

FSILG Fundraising

How MIT Can Help



Welcome!

Today's agenda:

- Introductions
- Fundraising resources & best practices
- Project financing



Fundraising: An Overview

- About the MIT Annual Fund and Alumni Association
- Getting ready
- Launching your campaign
- Campaign best practices
- Support available to you

The MIT Alumni Association

- MITAA: The Annual Fund & Alumni Relations
- MIT's Independent Residence Development Fund
- Current FSILG engagement, solicitations, and stewardship

Past Collaborations

Groups who have benefited from working with the MITAA:

- Phi Beta Epsilon
- Chi Phi
- Sigma Chi
- Theta Chi



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?



Launching Your Campaign

- Set Goals
- 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 non-alumni
 - Parents: they are far more interested than you think, and are engaged with your house right now
 - 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 and regularly
- Outsourcing stewardship
 - Steward Howe Alumni Services

Support Available To You

- Consultation(s) and advice offered by Annual Fund staff and Resource Development staff
- Lists of alumni and insights about potential prospects
- Training for best practices
- FSILG donor recognition and stewardship
- Alumni Relations support

Alumni Association Contacts

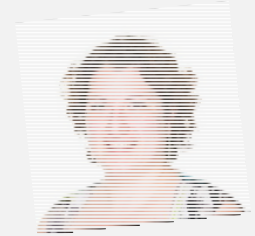
- Steve McAlister, Director of the MIT Annual Fund

- stevemca@mit.edu



- Tina Margiotta '11, Associate Director, Class & Affinity Giving

- camargio@mit.edu



- John Dolan, Assistant Director, Campus Affinity & Student Alumni Relations

- jdolan@mit.edu

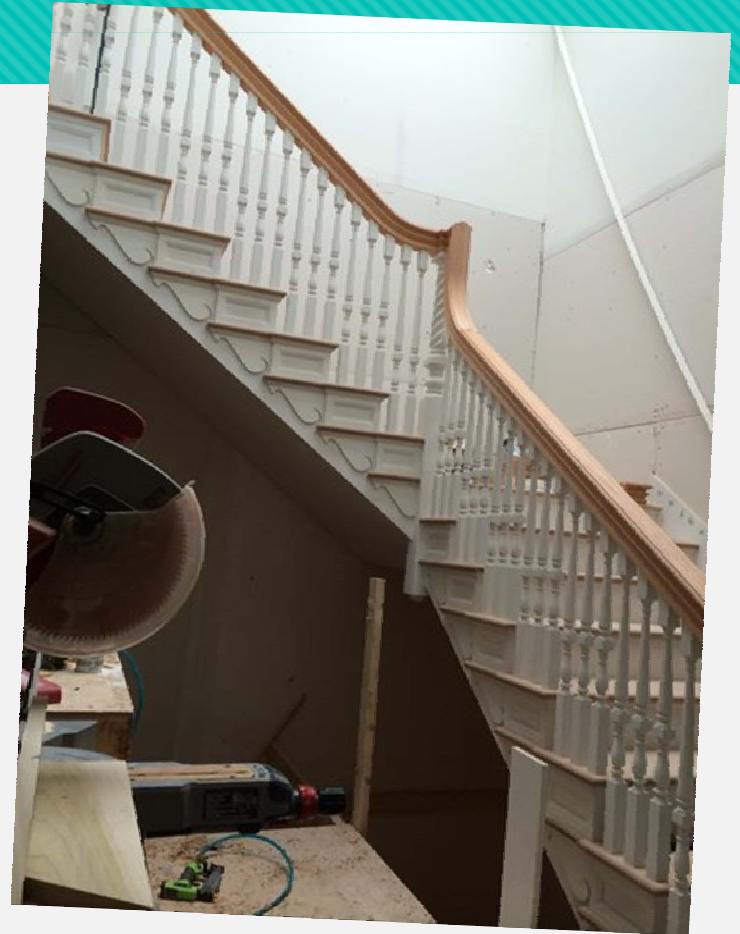
- Hannah Schiller '14, Program Assistant

- hfschill@mit.edu



Capital Project Financing & Logistics

- Funding Resources:
 - IRDF: Independent Residence Development Fund
 - SPGH: Society for the Preservation of Greek Housing
- Back end operations



IRDF: Independent Residence Development Fund

○ IRDF Loans

- Long-term low-interest (3+%) construction loans and permanent (30 year) mortgages
- Currently \$14.5 million principal in 46 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

- 100% funding for purely educational projects
- 100% funding for incremental cost of handicapped access projects
- 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 range from \$20 to ½% depending on amount of transaction
- 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

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, Sarah Wilmer '03
- Administrator – Kevin Milligan, MIT VP of Finance Office

SPGH – <http://www.spgh-foundation.org>

- Tom Holtey '62, Board Member tholtey@alum.mit.edu

ALG Finance Committee

- Ernie Sabine '66, Chair, esabine@alum.mit.edu

All other questions

- Bob Ferrara '67, Senior Director, Division of Student Life, rferrara@mit.edu

