.



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# Where can I get more information?

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- The Officers Portal (BEE ☐ External Relations ☐ External Relations Procedure Guide)
- Ask Yuri ;)



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**What is Fundraising?**

# What is fundraising:

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*Process of searching for and gathering financial resources.*

Why do we need funds?

- Event Costs (Snacks and Drinks, Speakers Gifts, Rent)
- Infrastructure costs (Website, Photoshop, Accounting Software)
- Reimbursements for the Board and Team
- Scholarships for Members



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# Sources of funds:

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- External
  - Partners
  - Grants
  - Donations
- Internal
  - Fees
  - Project revenues
  - Sales and advertising revenues



# External Relations

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- What and who to look for
- What to give
- Practise



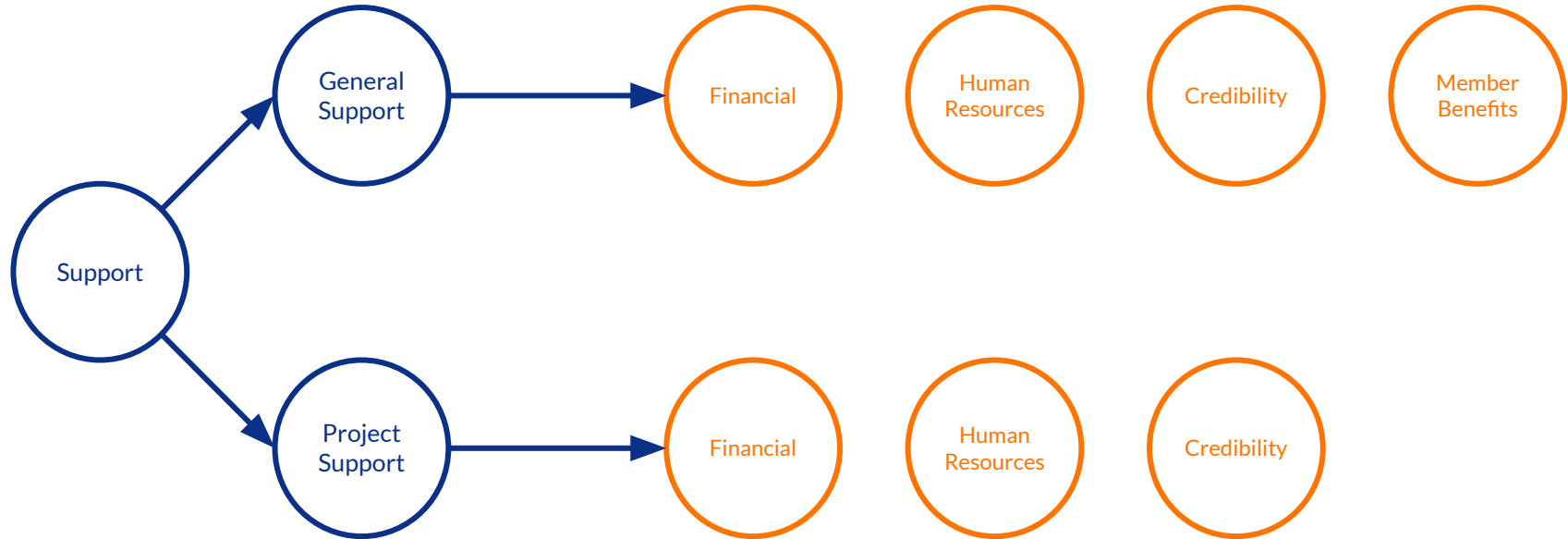
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# What to look for?

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# Who to look for?

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Law Firms

Law  
Schools

Research  
Centers

Language  
Schools

Public  
Institutions

Other  
Corporates

Other  
Associations

Hotels and  
Hostels

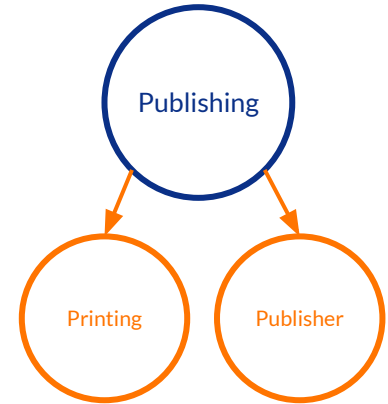
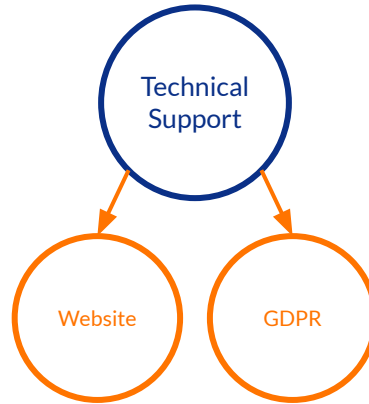
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# Is that all?

