

**MIT Alumni Association  
FSILG Fundraising Toolkit**

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## **I. Introduction**

The MIT Alumni Association (MITAA) is committed to preserving the FSILG system at MIT and values the contribution it brings to the entire community. However, due to MIT's status as a non-profit 501(c)3 organization, and its own fundraising needs, it has been difficult to determine what support we can effectively provide.

Through many past conversations with the Association's Board of Directors, and the Annual Fund Board, we have developed this comprehensive toolkit as a way to offer our expertise and advice to guide you through the fundraising process.

This document is a work-in-progress, and we hope it continues to evolve to suit your needs. We welcome your feedback, not only as a way to improve the toolkit, but also to share your comments with other houses that are going through similar campaigns. We hope to build a strong partnership with each of the houses and help build a network to foster idea sharing and communication among the houses active in fundraising.

Thank you, and good luck with your campaign!

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## II. How the MIT Alumni Association Can Assist FSILGs

### A. Data List Management

- **Information Updates.** The MITAA maintains MIT's official alumni database. Routine information screenings are conducted ensure the alumni data base is accurate, utilizing NCOA (National Change of Address) and other successful research firms. In addition, the alumni data base is kept accurate from the Association's direct mail and telemarketing efforts. Further, daily biographic updates are made by alumni themselves via the Alumni Association's "Infinite Connection" portal. In some cases, you may have the most accurate biographical information for an individual. By sharing information, and using a master list, a higher degree of accuracy can be obtained.
- **Mailing Lists.** Mailing lists can be pulled for newsletters or fund-raising initiatives on request. These lists cannot be shared with a third party (a full confidentiality and disclosure agreement is sent along with any data list).

### B. Alumni Relations

- **Events.** The Alumni Association manages highly successful events for alumni relations, donor cultivation, and donor stewardship. Individuals who plan events full-time are at your disposal to offer guidance and assistance should you decide to fund an event.
- **Newsletters.** The Association can customize existing templates for your alumni newsletters, or help you choose a company to outsource your production.
- **Email.** Many alumni groups choose to use the Association's ability to create email lists for your needs, for e-newsletters, announcements, etc. The "Infinite Connection" is a valuable tool to keep alumni engaged, at no cost to alumni or you.
- **Reunions.** Many alumni groups (such as MIT Crew) organize events during MIT reunions. While some organize activities independently of the Association, those that coordinate with the Association benefit from official program listing on the Web site and brochures.
- **IModules** This tool allows groups (classes, clubs, affinity groups, campus groups) to create Web registration forms for dues payments and event registrations, emails, etc. For additional information, or to set up training, contact Kim Balkus, Director, Training and Documentation at 617-253-8272.

### C. Fundraising

- **Web Giving.** If you have a method of accepting gifts over the web, the Annual Fund office can work with you to create a "support" presence on your own site.
- **Direct Mail.** Elevate (formerly Stewart Howe Alumni Services) is a recognized leader in support of FSILGs. For more information please visit <http://www.elevateims.com>
- **Phonathons.** The Annual Fund maintains a call center utilized by the Tech Callers (a paid student employee program) that adheres to today's strict telemarketing laws. We do not suggest organized phonathons on your own, but a sample script is attached if individuals would like to call their peers to solicit for gifts.
- **Volunteer tools.** To access the Annual Fund's best practices for volunteer solicitors in making the ask, handling objections, and more, please visit <https://alum.mit.edu/solicitors-guide-fundraising-volunteers>
- **Leadership Giving.** The Annual Leadership Giving team within the Annual Fund office can work with you on prospects at the Fund leadership giving level of \$2,500-\$99,999 and direct you to contacts in MIT's Resource Development office for major gift prospects of \$100,000+.
- **Stewardship.** The Annual Fund helps to track FSILG donors through the Institute and compiles this data for Annual Donor Listings hosted on the AILG website. This donor recognition shows gratitude to donors who gave directly to the FSILG community. The goal is to thank these donors and retain their support for fraternities sororities and other independent living groups across campus.

## **D. Anatomy of a Fundraising Campaign**

The best approach is to cultivate donors and train volunteers before your campaign, motivate them to keep make solicitations during, and to steward and thank donors after.

### **BEFORE**

- Make your own leadership philanthropic commitment to the fundraising initiative.
- With the support of your group's leadership, clearly identify and outline the goals of the fundraising campaign. Develop a plan for if the goals are not met at the end of the campaign.
- Consult with MIT Alumni Association staff on data available to you and to develop a comprehensive fundraising strategy that encompasses ongoing communications to report on general activity and outcomes of the fundraising initiative. Have your plan include ways to acknowledge donors for their support and encourages non-donors to consider financially supporting the FSILG. Consider whether or not you will incorporate special events or other projects or special activities in your plan.
- As part of the above fundraising strategy, consider the role of both direct giving to the house and giving through MIT. Both are important to the sustaining the houses and can complement one another in providing for separate needs of the living group.
- Develop a timeline and articulate roles of the constituencies involved with the fundraising effort. (e.g., Identify who will be personally soliciting your peers, from whom will the communications come, etc.?)
- Develop your fundraising case. (i.e., What is your "pitch"? Why is this specific support needed? Why now? How will it impact the FSILG?)
- Review your population and identify the top/key prospects who will be able to make leadership commitments and who will be personally solicited for his/her gift.
- Train/inform your volunteers. (e.g., Do they know the funds to which alumni can designate their gifts to support FSILGs? Do they know the mechanics of how to make a gift to MIT?)

