

## MIT Annual Giving Volunteer Toolkit

### Thank you for being an MIT Annual Giving Volunteer!

The MIT 24-Hour Challenge is returning for its ninth year on Thursday, March 13! Your personal outreach and amplification of 24-Hour Challenge messaging is vital to the success of the day and will help bolster your other Annual Giving fundraising efforts.

The resources found below are meant to supplement the outreach you are doing through the Outreach Management Tool. You have the option to sign up as a 24-Hour Challenge Ambassador to promote specific microchallenges and track your day-of progress, but this is secondary to the outreach you will be encouraged to do through the OMT on March 13.

If you have any questions, please contact your Annual Giving staff liaison or visit the MIT 24-Hour Challenge FAQ page.

### Steps for 24-Hour Challenge Success:

#### 1. Make your gift on March 13!

If you haven't already, please make a gift to the Unrestricted Fund, your Class Scholarship Fund, or another microchallenge of your choice March 13, 2025, between midnight and 11:59 p.m. ET. If you have already supported MIT this year, you can give again and be counted toward your microchallenge goal. Donors are more likely to support a cause if they see it already has donors and dollars behind it.

#### 2. Contact Prospects through the OMT

Follow the guidance of your Annual Giving liaison and conduct outreach to the prospects within your fundraising campaign. LYBUNTs and Recent SYBUNTs should remain a priority, but also be sure to select a handful of new 'Priority' prospects, which are those who have supported MIT in the past during the 24-Hour Challenge.

It is recommended to send a save-the-date message to your prospects, followed by a day-of solicitation so they are sure to remember this important day of giving. Consider a variety of outreach methods, including email, texting, phone calls, and social media. You will find pre-loaded 24-Hour Challenge emails in your OMT campaign, as well as a variety of other 24-Hour Challenge outreach templates within this toolkit.

#### 3. Tap into your network to spread the word

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

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 media best practices and handles below:

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## 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 in this toolkit.

## Official MIT social media accounts

1. Facebook: [@MITAA](#)
2. Instagram: [@mitalumni](#)
3. X (formerly known as Twitter): @MIT\_alumni
4. LinkedIn: <https://www.linkedin.com/company/mit-alumni-association-careers>

## Templates

### Social Media Templates

#### SAMPLE COPY FOR MARCH 12:

[FACEBOOK, LINKEDIN, INSTAGRAM]

Support MIT's efforts to make progress, make a difference—and make the future! On Thursday, March 13, 2025, join me and thousands of other alumni at the ninth annual 24-Hour Challenge. [24hourchallenge.mit.edu](https://24hourchallenge.mit.edu)

[X]

The world is counting on @MIT. During the 3.13.25 MIT 24-Hour Challenge, @MIT is counting on all of us. Join me! [24hourchallenge.mit.edu](https://24hourchallenge.mit.edu)

#### SAMPLE COPY FOR MARCH 13:

[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 give \$314+ during today's MIT 24-Hour Challenge, you'll get this stainless-steel travel mug! I'm getting mine, are you? [24hourchallenge.mit.edu](https://24hourchallenge.mit.edu)

[X]

Give \$314+ to today's MIT 24-Hour Challenge & get this stainless-steel travel mug. [24hourchallenge.mit.edu](https://24hourchallenge.mit.edu)

### Email Templates

#### BEFORE MARCH 13:

**Subject Line:** Save the date: MIT 24-Hour Challenge on March 13!

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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 13, 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 13 before 11:59 p.m. ET. You can find out more and/or make your gift on March 13 at [24hourchallenge.mit.edu](https://24hourchallenge.mit.edu)

Thank you!  
[Name]

## 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 ninth 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](https://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.

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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 ninth MIT 24-Hour Challenge on March 13. 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 [Recipient Name]! This is [Sender Name] from [Affiliation]. Today is the ninth 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? [24hourchallenge.mit.edu](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!

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](https://mit24hourchallenge.com) to make your gift. Thank you, and take care, [NAME]!

### Images

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