

24-HOUR CHALLENGE VOLUNTEER TOOLKIT

Thank you for being an MIT Annual Giving Volunteer!

The Basics

- **When:** March 14, 2024, midnight–11:59 p.m. ET
- **Where:** Around the globe at 24hourchallenge.mit.edu
- **Why:** To support the MIT community in its efforts to make the future
- **How:** In addition to making unrestricted gifts to the MIT 24-Hour Challenge, donors can maximize their impact by giving to dozens of microchallenges held by MIT departments and groups throughout the day.
- Please see the [FAQ page](#) for answers to questions about the platform, making a gift, current microchallenges, and more.

How You Can Make the MIT 24-Hour Challenge a Success

1. Make a gift!

Please give a gift of \$5 or more to the Unrestricted microchallenge or another microchallenge of your choice on March 14, 2024, between midnight and 11:59 p.m. ET. If you have already supported MIT this year, you can give again and be counted toward the Challenge goal.

2. Tap into your social network to share the word.

Post about the MIT 24-Hour Challenge on Facebook, Twitter, Instagram, LinkedIn, Snapchat, WhatsApp, TikTok, or any social media platform of your choice. You can use the suggested social media text or make it your own!

Want to track how many in your network have made a gift in response to your outreach? You can create custom, trackable links on your ambassador page.

Finally, please like, share, and retweet MIT 24-Hour Challenge social media posts from the MIT Alumni Association, MIT groups, and your fellow community members. See social handles table below.

3. Email, text, and call your classmates, friends, family, colleagues, mentors, and more.

Use and personalize the email templates provided, or feel free to write your own messages. You should use the same custom link you acquired for social media in your emails, too, as this will help you track your overall progress.

Please remember to also check in on the website throughout the day on March 14 to follow the Challenge progress, and then share updates with your network to keep them engaged.

Social Media Best Practices

For each social media post you make, please be sure to do the following:

1. Tag an official MIT social media account (see list below).
2. Add your custom link.
3. Incorporate an image or video (if you can). Images can be found on the [24-Hour Challenge Ambassador toolkit](#).

Official MIT social media accounts

- Facebook: [@MITAA](#)
- Instagram: [@mitalumni](#)
- X (formerly known as Twitter): [@MIT_alumni](#)
- LinkedIn: <https://www.linkedin.com/company/mit-alumni-association-careers>

Images

24-Hour Challenge Zoom and social media images can be found [here](#).

Templates

Social Media Templates

- **SAMPLE COPY LEADING UP TO MARCH 14:**
[FACEBOOK, LINKEDIN, INSTAGRAM, X]
I just signed up to be an MIT 24-Hour Challenge Ambassador - [join me!](#)
- **SAMPLE COPY FOR MARCH 13:**
[FACEBOOK, LINKEDIN, INSTAGRAM]
Support MIT's efforts to make progress, make a difference—and make the future! On Thursday, March 14, 2024, join me and thousands of other alumni at the eighth annual 24-Hour Challenge. 24hourchallenge.mit.edu

[X]
The world is counting on @MIT. During the 3.14.24 MIT 24-Hour Challenge, @MIT is counting on all of us. Join me! 24hourchallenge.mit.edu
- **SAMPLE COPY FOR MARCH 14:**
[FACEBOOK, LINKEDIN, INSTAGRAM]
Our MIT community is greater than the sum of its parts – and when we work together, we can make something truly special: a brighter future. When you are one of the first 1,000 donors to give \$314+ during today's MIT24-Hour Hour Challenge, you'll get a stylish MIT duffel bag! I'm getting mine, are you?
24hourchallenge.mit.edu

[X]
Be one of the first 1,000 donors to give \$314+ to today's MIT24-Hour Hour Challenge & get an MIT duffel bag. 24hourchallenge.mit.edu

Email Templates

- **BEFORE MARCH 14**

Subject Line: Save the date: MIT 24-Hour Challenge on March 14!

Hi **[Name]**,

I hope you're doing well.

I'm reaching out because I know that you—like me—believe in the MIT community's ability to make a difference. On March 14 (Pi Day!), MIT is counting on its alumni, students, parents, and friends to help them meet the MIT 24-Hour Challenge.

To celebrate the MIT 24-Hour Challenge, the first 3,141 donors will unlock a special gift of \$50,000. Dozens of MIT departments and groups will also hold special microchallenges. I'm planning to give to **[the Unrestricted Fund/microchallenge]**; I hope you'll consider giving, too. There is a lot of great work going on at MIT that is worth supporting.

To support the Challenge, just be sure to make your gift on March 14 before 11:59 p.m. ET. You can find out more and/or make your gift on March 14 at 24hourchallenge.mit.edu.

Thank you!

[Name]

P.S. If you want to join me as a volunteer Ambassador for the MIT 24-Hour Challenge, please visit [this page!](#)

- **DAY-OF CALL TO ACTION**

Subject Line: The MIT 24-Hour Challenge is underway!

Hi **[Name]**,

I hope your day is going well. I know you love MIT as much as I do, so I wanted to let you know that the eighth MIT 24-Hour Challenge is happening RIGHT NOW!

Together, we have the chance to make a difference, to make progress, and to make the future. MIT is counting on us—its alumni, students, parents, and friends—for our support for these important efforts.

I just gave to **[the Unrestricted Fund/microchallenge]**; I hope you'll consider giving, too. 24hourchallenge.mit.edu.

And just a heads-up: There are also additional microchallenges for **[DAPER, MIT Sloan, Crew, etc.]** and more. If you would like to give to one of those programs, your gift's impact will be multiplied!

MIT's students, faculty, and staff are doing a lot to make a better future—today, we can be an important part of their success.

Cheers,

[Name]

- **POST-CHALLENGE THANK YOU**

Subject Line: Thank you for participating in the MIT 24-Hour Challenge!

Hi **[Name]**,

Thank you so much for supporting the eighth MIT 24-Hour Challenge on March 14. As a collective, the MIT community can make an amazing difference—but it's the individual participation of people like you and me that makes it possible.

More than **[NUMBER]** people made a gift to MIT during the 24-Hour Challenge. Thank you for being one of them—and I hope you'll join me again next year!

Warm regards,

[Name]

Texting Template

Hi **[NAME]**! This is **[NAME]** from MIT. Today is the eighth MIT 24-Hour Challenge, our annual day of giving! There are dozens of meaningful microchallenges to support today—can I count on you to join me in making a gift to support a program you love? <https://24hourchallenge.mit.edu/>

Voicemail Template

Hi **[NAME]**, this is **[XXX]** from MIT and I'm calling to remind you that the 24-Hour Challenge is today, Pi Day!

Already so many MIT alumni and friends have donated on this important day of giving to support faculty research, student financial aid, and the dozens of group and department microchallenges being offered within this 24-hour period.

I just made my gift to **[XX]**, and I hope you will join me in making your gift as well by 11:59pm ET tonight!

You can give me a call or text back if you have any questions. Otherwise, you can visit mit24hourchallenge.com to make your gift. Thank you, and take care, **[NAME]**!