MITANNUALGIVING

Annual Giving Volunteer Trainings: FAQs and Links

Thank you for participating in your committee and/or the Nuts and Bolts of Fundraising training sessions. This document serves to supplement these training courses and provide links that staff mentioned. Throughout the document we refer to the Outreach Management Tool as the OMT. We hope you find this additional information helpful as you volunteer for MIT.

Q1. **Does the OMT record/incorporate information from the public domain, such as someone's LinkedIn profile?**

A1. Records in the OMT do not include information from the public domain such as LinkedIn or social media handles. It does include business information on file with MIT and contact information. If you notice a classmate's information is different on LinkedIn, share with your staff liaison, and they will request that MIT's records are updated.

Q2. **Is there a reason to defer giving to the 50th reunion class? I am on a team for our 45th reunion – or are the rules different for the 50th reunion?**

A2. No, the rules are not different for 45th reunion gift campaigns and alumni should not be encouraged to defer giving to the 50th reunion milestone as participation is important on an annual basis. Alumni give to MIT according to their financial plans/schedule, which does not always align with the current reunion gift campaign. However, our reunion gift crediting rules allow us to count gifts in non-reunion years to underscore the importance that gifts count.

Q3. **What is the tuition at MIT for this year?**

A3. Tuition, or cost of attendance, information can be found here.

Q4. **At what threshold gift level does conversation transfer to a more experienced fundraising person?**

A4. Typically, a threshold gift level will start at the annual giving leadership level, which is $2,500/annually and graduated levels for MIT10. However, if alumni are very engaged with MIT both face-to-face and virtually, they may already work with an MIT relationship manager to grow their philanthropic sights.

Q5. **Will we be assigned lists of potential donors, and will we have access to giving history? Also, at the time of our call, will we know who has registered for one or more reunion events?**

A5. Yes, you will have the opportunity to either select prospects in the OMT or your staff liaison can make selections on your behalf. Once you have made your selections, you will have access to contact info, giving history, etc. There are OMT Training Videos that cover key topics such as logging into the OMT, making selections, entering a pledge, sending emails, and more, along with the other training recordings and resources your staff liaison can share. Once reunion registration opens in the spring, you will be able to see who has registered for Reunion in the OMT as well.

Q6. **Many of my friends are from my living group, which has closed. How do I respond?**
A6. Listen and let them know you will bring their feedback to your class liaison. You can always direct them to us, and we are happy to discuss with them further. In addition, MIT staff can share specific talking points around Senior House and the Institute's decision to close the dorm. Prior to Senior House, Bexley Hall was closed. Following the closure, a group of dedicated alumni came together to establish a scholarship to honor the spirit of the living group. We share this example to highlight how alumni channeled their passion for their former living group into a positive outcome.

Q7. **When we are asking for a gift, is there any way to ask for their consideration of putting MIT as part of their will?**
A7. Yes, you can ask your classmates if they are interested in adding MIT to their will. Annual Giving staff can provide guidance on how to structure this conversation. We partner closely with the Office of Planned Giving and will share more information on the different types of planned gifts.

Q8. **The total undergraduate tuition, if there was no financial aid, is less than one percent of the endowment. Can we raise money to zero out any student loans?**
A8. The best way to lower student loans is to continue building support for class scholarships.

Q9. **After getting a pledge for an amount, is our job done? Someone else handles closing the deal of an actual payment. How does that happen?**
A9. Yes, for the most part your job is done. Once you have entered the pledge information in the OMT, that information will go to your staff liaison, and we will get the pledge entered in the system. From there, our office will send pledge payment reminders. We may ask volunteers to follow-up with a reminder toward the close of the fiscal year if there are classmates that have open pledges without a gift – since a classmate will not count in participation until the payment is made.

