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)
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/](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](http://www.spgh-foundation.org)
- Tom Holtey ’62, Board Member holtey@alum.mit.edu

AILG 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