

The MIT Reunion Gift Volunteer Guide

Fiscal Year 2024



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Welcome

Thank you for your service as an MIT Annual Giving volunteer this year.

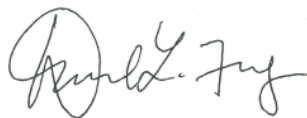
Each year, the Institute's students, faculty, and staff contribute their talents and hard work toward solving society's greatest challenges. As an Annual Giving volunteer, you join with them in these efforts by raising critical funds that make these solutions possible.

The MIT community relies on you to help meet its areas of greatest need: financial aid, student life, scholarships, and unrestricted funding. By reaching out to your personal networks of alumni and friends, you ensure the things we love about MIT will continue. Every gift counts, every dollar counts—and everything you do as a volunteer can have a transformative impact.

Last year, more than 33,943 people gave to MIT and I am confident that the majority of those alumni and friends were motivated to do so, in large part, thanks to the dedication and care of volunteers like you.

I am sure that you have many competing demands for your time, whether it be work, family, or other volunteer groups. In light of that, I appreciate you making time for MIT by answering the call to serve as an Annual Giving volunteer.

With much appreciation,

A handwritten signature in black ink, reading "David L. Fung". The signature is fluid and cursive, with the first name "David" being the most prominent.

David L. Fung '85
Chair, MIT Annual Giving Board

Checklist

1 Make a Gift

Support the Reunion Gift Campaign with a gift to any fund by the end of the fiscal year: June 30, 2024. Consider documenting a multi-year pledge in honor of your reunion.

2 Contact Classmates

Select 20–25 classmates of your choosing from the Outreach Management Tool, and ask them to participate in the Reunion Gift Campaign. You will have background information on your selected classmates in the OMT.

3 Participate in Key Outreach Periods

During these peak times of giving for the Institute, we will ask you to use email, phone, social media, and/or mail to reach out to your classmates:

- Giving Tuesday (November 28, 2023)
- Calendar Year-End (December 2023)
- The MIT 24-Hour Challenge (March 14, 2024)
- Reunion Countdown (May–June 2024)
- Fiscal Year-End (June 2024)

4 Say “Thank You”

Follow up with classmates who have made a reunion gift, and thank them for their support.

Reunion Gift Timeline

September

- Tech Reunions save-the-date postcard
- MIT Volunteer Training Academy: Reunion Volunteer Training
- MIT Volunteer Training Academy: Nuts and Bolts of Fundraising
- Alumni Leadership Conference (ALC), **September 29-30**

October

- Class goals announcement mail piece from giving chairs
- Committee kickoff call
- Make 20–25 classmate selections (ongoing)

November

- Class goals announcement follow-up email from giving chairs
- Giving Tuesday (with Outreach Hours), **November 28**

December

- Tax year-end email series
- Calendar year-end, **December 31**

January

- Reunion Gift update email from giving chairs
- Volunteers choose new classmate selections (ongoing)

(Continued)

Reunion Gift Timeline *(continued)*

February

- Planned Gift email from giving chairs

March

- MIT 24-Hour Challenge email series
- MIT 24-Hour Challenge training
- MIT 24-Hour Challenge (with Outreach Hours), **March 14**
- Reunion registration opens

April

- Reunion registration Outreach Hours
- Reunion Gift honor roll mailing

May

- Reunion registration reminder emails
- Reunion Gift update emails from giving chairs
- Tech Reunions, **May 31-June 2**

June

- Tech Reunions, **May 31-June 2**
- Post-Reunion Gift update email from giving chairs
- Fiscal year-end email solicitation series
- Fiscal year-end, **June 30**

Impact

The Impact of MIT Reunion Volunteers

FY23

- **\$403M** raised from **3,427** donors in reunion classes
- **4,753** reunion alumni contacted by a reunion gift volunteer
- **33** students supported by class scholarship funds
- **2,208** reunion Loyalty Circle donors
- **508** reunion Leadership Circle donors

The Impact of MIT Giving

- Nearly **40%** of MIT's operating budget relies on unrestricted dollars
- Over **30%** of all scholarship aid at MIT comes from unrestricted funds

Reunion Gift Crediting

What counts?

