

# FSILG Fundraising

How MIT and the ALG Can Help



# Welcome!

Today's agenda:

- Introductions
- Setting the stage
- MIT Fundraising resources & best practices
- Other resources
- Questions



# Setting the Stage

- ❑ 100 Year Old Houses – Heavy Use and Deferred Maintenance
- ❑ Facilities Assessment Reports coming in
- ❑ Resource Handout
- ❑ AILG Facilities Committee – Investigating Common Issues
- ❑ See <http://ailg.mit.edu/fsilg-facilities-assessment>





# Fundraising: An Overview

- About the MIT Alumni Association and Resource Development
- Getting ready
- Launching your campaign
- Campaign best practices
- Support available



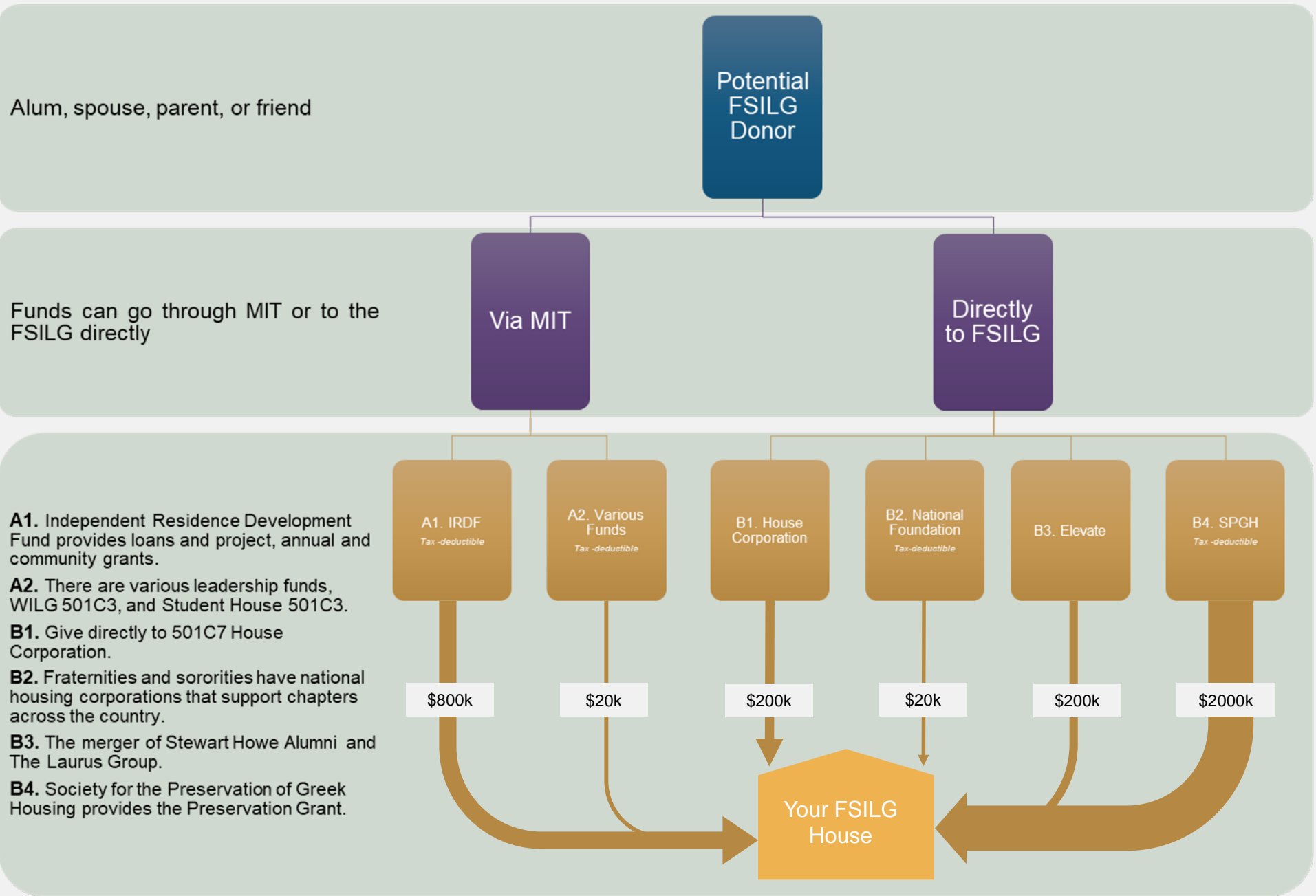
# The MIT Alumni Association and Resource Development

## MITAA

- Alumni Relations
- Annual Fund
- Strategic Communications and Marketing
- HR and Strategic Talent Management
- Information Systems and Volunteer Services
- Business and Finance Operations

## Resource Development

- Campaign Office
- Communications
- Corporate Relations
- Donor Relations & Stewardship
- Events
- Finance & Operations
- Foundation Relations
- Gift Planning
- HR & Strategic Talent Management
- Leadership Giving
- Philanthropic Partnerships
- Recording Secretary
- Strategic Information Management



# Getting Ready

- Define the scope of work
  - How long is it going to take?
  - What needs to be done vs. what's on your wish list?
- Budgeting
  - Get estimates and know total cost for project completion
  - Leave room for surprises!
- Compliance
  - To whom are you accountable?
  - What do they require of you?



