

Direct Write Campaigns



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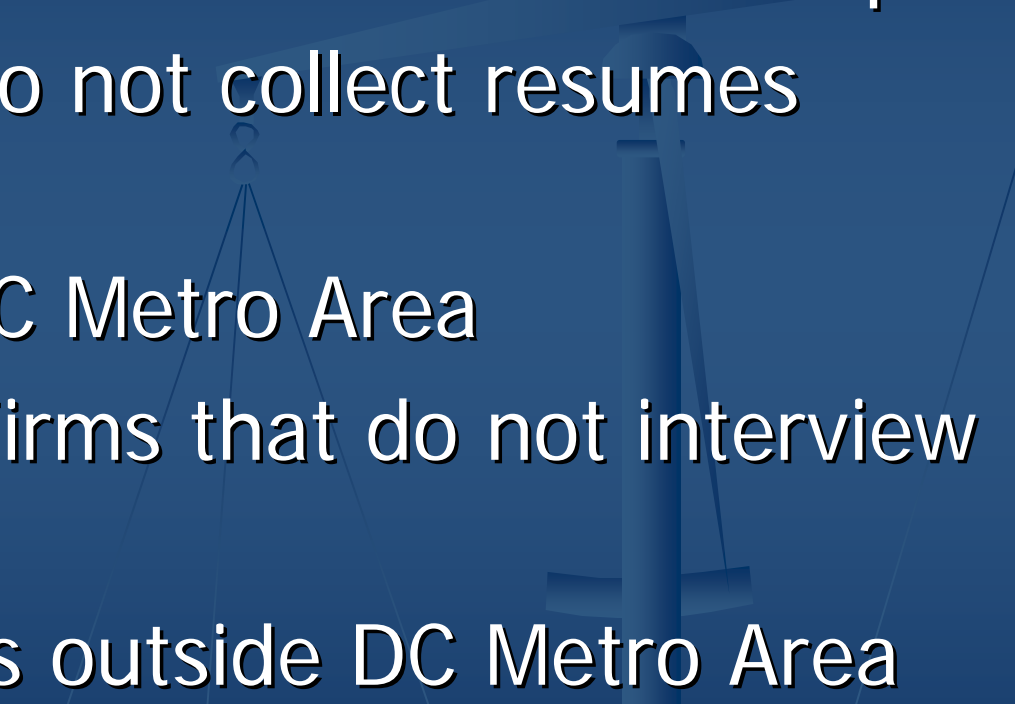
GW Law Career Development Office

Summer 2009

Nuts & Bolts of Direct Write Campaigns

- Direct Write Targets
 - Timing of Direct Writes
 - Big Firms
 - Small Firms
 - Identifying Firms
 - Long Distance Job Search
 - Mail Merge
 - Direct Write Sample Timeline
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Who to Target

- Big Firms that do not interview on campus
 - Big Firms that do not collect resumes during FRP
 - Firms outside DC Metro Area
 - Small/Medium Firms that do not interview on campus
 - Other employers outside DC Metro Area
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Timing: NOW & SOON