All gifts and pledge payments made in the four years leading up to the reunion year, July 1, 2019, through June 30, 2023, excluding pledge payments previously counted in a reunion total.

Gifts made in the reunion year, which extends from July 1, 2023, through June 30, 2024.

Multi-year Pledges

Once a gift has been made, all pledges recorded by **June 30, 2024**, that are payable by **June 30, 2028**, will also be counted.

Matching Gifts

All matching gifts received in the reunion year will be counted.

Note: In order for an individual to count as a reunion donor, they must still make a gift in the reunion year; the matching gift received will be added to their dollar total.

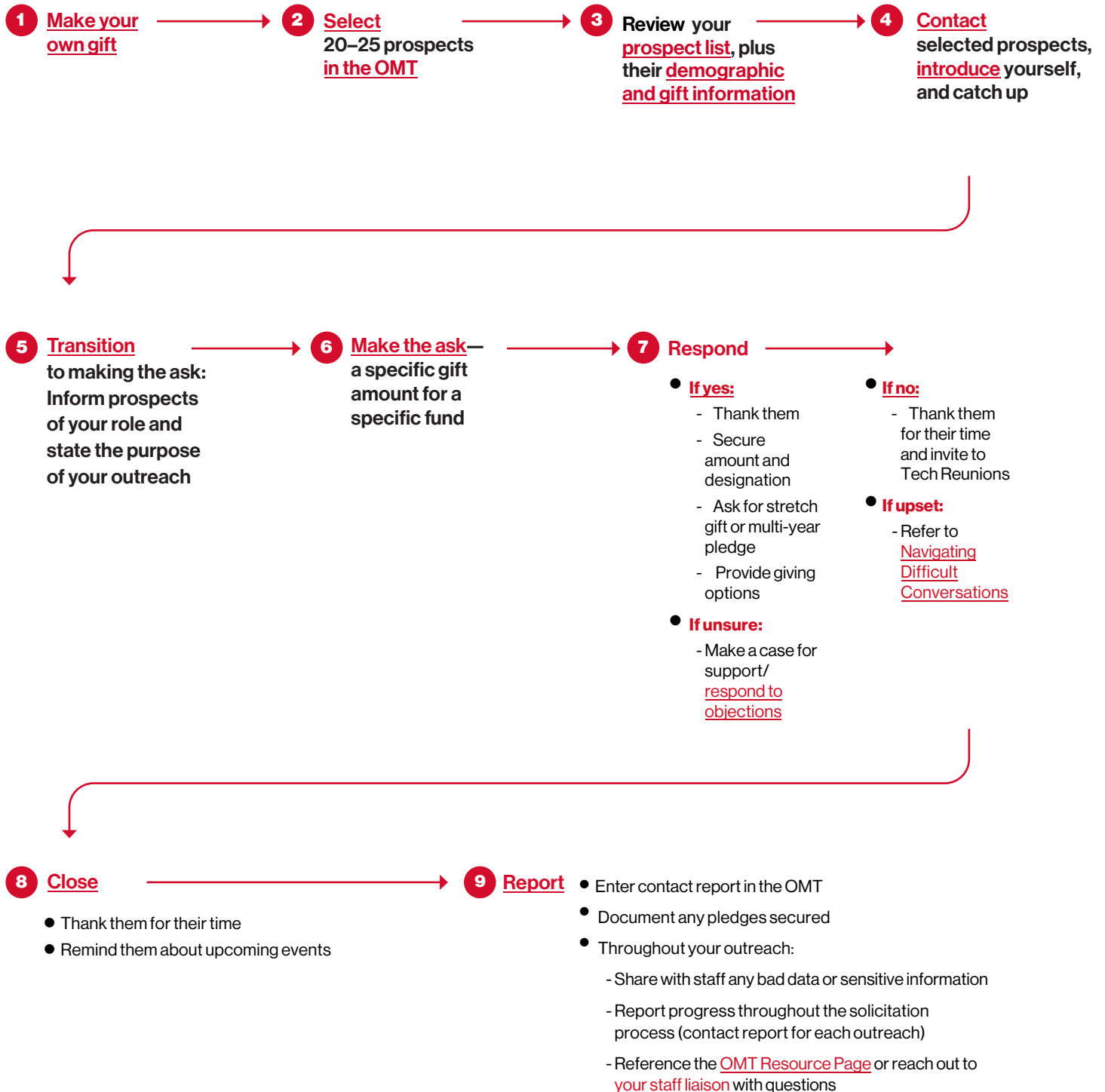
Bequest Intentions

Bequest intentions documented in the reunion gift crediting period (July 1, 2019-June 30, 2024) for alumni at least 65 years old will be counted.

Note: In order for the bequest intention Net Present Value (NPV) to count in the reunion gift total, the donor must make a gift in the reunion year; the bequest intention NPV received will then be added to their dollar total.

These guidelines apply to all reunion classes and went into effect on July 1, 2020.

Making the Ask



Navigating Difficult Conversations

Listen

Actively listen to the prospect. Refrain from agreeing or disagreeing with them, but instead offer to be a sounding board for their concerns.

Ask Clarifying Questions

Make sure you understand their perspective correctly by asking clarifying questions, and/or restating their concerns. This will help to avoid potential miscommunications, deliver accurate feedback to the Institute, and demonstrate active listening:

- “Can you tell me more about your experience with X”?
- “Thank you for sharing that with me. Just to be clear, your concern is X because of Y”?
- “I want to be sure I’m understanding your concerns correctly, so I can deliver this feedback to the Institute. Can you clarify what you meant by X?”

Reframe the Conversation

Offer an elevated perspective by reframing the conversation. This is an opportunity to state the Institute’s position, provide facts, share your personal experiences with a similar issue, or to steer the conversation in a different direction. You can offer bridging statements to move the conversation forward:

- “I cannot speak to X, but what I can say is Y.”
