

The MIT Reunion Gift Volunteer Guide

Fiscal Year 2025



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Welcome	3
Checklist	4
Reunion Gift Timeline	5
Impact	7
Reunion Gift Crediting	9
Making the Ask	10
Navigating Difficult Conversations	11
Ways to Give	12
Donor Recognition	13
Staff Contacts	14
Thank You	16

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,



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

Checklist

1 Make a Gift

Support the Reunion Gift Campaign with a gift to any fund by the end of the fiscal year: June 30, 2025. Consider documenting a multi-year pledge in honor of your reunion.

2 Contact Classmates

Select 20–25 classmates of your choosing from the Outreach Management Tool (OMT), and ask them to participate in the Reunion Gift Campaign. You will find background information on your selected classmates 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)
- Calendar Year-End (December 2024)
- The MIT 24-Hour Challenge (March 13, 2025)
- Reunion Countdown (May–June 2025)
- Fiscal Year-End (June 2025)

4 Say “Thank You”

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

Reunion Gift Timeline

September

- ❑ Tech Reunions save-the-date postcard
- ❑ Annual Giving Volunteer Training: Nuts and Bolts of Fundraising, **September 24**
- ❑ Alumni Leadership Conference (ALC), **September 27-28**

October

- ❑ Class goals announcement mail piece from giving chairs
- ❑ Committee kickoff call
- ❑ Make 20–25 classmate selections (ongoing)

November

- ❑ Class goals announcement follow-up email from giving chairs

December

- ❑ Giving Tuesday (with Outreach Hours), **December 3**
- ❑ Tax year-end email series
- ❑ Calendar year-end, **December 31**

January

- ❑ Reunion Gift update email from giving chairs
- ❑ Volunteers choose new classmate selections (ongoing)

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Reunion Gift Timeline

February

- ❑ 24-Hour Challenge save-the-date postcard

March

- ❑ MIT 24-Hour Challenge email series
- ❑ MIT 24-Hour Challenge training
- ❑ MIT 24-Hour Challenge (with Outreach Hours), **March 13**
- ❑ Reunion registration opens

April

- ❑ Reunion registration Outreach Hours
- ❑ Reunion Gift honor roll mailing

May

- ❑ Reunion registration reminder emails
- ❑ Reunion Gift update emails from giving chairs
- ❑ Tech Reunions: **May 30–June 1** and **May 29–June 1** (for 25th & 50th)

June

- ❑ Tech Reunions: **May 30–June 1** and **May 29–June 1** (for 25th & 50th)
- ❑ Post-Reunion gift update email from giving chairs
- ❑ Fiscal year-end email solicitation series
- ❑ Fiscal year-end, **June 30**

Impact

The Impact of MIT Reunion Volunteers FY24

\$224M raised

from **reunion classes**.

3,558 donors

in **reunion classes**.

45 students

supported by class **scholarship funds**.

2,213 donors

reunion **Loyalty Circle** donors.

5,027 alumni

contacted by reunion volunteers.

551 donors

reunion **Leadership Circle** donors.

Nearly 40%

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

Over 30%

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

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.



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.



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.



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



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.

Reunion Gift Crediting

What counts?

All gifts and pledge payments made in the four years leading up to the reunion year, July 1, 2020, through June 30, 2024, excluding pledge payments previously counted in a reunion total.

Gifts made in the reunion year, which extends from July 1, 2024, through June 30, 2025.

Multi-year Pledges

Once a gift has been made, all pledges recorded by **June 30, 2025**, that are payable by **June 30, 2029**, will also be counted.

Matching Gifts

All matching gifts received in the reunion year will be counted.

Note: In order for an individual to count as a reunion donor, they must still make a gift in the reunion year; the matching gift received will be added to their dollar total.