# Campaign Planning and Launch

- Set Goals and timeline
- Clearly define volunteers roles and responsibilities
  - Who is in charge?
  - What are volunteers expected to do, and when?
- Develop the message and the case
  - Why do we need this change?
  - How will it benefit our chapter?



# Campaign Best Practices

- Engaging donors
  - What are your nonfinancial goals?
  - How are you preparing your potential donors for a solicitation?
  - How will you communicate your campaign needs & steward your donors?
- Engaging Students
  - Use testimonials, stories, and pictures to share their experience and successes

# Campaign Best Practices: Stewardship

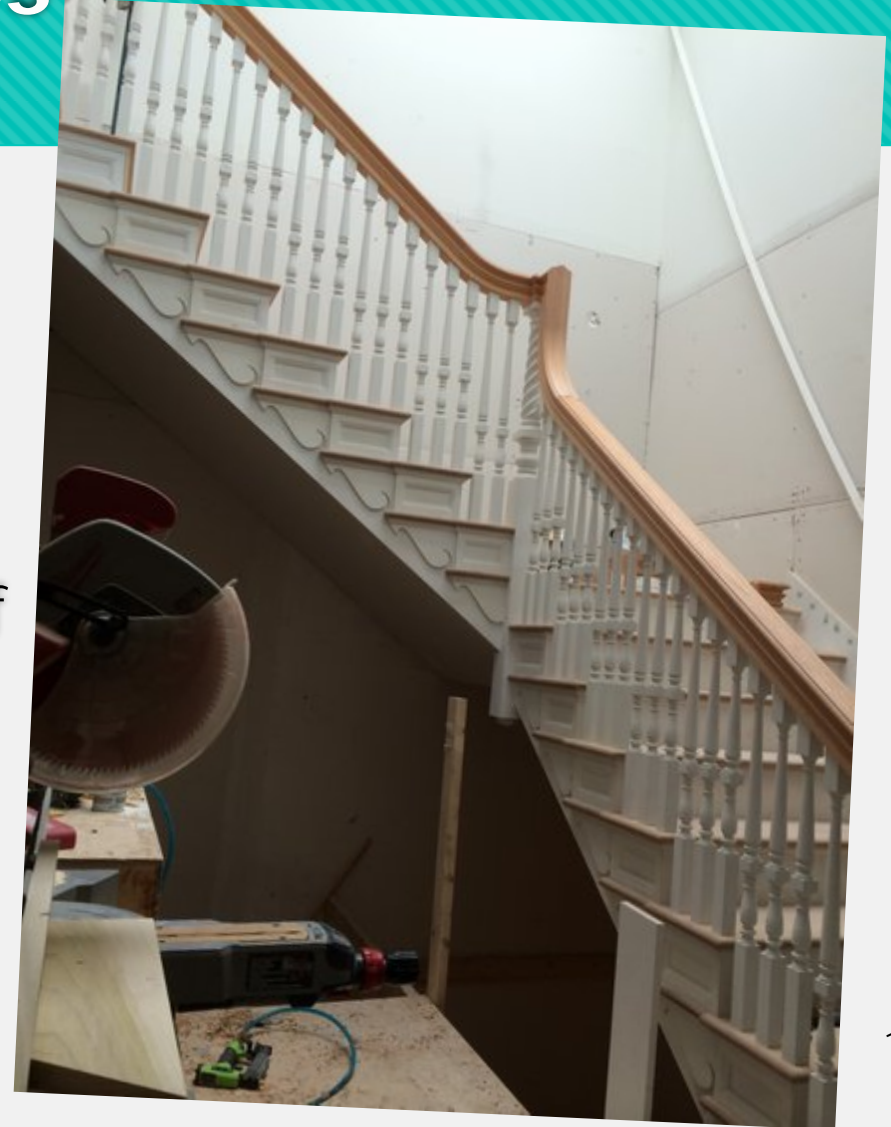
- Donors stewarded by MIT
  - IRDF gifts: tax deductible, MIT recognition with reunion and class credit
  - “Direct to FSILG” gifts: generally not tax deductible, MIT recognition
- Recognition by your own FSILG is the most meaningful
  - Utilize all communication channels to recognize and thanks donors
  - Thank promptly
- Outsourcing stewardship
  - Elevate/Stewart Howe or Pennington Alumni Services

