

# Reunion

## GIFT

### VOICEMAIL, TEXT, SOCIAL MEDIA, AND NOTECARD TEMPLATES

#### [Reunion]

#### **Voicemail Template**

Hi, **[FirstName]**, this is **[SenderName]** from the Class of **['XX']** and I'm calling to remind you that our **[XXth]** reunion is approaching in May 29/30 – June 1, 2025 **[25th and 50th reunions start May 29, all other reunions start May 30]!**

Already so many classmates have donated to support student scholarships and the unrestricted fund, which provides access to and enhances our world-renowned alma mater.

I just made my gift to **[class scholarship fund/unrestricted fund/fund that you support]**, and I hope you will join me in making your gift before Tech Reunions!

You can give me a call or text back if you have any questions. Otherwise, you can visit [giving.mit.edu/reunions/](https://giving.mit.edu/reunions/) to make your gift. Thank you, and take care, **[FirstName]!**

#### **Texting Template**

Hi **[FirstName]**, this is **[SenderFirstName 'XX]** and I'm reaching out as a volunteer for MIT. Hope you're doing well! MIT's reputation persists with award-winning faculty breakthroughs and intellectual firepower of its students, while earning the #1 ranking in the world for interdisciplinary science. I hope you'll consider supporting current students at MIT by making a gift before June 30. May I send along a mobile-friendly link to use?

#### **Yes:**

Amazing, thanks so much! Here is the link to give: [giving.mit.edu/reunions/](https://giving.mit.edu/reunions/). All gifts will be counted within our reunion campaign totals. Hope you come back for Tech Reunions May 29/30 – June 1, 2025 **[25th and 50th reunions start May 29, all other reunions start May 30]** and that you have filled out your Brightcrowd bio. Have a great day, **[FirstName]!**

#### **No:**

Thank you for your consideration! We encourage you to stay engaged with MIT by attending Tech Reunions May 29/30 – June 1, 2025 **[25th and 50th reunions start May 29, all other reunions start May 30]** and fill out your Brightcrowd bio. Also, please keep updated with MIT news and events at [news.mit.edu](https://news.mit.edu) and [alum.mit.edu](https://alum.mit.edu).

*\*Tip: once you send one text, you can copy/paste the text into your next message and change the recipient's name.*

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### Texting Template Follow-up

Hi **[FirstName]**, this is **[SenderFirstName 'XX']** and I'm following up to my previous text. I hope you're doing well! Will you consider a gift to support MIT's reputation to make a better world through research and scientific breakthroughs? Please acknowledge receipt of this text; If I do not hear back, I will plan to follow-up with a friendly phone call.

### LinkedIn, Facebook, Instagram

Consider direct messaging (DM'ing a.k.a. direct messaging) a classmate if you do not have their contact information. The above brief text message is a good starting point.

Consider creating a post to share with your broader network, which could include your volunteer role, your motivations for engaging with MIT as a volunteer and donor and ask to join you in making a gift to the Institute.

### Handwritten Notes

Consider mailing handwritten notes to classmates if you do not have a valid email address or phone number. The above brief text message is a good starting point. Be sure to ask your Annual Giving staff liaison for MIT notecards and envelopes.

### Images

If you schedule a Zoom call, consider using these MIT Zoom images to personalize your background.  
[https://alum.mit.edu/mit-themed-zoom-backgrounds?check\\_logged\\_in=1](https://alum.mit.edu/mit-themed-zoom-backgrounds?check_logged_in=1)