### **DURING**

- Keep your volunteers, potential donors and other constituencies informed of your ongoing progress.
- Provide motivation or inspiration for volunteers and potential donors by sharing your example or that of others.
- Address any questions or concerns in a timely manner.

## **AFTER**

- ❑ Acknowledge donors to your fundraising initiative in the least with a thank you letter from the organizing committee on behalf of the FSILG.
- ❑ Discuss with MITAA staff potential next steps.
- ❑ Follow-through with your strategic plan to keep your donors and non-donors involved and informed about the ongoing activity of the FSILG.

## **III. Fundraising Options to Support FSILGs at MIT**

### **A. Introduction**

The Fraternities, Sororities, and Independent Living Groups need alumni help to really prosper. With a number of mechanisms in place, FSILGs can produce the necessary annual operating support, as well as pursue major fundraising initiatives for specific needs such as renovating the house or adding on a new room. In addition to providing financial support for individual houses, MIT has also established a number of funds to benefit of the entire FSILG community.

### **B. Direct Chapter Support Fundraising Drives**

Giving directly to an FSILG has a long history at MIT. Because most chapters, with the exception of Student House and WILG, are incorporated as 501(c)7 corporations, gifts made directly to the FSILGs are not tax-deductible. Annual direct support for FSILGs can often be raised through websites, mail, email and phonathons. Houses that run fundraising campaigns often invest resources in a company such as Stewart Howe Alumni Service that specialize in alumni relations. Such companies utilize data obtain from the MIT Alumni Association (MITAA) to coordinate mailings, produce newsletters and generally manage the logistics of such initiatives. Stewart Howe has agreements with approximately 20 chapters at MIT and gets paid from the proceeds of the fundraising mailings.

Many chapters have used “anniversary” occasions to kick-off fund drives. Such occasions present great opportunities to invite alums back to campus and reacquaint them with the life of the chapter.

### **C. Major Chapter Fund Drives or Project-Oriented Giving**

While direct chapter support can often be obtained through direct mail and phonathons, larger chapter needs often require a multi-pronged strategy that encompasses websites, mail, email, phone and face-to-face solicitations. For such larger fundraising initiatives, your chapter may want to work more closely with MITAA staff to develop a

comprehensive fundraising plan. Every major MIT FSILG construction or renovation project has taken out an IRDF loan to finance the necessary work, and, therefore, it could be valuable to consult with MIT staff. While you may still choose to provide the option to your peers both the “give direct” and “giving through MIT” options, MIT staff help guide you to useful resources.

#### **D. Independent Residence Development Fund (IRDF)**

The primary MIT fund that has provided support for FSILGs is the Independent Residence Development Fund (IRDF). This fund provides loans and grants capital improvements and renovations for FSILGs.

More details on this fund can be found on the IRDF Web site at <http://web.mit.edu/irdf>

Gifts to the IRDF are tax-deductible to the donor and may be matched by the donor’s employer depending on the company’s policies. As gifts to MIT, the Annual Fund may seek to raise funds for the IRDF, and collaborates closely with the Division of Student Life.

Giving to the IRDF is promoted via [giving.mit.edu](http://giving.mit.edu), direct mail, email, telemarketing, crowdfunding, giving days, reunion class gift campaigns, and leadership-level face-to-face solicitations.

The Annual Fund recognizes leadership with the William Barton Rogers Society (WBRSS) and loyalty giving with the 1861 Circle. For more information about recognition societies please visit:

- <https://giving.mit.edu/recognition/>
- <https://annualfund.mit.edu/wbrs/>
- <https://annualfund.mit.edu/1861circle/>

#### **E. Other MIT fund accounts that Benefit FSILGs**

In addition to the IRDF, MIT has several accounts that benefit the broader FSILG community:

- Alpha Phi Alpha Community Service Fund 2720014
- FSILG Education and Development Expendable Fund 3999900
- FSILG Education and Development Fund 3651175

Student House Fund 2732265

*With 501(c)3 status, Student House is able to accept tax deductible gifts via MIT.*

## **F. FSILG Scholarships**

Scholarships can be established to benefit members of an FSILG as a preference. While MIT cannot guarantee funds will support a specific house, it is a rare occasion that the intention cannot be honored. If your house would like to establish a scholarship fund, please consult the MIT Alumni Fund Office.

AEPi Class of 1961 Scholarship Fund 3328700  
Alpha Chi Sigma Fund 3613000  
Alpha Chi Omega Scholarship Fund 3329290  
Class of 1938 Beta Theta Pi Scholarship Fund 3383100  
Class of 1963 PDT Scholarship Fund 3387000  
Robert S. Faurot '44 (DKE) Scholarship Fund 3420000  
Fred Fenning '77 (TEP) Fund 3420400  
Richard P. Feynman '39 (PLP) Scholarship Fund 3420500  
Sigma Nu Class of 1955 Scholarship Fund 3551700

## **G. Ways of Giving to MIT**

MIT accepts cash, checks, credit cards, PayPal, stock transfers, and more. For full details please visit <https://giving.mit.edu/ways>

## **H. Information Sharing Policy**

The MITAA will share select information with the alumni leadership of fraternities, sororities, and independent living groups (FSILGs).

The MITAA will provide biographic information (addresses, phone numbers, email addresses) to keep FSILG databases up to date.

To see annual donor histories of individuals see below.:

- <https://giving.mit.edu/recognition/>
- <https://annualfund.mit.edu/wbrs/>
- <https://annualfund.mit.edu/1861circle/>