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No! There are always other partners we can get:



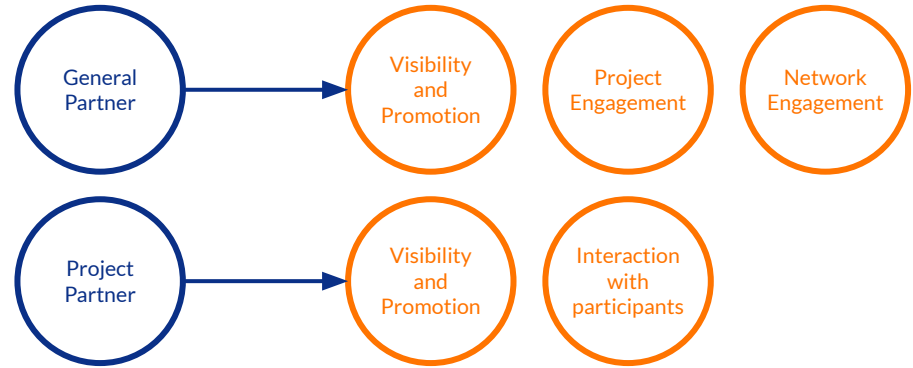
# What to give?

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Generally, partners are interested in two things:



How do we give it to them?



# Professional Development

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What can we sell with Professional Development?

- Visibility and Promotion:

Websites

Social  
Media

Presentations

- Project Engagement:

Workshops

Career Fairs

Mock  
Interviews

L@W

International  
and National  
Traineeship  
Programmes

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# Job Hunting

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JH refers to the acquisition of new Traineeship Providers (TNPs) and the maintenance thereof as part of the programme. JH is conducted throughout the year on local, national and international levels. There is one JH Deadline per Cycle

1st Job Hunting deadline → 8th of November 2022

2nd Job Hunting deadline → 3rd of April 2023

The TNPs need to fill in the Traineeship Specification Form (TSF) to participate to the cycle.



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# Professional Development

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To whom can we sell it?

- Anyone offering legal jobs:

Law Firms

Consultancy

Banks

Other  
Corporates

- Education Institutions:

Law Schools

Other  
Learning  
Centers

- Be creative:

Technology

Fashion

Housing

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# How to conduct Job Hunting ?

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1. Choose the potential Traineeship Providers you want to contact
2. Contact the potential Traineeship Providers you want
3. Preparing the meeting
4. The meeting
5. The Follow-up

→ President and VP PD = Best friends → You need to collaborate all the time for partners, TNPs, CAFs, projects, External Relations strategy, ...

Talk to each other, brainstorm together, succeed together !



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# How to Approach?

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The normal way —————> Email to general address

However, you may have other ways:

- Contacts from previous terms;
- Contacts developed by other Areas;
- Alumni.

What to do when you don't get a response?

- Wait. Sometimes it takes time;
- Resend the email;
- Try other methods: phone call, LinkedIn;
- Be ready to go for plan B.



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# Let's practice!

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# First steps

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Exercise: Write an introductory email to a potential traineeship provider.

Type: Law Firm

Name: TestPartners

Previous relationship: None, blind approach



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# Word cloud

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<https://monkeylearn.com/word-cloud>



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# First email, Dos and Don'ts

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Be clear and concise

Write as if the person receiving the email has 0 ELSA Knowledge

Try to create a personal connection

Make them answer a concrete question at the end



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# Cold Call

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# Grants



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# Grants

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# Types of grants

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- Structural Grants: for general Administration
  - Board management
  - Offices/Housing
  - Secretariat
- Project grants: project related
  - Linked to a specific outcome
  - In line with the interests of the granters

# Eligibility

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Is it possible to apply as an NGO?

Can apply as a single applicant or do I need a consortium?

Does my group fit the regional requirements?

Does the grantors field of interest include the type of your activity or programme?

Does the grantor require a specific application form or proposal?



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# What can we (as ELSA) apply for?

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## International Grants

- Art. 1.1 DB: An international grant is a grant for which one or more National Groups and/or ELSA International is eligible under the criteria set out by the organisation providing the grant. National Grants

## National Grants

- Art 1.2 DB: A national grant is a grant for which only one National Group is eligible under the criteria set out by the organisation providing the grant.



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# What do we apply for?

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- Erasmus+
- EYF
- UNECA Grant
- City of Strasbourg
- Council of Europe Grant
- Google Ads Grant



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# How to apply.

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## 1. Preparation

- a. Search for Grants
- b. See if the interests of each granter are in line with the interests of your organization
- c. Schedule your timelines



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# How to apply.

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## 2. Proposal

- a. Presentation of the association
- b. Project summary
- c. Full Project Details
- d. Project outcome
- e. Impact

Remember, you are not alone!



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# How to apply.

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## 3. Budget

- Prepare the budget for the project
- Bear in mind that some of the expenses of the project expenses might not be covered by the grant
- Be careful with the currencies



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# How to apply.

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## 4. Reporting

- Final step of the grant
- Some documents you may have to present:
  - receipts or copies of them
  - list of participants for events
  - potential press cuts of events
  - evaluation forms of participants/organizers
  - detailed report of the event
- Fundamental in order to be granted the grant, or to keep it
- Sometimes you only receive part of the grant and another part is conditioned to the reporting

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# Reminder!

We have a Grants Database



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# BEE Academy

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Call will be opened soon!

Personalised Advice

External Relations, Board  
Management, Strategic Planning and  
anything else you might need.



# Q&A



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