FSILG Fundraising

How MIT and the AILG 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
Your FSILG House

A1. Independent Residence Development Fund provides loans and project, annual and community grants.
A2. There are various leadership funds, WILG 501C3, and Student House 501C3.
B2. Fraternities and sororities have national housing corporations that support chapters across the country.
B3. The merger of Stewart Howe Alumni and The Laurus Group.
B4. Society for the Preservation of Greek Housing provides the Preservation Grant.

Funds can go through MIT or to the FSILG directly

Potential FSILG Donor

Via MIT

Directly to FSILG

A1: IRDF Tax-deductible
A2: Various Funds Tax-deductible
B1: House Corporation Tax-deductible
B2: National Foundation Tax-deductible
B3: Elevate
B4: SPGH Tax-deductible

$800k $20k $200k $20k $200k $2000k
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
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
  - Backend 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 1st, with decision by January 1st
  - 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
- Division of Student Life - Bob Ferrara ’67 - rferrara@mit.edu
- IRDF – http://web.mit.edu/irdf/ or irdf@mit.edu
  - Scott Klemm at FSILG Cooperative, 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, MITVP of Finance Office
- SPGH – http://www.spgh-foundation.org
  - Tom Holtey ’62, SPGH Board Member, holtey@alum.mit.edu
- AILG Finance Committee
  - Emie Sabine ’66, Chair, esabine@alum.mit.edu
  - Karl Buttnar ’87, Sigma Chi, kbuttnar@alum.mit.edu
  - Mike Feinstein ’82, Beta Theta Pi, mike_feinstein@alum.mit.edu
- Facilities Assessment & Building issues
  - Tom Stohlman ’76, AILG Building Safety Facilitator, bsf@mit.edu