- “While X is important, it is also important to consider Y.”

Show Gratitude and Acknowledge

Thank the prospect for sharing their perspective, opinions, and concerns with you. Remember that disengaging is easy, but having a conversation is hard and shows a person’s care for the Institute.

Recognize the prospect’s concerns and any upset feelings, and recognize that your role is not to solve the problem but to acknowledge it.

Follow Up and Share their Feedback

Send a follow-up message to the prospect after your conversation, thanking them for their time and asking permission to share their feedback with MIT staff. You can also offer for your staff liaison to follow up with them after your conversation:

- “Thank you for sharing with me; I appreciate your feedback and honesty. If you don’t mind, I’d like to share this with...”
- “If you are comfortable, I can put you in touch with X to provide additional information and gather more feedback.”

Document and Inform MIT Staff

Record that a conversation was had with the prospect in the OMT, including any feedback the prospect is comfortable sharing. Let your MIT staff liaison know about the conversation and if the prospect has requested a staff member to follow up with them.

For additional recommendations for navigating difficult conversations, watch the Volunteer Training Video: [Responding to Objections](#), minutes 1:12–2:54.

Ways to Give

Credit Card

Make a gift through our secure server at giving.mit.edu/give/now.

Mail

Mail a check to:

Massachusetts Institute of Technology
P. O. Box 412926
Boston, MA 02241-2926

Please make gifts payable to MIT and include the fund name and number.

Phone

Call the Office of Alumni Records at (617) 253-8270 9:00 a.m.–5:00 p.m. ET, Monday–Friday.

Transfers & Donor-Advised Funds

Please visit giving.mit.edu/ways to explore other ways to make your gift, including:

- Wire transfers
- Mutual fund transfers
- Stock
- Donor-advised funds

Planned Gifts

Contact the Office of Gift Planning at (617) 253-4082 or giftplanning@mit.edu.

- Charitable remainder trusts
- Gift annuities
- Bequests

Donor Recognition

Annual Giving is essential to strengthening education, research, and innovation at MIT. Our donors are a pivotal part of that. When you make a gift to MIT, your name will appear on MIT's online participation rosters at giving.mit.edu/recognition.