# Support Available To You

- Advice and collaboration offered by Alumni Association and Resource Development staff
- Alumni Data (in accordance with data integrity and security compliance)
- Materials for training for best practices
- Assistance with FSILG donor recognition and stewardship
- CONTACT: Elena Byrne: Assistant Director, Student Alumni Relations  
[ebyrne@mit.edu](mailto:ebyrne@mit.edu)

# Capital Project Resources

- Funding Resources:
  - MIT's IRDF: Independent Residence Development Fund - Loans & Grants
  - SPGH: Society for The Preservation of Greek Housing
  - Other Third Party Vendors
- Back end operations





# IRDF: Independent Residence Development Fund

## ○ IRDF Loans

- Long-term low-interest (3+%) construction loans and permanent (30 year) mortgages
- Currently \$15 million principal in 38 outstanding loans
- IRDF Board of Allocation reviews all requests and submits recommendations to Treasurer
- Need to demonstrate plans for construction and loan repayment

## ○ IRDF Project Grants

- FSILG Cooperative Inc. Director Scott Klemm can help with estimate & application
- Reimbursement after work is complete
- Help with funding for most infrastructure, roof, and building projects (NOT: kitchen, baths, parking)

# More on IRDF Project Grants

- Minor IRDF Project Grants
  - Intended for smaller projects of \$100K or less
  - Plan and cost estimate required
  - Application deadline: November 1<sup>st</sup>, with decision by January 1<sup>st</sup>
  - Criteria considered: community participation, IRDF contribution history, good standing
- Major IRDF Project Grants
  - Intended for large projects
  - Requires significant planning and documentation
  - Chapter's capital campaign directs contributions to IRDF
  - Generally coupled with IRDF loan

# SPGH: Society for the Preservation of Greek Housing

- A 501(c)(3) qualified by the IRS to accept tax-deductible contributions to support Historic Structure Preservation
- SPGH Board includes architects and historic preservation professionals
- Eligibility
  - Requires Greek association
  - Requires historic recognition (e.g. historic districts in Boston and Cambridge)
  - Project must be for specific restoration, infrastructure, safety, etc. (Not for remodeling or modernization or any compromising of historic content)

# SPGH Fees and Mechanics of Giving

- SPGH “passes through” contributions
- Fees are 5% up to \$100K, 3% over \$100K with a \$25 minimum
- \$Nominal membership dues also required
- Donations acknowledged by MIT for chapter recognition





# Back End Operations

- Outbound
  - Campaign communications
  - Identifying higher capacity donors and making the “ask”
- Inbound
  - Preserve data integrity and confidentiality
  - Collecting & depositing checks
  - Accurate records of names and amounts of donations



# Key Contacts

- Alumni Association – Elena Byrne - [ebyrne@mit.edu](mailto:ebyrne@mit.edu)
- Division of Student Life - Bob Ferrara '67 – [rferrara@mit.edu](mailto:rferrara@mit.edu)
- IRDF – <http://web.mit.edu/irdf/> or [irdf@mit.edu](mailto:irdf@mit.edu)
  - Scott Klemm at FSILG Cooperative, [sklemm@fsilg.coop](mailto:sklemm@fsilg.coop)
  - Board of Allocation (Loans) – Dave Latham '61, Steve Stuntz '67, Susan Woodmansee '97
  - Grant Advisory Board – Tom Holtey '62, Bob Ferrara '67, Sara Wilmer '03
  - Administrator – Kevin Milligan, MIT VP of Finance Office
- SPGH – <http://www.spgh-foundation.org>
  - Tom Holtey '62, SPGH Board Member, [tholtey@alum.mit.edu](mailto:tholtey@alum.mit.edu)
- AILG Finance Committee
  - Ernie Sabine '66, Chair, [esabine@alum.mit.edu](mailto:esabine@alum.mit.edu)
  - Karl Buttner '87, Sigma Chi, [kbuttner@alum.mit.edu](mailto:kbuttner@alum.mit.edu)
  - Mike Feinstein '82, Beta Theta Pi, [mike\\_feinstein@alum.mit.edu](mailto:mike_feinstein@alum.mit.edu)
- Facilities Assessment & Building issues
  - Tom Stohlman '76, AILG Building Safety Facilitator, [bsf@mit.edu](mailto:bsf@mit.edu)