

# **100% CHALLENGE**

## **Captain Toolkit**

**2020 Co-Chairs**

**Sean Cichowski, '09**  
*Akerman LLP*

**Sara Longtain, '07**  
*Locke Lord LLP*

**David Rusk, '14**  
*Thompson & Knight  
LLP*

**Harve Truskett, '08**  
*Hunton Andrews  
Kurth LLP*

**Keli Viereck, '95**  
*Total Petrochemicals  
& Refining USA, Inc.*

**Richard Whiteley, '99**  
*Bracewell LLP*

Dear Captain,

Welcome to the 100% Challenge!

Each year, the Law Center brings together fellow Houston Law alumni at law firms, corporations, and other organizations to rally support for the Law Fund with the goal of reaching 100% participation at each organization.

Now, with legal education and our students facing a new and challenging landscape, we're expanding our efforts to include the Cougar Emergency Fund - Law, which enables our students to continue their studies during such times of financial uncertainty and hardship.

In the following pages, you'll find useful resources to help your team cross the finish line. Should you have any questions, please don't hesitate to reach out to any of the Co-Chairs or the UHLC support team.

Thank you for showing your support by carrying the torch to help lead your organization towards 100% in the challenge this year.

**We're Houston Law proud today, more than ever.**

Sincerely,

Your 2020 UHLC 100% Challenge Co-Chairs -

Sean Cichowski '09, Sara Longtain '07, David Rusk '14,  
Harve Truskett '08, Keli Viereck '95 and Richard Whiteley '99

*P.S. You can easily making your leadership gift early and easily  
online at <https://giving.uh.edu/law/>*

## The Pathway to 100% Participation

**Goal: To achieve 100% participation in Law Fund and/or Cougar Emergency Fund (Law) giving among Houston Law Alumni at your organization.**

1. **Complete the online Captain Volunteer Sign-Up Form.** This form includes your Non-disclosure agreement and ensures your information is up to date.
2. **Attend the Virtual Challenge Kickoff.** Get inspired and hear from UHLC leadership, students and stakeholders! The Kickoff is scheduled for Monday, June 15<sup>th</sup> at 12 pm on Zoom and all Challenge participants are welcome to attend.
3. **Lead by example.** To help inspire others, you can lead by example by making your leadership gift early in the campaign. Consider joining Dean's Society for recognition and event membership benefits.
4. **Check your team roster for any needed alumni updates.** Send updates to Rachel Wardzinski at [rwardzi@central.uh.edu](mailto:rwardzi@central.uh.edu) asap or before the Kickoff to help your participation number reflect your current alumni efforts.
5. **Encourage participation with outreach and follow up.** Share the online giving link by email for quick participation outreach. You can also print/distribute pledge forms from the online Captain Toolkit. As the campaign progresses, follow up weekly to both thank and encourage your team for participating. All alumni who participate in the Challenge will be entered to win gift-cards throughout the campaign and can both encourage and thank your peers for participating. **(Repeat weekly or as needed).**
6. **Use the Captain Toolkit and recruit for help.** It's designed as a manual to help and don't be afraid to recruit colleagues to help you carry the torch either. Also remember, your 100% Challenge leadership is here to help! Please feel free to reach out to any of the Co-Chairs or Rachel Wardzinski with any questions.
7. **Congratulations! You did it. You reached 100%! We're going to give your organization an award, recognize you and your organization on our website and in major publications, thank you profusely, and applaud the impact you helped make possible in legal education!**

## Your 100% Leadership Support Team

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## Connect with UHLC

We'd love to highlight your efforts! Connect with us below and [email Rachel Wardzinski](mailto:rwardzinski@uh.edu) with why you give back to UHLC to be featured on our social media channels.