If you do not wish your name to appear online or in print, please email recognition@mit.edu.

Loyalty

Annual Giving Loyalty Circle

MIT celebrates and recognizes loyal donors who are setting a philanthropic example and playing an essential role in supporting the Institute by making a gift every year. To qualify, donors must make gifts in each of the last three fiscal years.

Leadership

Annual Giving Leadership Circle

This fellowship of the Institute's annual leadership donors recognizes our most generous donors for their philanthropy. They sustain the Institute with their gifts, representing more than 80 percent of Annual Giving dollars raised. Leadership Circle donors receive special recognition as well as invitations to exclusive stewardship events. Donors who make gifts of \$2,500* or more are recognized in this circle.

**((\$1,000+ for alumni 10–14 years since graduation, \$500+ or more for alumni 5–9 years since graduation, \$250+ for alumni 1–4 years since graduation, and \$100 + for undergraduates)*

Legacy

Katharine Dexter McCormick (1904) Society

KDMS honors alumni and friends who have made life income gifts to MIT or who have notified MIT of a bequest provision in their will. For more information, please contact giftplanning@mit.edu.

Staff Contacts

Reunion Gift

Class Connections

Margaret Ciocca--*interim*
617-253-5234
mciocca@mit.edu

2019
5TH REUNION

Ally Petrosinelli
617-324-7685
apetros@mit.edu

Erin Brennan--*interim*
617-253-5154
ebrennan@mit.edu

2014
10TH REUNION

Ally Petrosinelli
617-324-7685
apetros@mit.edu

Erica Byrne
617-258-5651
eebyrne@mit.edu

2009
15TH REUNION

Henrietta Ford
617-724-7817
hford1@mit.edu

Erica Byrne
617-258-5651
eebyrne@mit.edu

2004
20TH REUNION

Henrietta Ford
617-724-7817
hford1@mit.edu

Jennifer Sheytanian--*interim*
617-258-5735
jennshey@mit.edu

1999
25TH REUNION

Henrietta Ford
617-724-7817
hford1@mit.edu

Jennifer Sheytanian--*interim*
617-258-5735
jennshey@mit.edu

1994
30TH REUNION

Myfy Jensen-
Fellows
617-324-7816
myfanwy@mit.edu

Erin Brennan
617-253-5154
ebrennan@mit.edu

1989
35TH REUNION

Myfy Jensen-
Fellows
617-324-7816
myfanwy@mit.edu

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Staff Contacts

Reunion Gift

Class Connections

Sue Grosel
617-715-5155
sbgrosel@mit.edu

1984
40TH REUNION

Myfy Jensen-
Fellows
617-324-7816
myfanwy@mit.edu

Erin Brennan
617-253-5154
ebrennan@mit.edu

1979
45TH REUNION

Myfy Jensen-
Fellows
617-324-7816
myfanwy@mit.edu

Shannon Gamache Scurry
617-452-3374
sgscurry@mit.edu

1974
50TH REUNION

Myfy Jensen-
Fellows
617-324-7816
myfanwy@mit.edu

Shannon Gamache Scurry
617-452-3374
sgscurry@mit.edu

1969
55TH REUNION

Lizzie Army
617-253-8205
earmy@mit.edu

Shannon Gamache Scurry
617-452-3374
sgscurry@mit.edu

1964
60TH REUNION

Lizzie Army
617-253-8205
earmy@mit.edu

Shannon Gamache Scurry
617-452-3374
sgscurry@mit.edu

1959
65TH REUNION

Lizzie Army
617-253-8205
earmy@mit.edu

Shannon Gamache Scurry
617-452-3374
sgscurry@mit.edu

1954
70TH REUNION

Lizzie Army
617-253-8205
earmy@mit.edu

Shannon Gamache Scurry
617-452-3374
sgscurry@mit.edu

1949
75TH REUNION

Lizzie Army
617-253-8205
earmy@mit.edu

Thank You

Thank you for being a reunion volunteer!

The success of Tech Reunions and the Reunion Gift Campaign would not be possible without you. Many thanks for volunteering your time for MIT.



See you at Tech Reunions! May 31-June 2, 2024