Q10. **In past years, the contact reports disappear from the OMT once the new fiscal year starts. Will the same thing happen this year, or does MITAA plan to save these reports through to the next year?**
A10. The contact reports in the OMT are generally available in the OMT for a year. Staff members can access previous contact reports. The decision to store contact reports on the back end of the system was made to ensure the OMT can function in an efficient manner. Each year volunteers enter thousands of contact reports. This can clutter individual records and slow down the OMT. If you are curious to know what contact reports you entered last year, your staff liaison can access and share them with you outside of the OMT.

Q11. **Is Zoom a viable tool for this campaign?**
A11. Yes, Zoom is a great way to have a giving conversation, as it personalizes your outreach and builds a connection. Previous volunteers and professional fundraisers have seen success with Zoom meetings. Example, a volunteer from the 25th reunion, hosted a Zoom with his fraternity brothers, and it was very successful. They enjoyed catching up and hearing more about their upcoming reunion.

Q12. **When speaking to alumni 40 years out or more about Life Income Funds, should we pitch CRTs?**
A12. You can certainly talk about CRTs (Charitable Remainder Trusts) when speaking with your classmates. Later this fall, we will have a planned giving training. More information to come.

Q13. **Is there a list of directed giving options somewhere? Just how specific a gift can someone give?**
A13. Alumni can choose to give to any fund that resonates with their MIT experience. The most common funds are listed on giving.mit.edu and the different methods of giving are found at giving.mit.edu/ways.

Q14. **Some of the amounts suggested in the OMT are WAY more than the person has ever given. Should we worry about turning someone off by asking for too much?**
A14. No, the benefits of starting at the suggested ask amount are twofold. 1) it sets a peer's giving sights higher and 2) if the initial ask receives pushback, you can follow-up with a second, more comfortable, ask amount. However, we defer to you, the solicitor, about suggested ask amounts as you may learn current information during the call that overrides the suggested ask.

Q15. **What types of gifts provide tax benefits?**
A15. As for tax benefits, a planned giving training takes place annually in the fall which highlights various tax-advantageous giving vehicles such as a QCD (Qualified Charitable Distribution) via an IRA, and other life income fund options. The OMT Resource page also has a planned giving section that speaks to gift planning options and conversational cues when reaching out to peers. To encourage calendar year-end gifts, we will host volunteer Outreach Hours on Giving Tuesday and send a calendar year-end email series to reunion alumni in the month of December.

Q16. **If someone has a change of financial situation between when they pledged and the end of the 5 years, is that a commitment that they can change?**
A16. Yes, donors can modify their pledge to suit their current situation. Participation is key!

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The Nuts & Bolts of Fundraising training (recording)
https://mit.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=f6011c99-9694-48bf-8a0e-b1f600e3c0c0

Key links (also found within the OMT Resources tab):

- https://alum.mit.edu/engagement/user/home (Outreach Management Tool login)
- OMT Resources
- FY25 Annual Giving Volunteer Guide (Annual Giving Board members and Class Agents)
- FY25 Reunion Gift Volunteer Guide (Reunion Gift Volunteers)
- https://giving.mit.edu/leadership-circle (Leadership Circle giving levels, including MIT10 classes)
- Subscribe to: https://news.mit.edu/ or https://thetech.com/
- https://giving.mit.edu/matching-gifts (Matching gift lookup)
- https://giving.mit.edu/ira (IRA Qualified Charitable Distributions)
- https://giving.mit.edu/ways (Ways to Give to MIT)
- https://www.mit.edu/updates-from-campus/
- https://giving.mit.edu/why/annual-giving (Case for MIT)
- https://youtu.be/iUhHVf6nBHw?si=1F0pljkdnTXVZ946 (Undergraduate Scholarships – This is MIT)
- https://sfs.mit.edu/undergraduate-students/the-cost-of-attendance/annual-student-budget/ (The Cost of Attendance - MIT)
- https://alum.mit.edu/knowledge-base-topic/volunteer-training-academy-library (Volunteer Training Academy Library)

Staff Contacts
https://alum.mit.edu/outreach-management-tool-staff-contacts