

MITANNUALGIVING

VOICEMAIL, TEXT, SOCIAL MEDIA, AND NOTECARD TEMPLATES

[Class Agent]

Voicemail Template

Hi, **[FirstName]**, this is **[SenderName]** from the Class of **[XX]** and I'm reaching out as a volunteer for MIT. I'm calling to thank you for your past support of MIT. I'd like to invite you to reflect on what MIT means to you and consider renewing your support this year.

Already so many classmates of ours 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 June 30!

You can give me a call or text back if you have any questions. Otherwise, you can visit giving.mit.edu 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! I'm reaching out to say thank you for your past generosity and support of MIT. The collective impact of your philanthropy, and so many others, has allowed MIT to earn the #1 ranking in the world for interdisciplinary science. I hope you'll continue supporting 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. Have a great day, **[FirstName]**!

No:

Thank you for your consideration! Please keep updated with MIT news and events at news.mit.edu and 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.*

Texting Template Follow-up

Hi **[FirstName]**, this is **[SenderFirstName 'XX]** and I'm following up from my previous text. I hope you're doing well! Will you consider a gift to support MIT's mission to make a better world through research and scientific breakthroughs? Please let me know if you received the text. If I don't hear back, I will plan to follow up with a friendly phone call.

MITANNUALGIVING

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 you to join 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