DIRECT WRITE *NOW*

- All Big Firms
 - Especially to be considered for summer associate positions

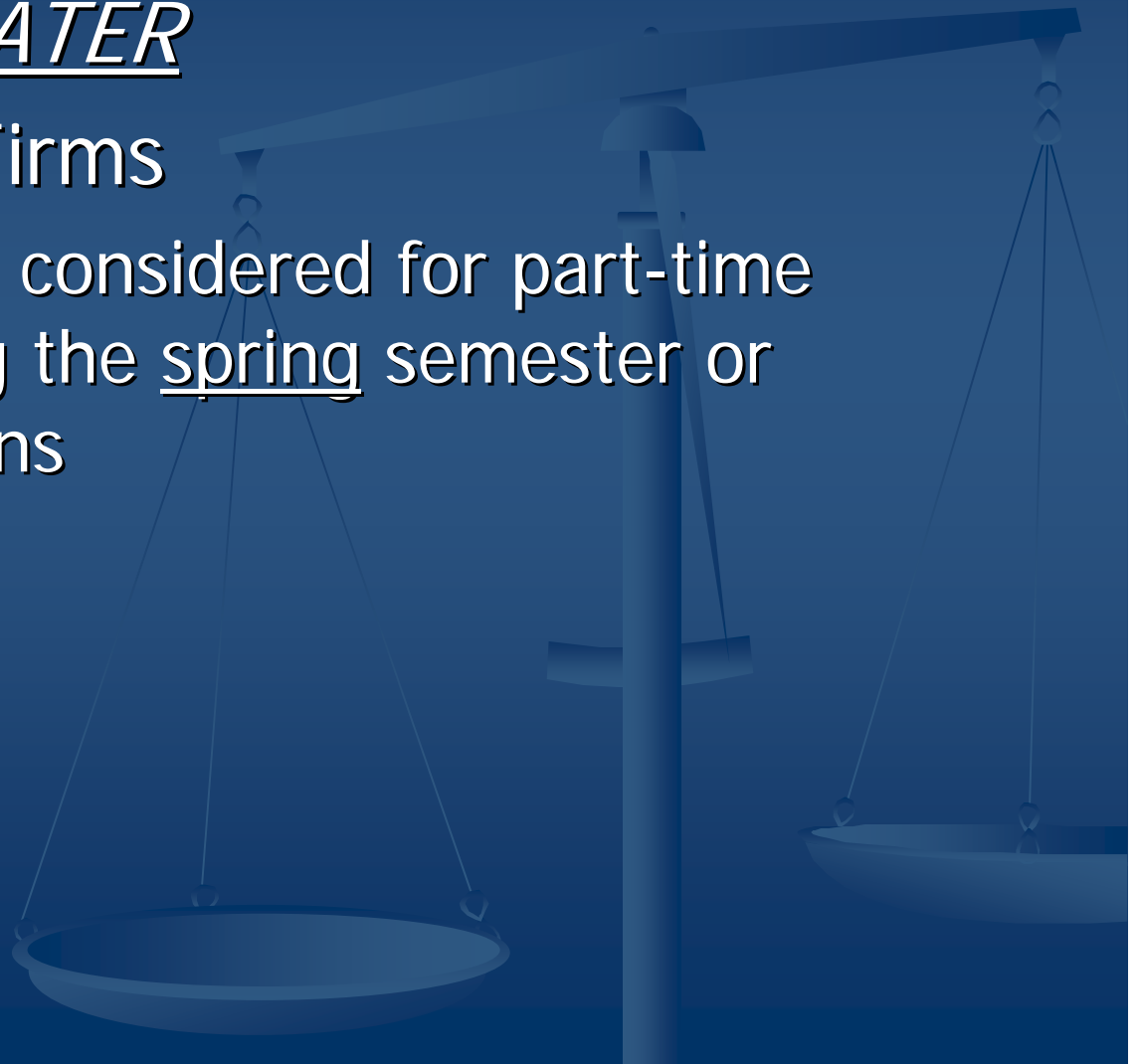
DIRECT WRITE *SOON*

- Small/Medium Firms
 - Especially to be considered for part-time positions during the fall semester
- Government
 - Check Arizona Guide for application deadlines
- Public Interest Employers

Timing: LATER

DIRECT WRITE *LATER*

- Small/Medium Firms
 - Especially to be considered for part-time positions during the spring semester or summer positions



Big Firms

- Big Firms are generally those that have standard summer associate programs
 - Listed in NALP Directory
- Cast a broad net!
 - Interesting OCI employers that you could not fit within your 35 bids
 - Big Firms outside DC
- Start now: Research Now! Write early!

Small/Medium Firms

- Small/Medium Firms generally do not have set summer associate programs
 - Hire on an as-needed basis
- CDO Small/Medium Firm Recruitment Fair
 - Relatively small set of employers
- Get your foot in the door!
 - Inquire about part-time employment
 - Request Informational Interviews
 - Network! Network! Network!
- Start Now: Research Early! Apply Soon!

Identifying Firms: Where to Start

Big Firms

- *NALP Directory*

- Click on “NALP Directory of Legal Employers” under “Law School Resources” on the Portal

Small Firms

- *Legal Times Directory*

- The CDO Resource Library has an electronic version of this DC Metro Area “Phone Book”

Identifying Firms: More Resources

- Online Job Search Resources—links available via the CDO Webpage
 - Martindale
 - Lexis Nexis
 - Westlaw
 - Leadership Directories
- State and Local Bar Association Websites
- Networking!

Long Distance Job Search

- DC is not the only market out there
- Spread a wide net!
 - Be open to other geographic areas
 - Especially locations you know
- Plan a trip!
 - Set up informational interviews
 - Attend local bar association events
 - Request reciprocity from other schools' CDOs
 - *N.B.* Reciprocity is not available during FRP
 - Network! Network! Network!

Mail Merge Is Your Friend

- Big Firms: NALP Directory
 - FREE! Mail Merge for up to 50 firms at a time
 - ONLY FREE! if you access through the Portal
- DC Area Firms: Legal Times Directory
 - Visit CDO Resource Library for electronic copy
 - Bring your laptop!
- Everyone Else: The Old Fashioned Way
- *Not a techie?*
 - *Contact CDO for step-by-step mail merge instructions*

Big Picture

- Make a Plan!
 - Visit the CDO for an individualized job search strategy
- Start Early!
 - Begin researching employers NOW!
 - Reach out to your contacts AND make new ones!
 - Set personal deadlines for sending out your letters
- Be Organized!
 - Maintain separate computer folders for research, mail merges, cover letters, resumes, etc.
 - Back up your work early & often!

Direct Write Timeline: FALL

When	What
May-June	<ul style="list-style-type: none">■ Research Big Firms
July	<ul style="list-style-type: none">■ Mail Letters to Big Firms for Summer Positions■ Research Small Firms■ Research Government and Public Interest Employers■ Plan Trips to Other Geographic Areas<ul style="list-style-type: none">■ Investigate local bar association events before setting dates
August	<ul style="list-style-type: none">■ Mail Letters to Small/Medium Firms in DC Metro Area requesting Fall Part-Time Positions■ Mail Letters to Government and Public Interest Employers
September-November	<ul style="list-style-type: none">■ Set up Informational Interviews for Winter Break with Employers Outside DC■ Mail Letters to Small/Medium Firms in DC Metro Area requesting Spring Part-Time and/or Summer Full-Time Positions■ Mail Letters to Small/Medium Firms Outside DC for Summer Positions

Direct Write Timeline: SPRING

When	What
December-January	<ul style="list-style-type: none">■ Prepare for and attend Informational Interviews and local bar association events during Winter Break
February	<ul style="list-style-type: none">■ Set up Informational Interviews for Spring Break with Employers Outside DC
March	<ul style="list-style-type: none">■ Prepare for and attend Informational Interviews and local bar association events during Spring Break
April-May	<ul style="list-style-type: none">■ Follow-up!■ Network! Network! Network!■ Continue Researching■ Mail Letters to Additional Firms and Employers