

The MIT Annual Giving Volunteer Guide

Fiscal Year 2025

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Welcome

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

Each year, MIT's students, faculty, and staff contribute their talents and hard work toward solving society's greatest challenges. Annual giving is foundational to these efforts, providing financial support that makes the Institute a world leader in education, research, and innovation.

As an MIT Annual Giving volunteer, you raise critical funds that make achieving the Institute's mission possible. The MIT community relies on you to help meet its areas of greatest need such as scholarships, student life and wellbeing support, and unrestricted funding. By reaching out to your personal networks of alumni and friends to invite support for these worthy priorities, you ensure that the things you value about MIT will continue. Every gift counts, every dollar matters—and everything you do as a volunteer has impact.

Last year, nearly 34,000 alumni and friends gave to MIT. 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, just like you.

Thank you for answering the call to support the Institute and its people.
Thank you for serving as an Annual Giving volunteer.

With much appreciation,

A handwritten signature in black ink, reading "Elaine" followed by a stylized surname.

Elaine Yiu Kan '95, '96, MEng '96
Chair, MIT Annual Giving Board

Checklist

1 Make a Gift

Support the Annual Gift Campaign with a gift to any fund by the end of the fiscal year: June 30, 2025.

2 Contact Classmates

Contact prospects from the Outreach Management Tool (OMT), and ask them to make an annual gift to MIT. You will find background information on your selected prospects and sample outreach text 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 prospects:

- Giving Tuesday (December 3, 2024)
- The MIT 24-Hour Challenge (March 13, 2025)

4 Say “Thank You”

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

Impact

The Impact of MIT Giving

The cumulative impact of gifts large and small helps ensure that today's students will have the resources they need to succeed at MIT.



\$50

If you and two others give at this level, we can provide undergraduate students with resources to supplement the cost of meals for one week during IAP.



\$100

If you and 19 others give at this level, we can provide a one-time grant to one low-income student for college start-up expenses.



\$250

If you and one other give at this level, we can support a month of research through programs like UROP during the academic year.



\$500

If you and two others give at this level, we can award a career exploration grant to a graduate student to complete a one-month domestic experiential learning opportunity during IAP.

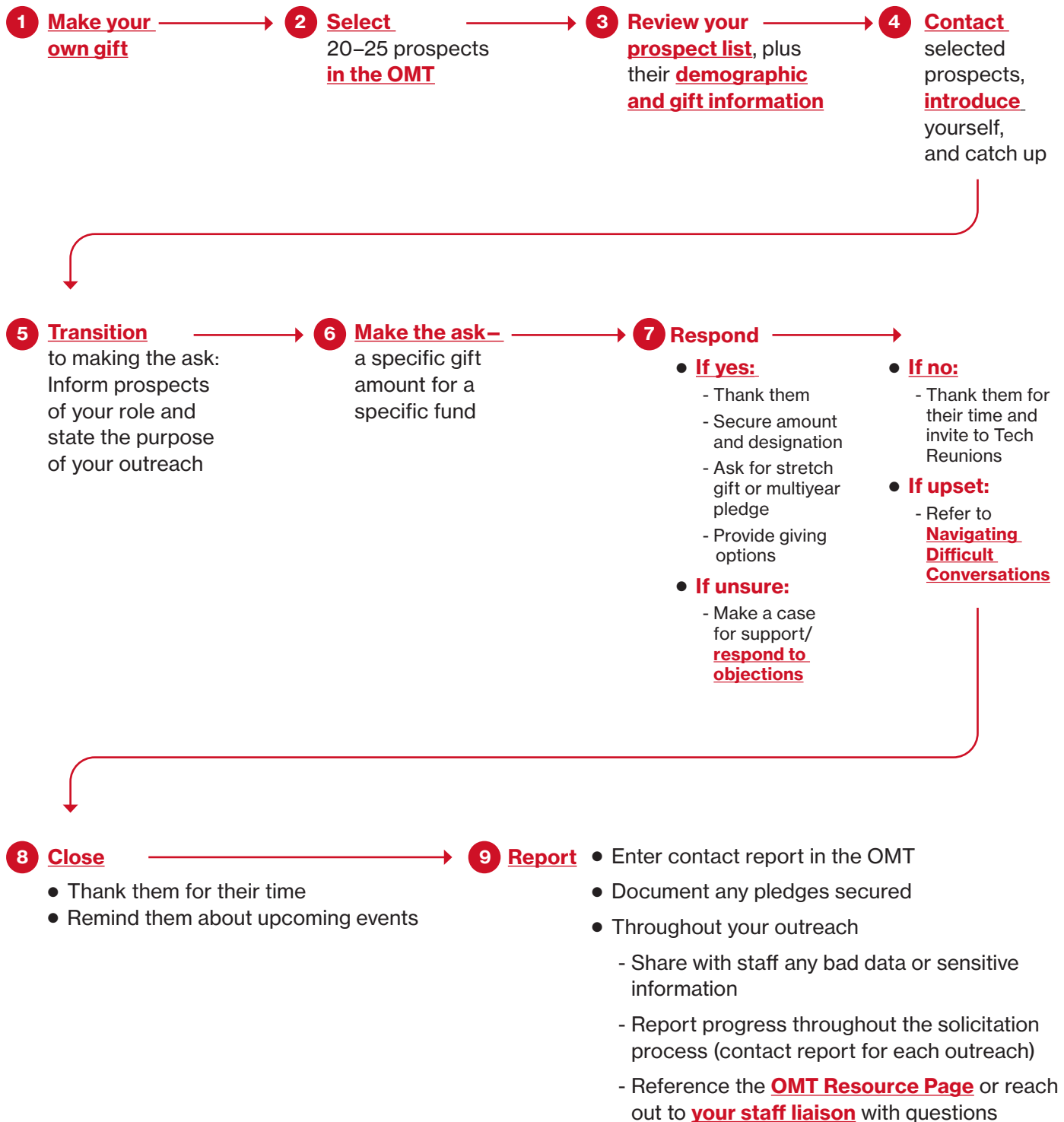
Nearly 40%

of MIT's **operating budget** relies on unrestricted dollars.

Over 30%

of all **scholarship aid** at MIT comes from unrestricted funds.

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 re-stating 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?”

Re-frame the Conversation

Offer an elevated perspective by re-framing the conversation. This is an opportunity to state the Institute’s position, provide facts, share your personal experiences with a similar issue, or 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 **Nuts & Bolts of Fundraising Video**, minutes 27:06-31:15.*

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

Or contact MIT's Office of the Recording Secretary (617) 253-5048 or email RecSec@mit.edu.

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+ 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)

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.