Bequest Intentions

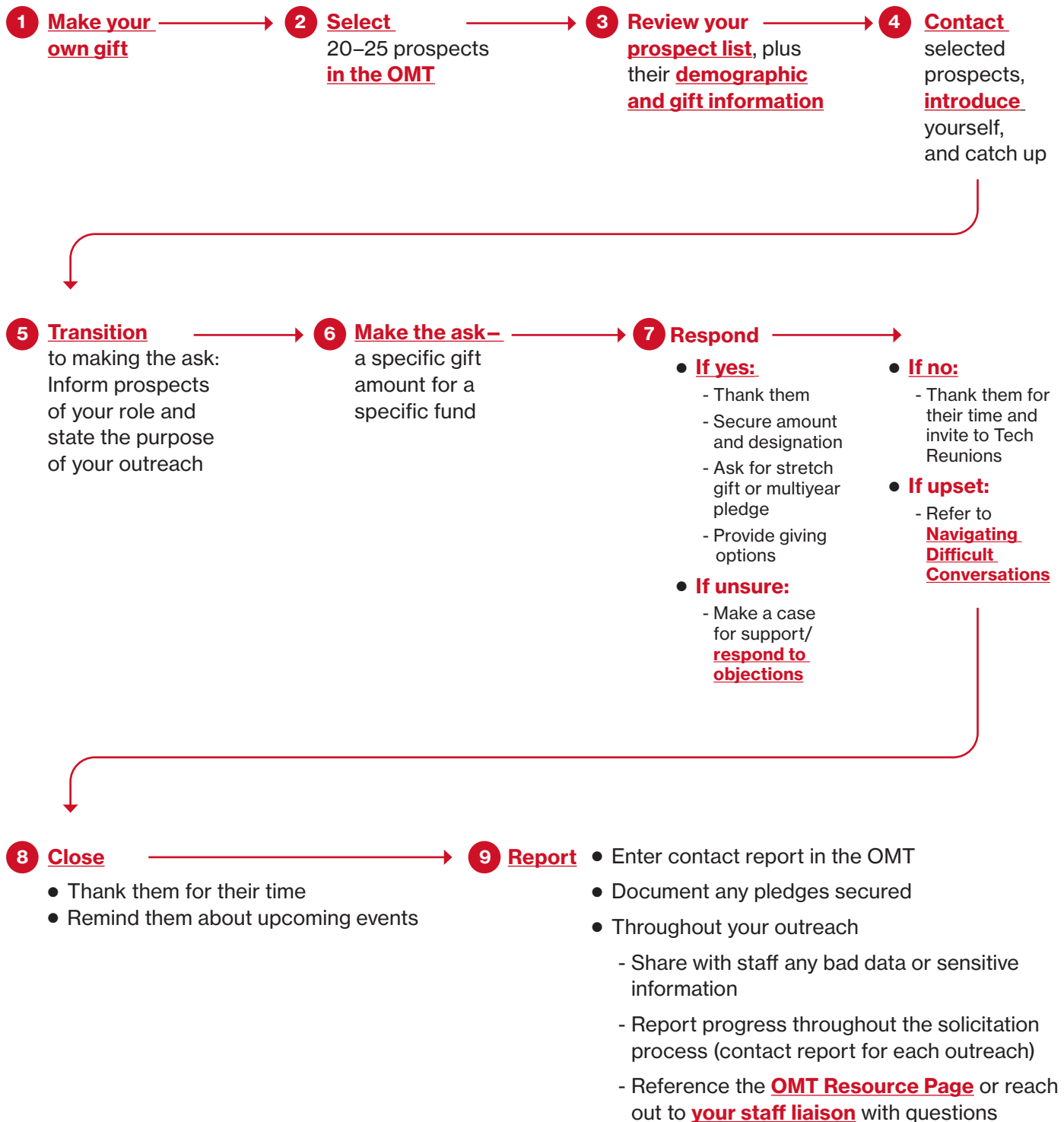
Bequest intentions documented in the reunion gift crediting period (July 1, 2020–June 30, 2025) for alumni at least 65 years old will be counted.

Note: In order for the bequest intention Net Present Value (NPV) to count in the reunion gift total, the donor must make a gift in the reunion year; the bequest intention NPV received will then be added to their dollar total.

Class Participation will include donors who have made a gift in the 12-month period from July 1 through June 30 of the reunion year.

These guidelines apply to all reunion classes and went into effect on July 1, 2020.

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.

Staff Contacts

Reunion Gift

Class Connections

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2020
5TH REUNION

Katlyn Georgia
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Maggie Kyros
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2015
10TH REUNION

Katlyn Georgia
617-999-8464
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Erica Byrne
617-258-5651
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2010
15TH REUNION

Jacqueline Roderick
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Erica Byrne
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2005
20TH REUNION

Jacqueline Roderick
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2000
25TH REUNION

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30TH REUNION

Jacqueline Roderick
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Erin Brennan
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1990
35TH REUNION

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(Continued)

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Reunion Gift

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1985
40TH REUNION

1980
45TH REUNION

1975
50TH REUNION

1970
55TH REUNION

1965
60TH REUNION

1960
65TH REUNION

1955
70TH REUNION

1950
75TH REUNION

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Thank you!

The success of Tech Reunions and the Reunion Gift Campaign would not be possible without you. Many thanks for volunteering your time for MIT.



See you at Tech Reunions!

May 30–June 1, 2025

25th & 50th Reunions

May 29–June 1, 2025