

GivingTuesday @ MIT

November 28, 2023

About GivingTuesday

GivingTuesday helps kick off the charitable season that runs through December, with individuals contributing to the organizations they believe can do the greatest amount of good.

It's being held this year on November 28, and we are hoping our alumni and friends around the world will give on that day to empower the MIT students, faculty, and staff working to make a brighter future.

As a special incentive for participation: Donors who make a gift of \$100 or more that day, between midnight and 11:59 p.m. ET, will be eligible to receive an exclusive MIT-branded measuring tape with imperial, metric, and smoot measuring units. It's important to link to givingtuesday.mit.edu in all your communications so we can collect shipping information for mailing the MIT-branded measuring tape.

How Can You Help?

Giving volunteers, like you, are integral in getting the word out to the global MIT community on GivingTuesday and encouraging those in your networks to make a gift to MIT that day. Thank you!

Here's how you can help:

- Please make your own gift to support MIT on GivingTuesday. Remember: If you give \$100 or more that day, you'll be eligible to receive an exclusive MIT-branded measuring tape with imperial, metric, and smoot measuring units!
- Join our GivingTuesday Outreach Hours, hosted by the MIT Annual Giving team, on November 28, 8:00–10:00 p.m. ET. The purpose of the Outreach Hours is for volunteers like you to send out solicitation emails or make phone calls while connecting virtually with your fellow fundraising volunteers. Annual Giving staff will be on hand to answer your questions and track your progress. PLUS: We'll also have prizes for star volunteers!
- If you can't join the Outreach Hours, please plan to reach out to your MIT networks on November 28 via email, phone, and text to share the word about GivingTuesday and encourage gifts to support the MIT community.



- Post from your social media accounts *at least twice* on Tuesday, November 28. These can be simple reposts from the MIT Alumni Association social media channels. Please see below for sample social media posts you may choose to use.

Social Media Posts

See the sample posts below that you can customize to fit your own voice.

Note: Please use the links below as they are written, as these are tracked short links that will let MIT know how much traffic volunteers like you are sending to our MIT GivingTuesday site.

MIT Alumni Association Social Media Channels

X, formerly Twitter: @MIT_Alumni
Instagram: @MITAlumni
Facebook: @MITAA

Facebook/Instagram/X, formerly Twitter

Sample Post #1

Join me in empowering today's MIT students, faculty, and staff in making the future brighter. Support MIT during today's #GivingTuesday. bit.ly/MIT-GivingTuesday-Social-24

Sample Post #2

I'll be powering through my day and toward a brighter future with my MIT-branded measuring tape with imperial, metric, and smoot measuring units! Get yours when you give \$100 or more to MIT during today's #GivingTuesday. bit.ly/MIT-GivingTuesday-Social-24

Sample Post #3

At MIT, we don't just make history—we make the future. Join me in supporting the 'Tute this #GivingTuesday. bit.ly/MIT-GivingTuesday-Social-24

Text

Sample #1

Hi [NAME], did you hear that people who give to MIT today on GivingTuesday can receive an exclusive MIT-branded measuring tape with imperial, metric, and smoot measuring units if they give \$100+? Check it out at bit.ly/MIT-GivingTuesday-Text-24

Sample #2



[NAME], I know you think the world could use more MIT problem solving right now. Will you join me this GivingTuesday in helping today's students make a brighter future? bit.ly/MIT-GivingTuesday-Text-24

Email

Hi [NAME],

Today is GivingTuesday, and already so many [MIT alumni/friends and families like us/ours] have made gifts to empower today's MIT students, faculty, and staff to work toward making a brighter future.

Will you join us by making your own gift during today's global day of generosity?

Also pretty great: If you give \$100 or more today, you'll be eligible to receive an exclusive MIT-branded measuring tape with imperial, metric, and smoot measuring units. **For Reunion volunteers only: [Plus, any gift made today will count toward our reunion gift campaign, too!]**

Thanks for considering this meaningful opportunity, [NAME]. If you want to make a gift, visit the MIT GivingTuesday page [here](#).

All the best,
[VOLUNTEER]

Sample Voicemail

Hi [NAME],

This is [XXX] from [MIT class/volunteer Group] and I'm calling to remind you that today is GivingTuesday!

Already so many [MIT alumni/friends and families like us/ours] have made gifts to empower the MIT students, faculty, and staff who are working to make a brighter future. I hope you'll join us and make your own gift to the MIT community during today's global day of generosity.

Also, if you make a gift of \$100 or more by 11:59 tonight, Eastern Time, you'll be eligible to receive an exclusive MIT-branded measuring tape with imperial, metric, and smoot measuring units. I'll send you a follow-up email to share how you can make a gift.



MITALUMNI

You can also give me a call back or text me if you have any questions. Otherwise, you can visit givingtuesday.mit.edu to make your gift and check out that MIT-branded measuring tape with imperial, metric, and smoot measuring units!

Take care, [NAME]!