

# MIT Basketball Campaign

getting  
started

COMMITTEE HANDBOOK



The Association of Alumni and Alumnae of MIT was founded in 1875. Its mission is to serve the needs of MIT and its alumni. The Association serves its alumni constituency by offering a variety of programs, activities, online services, and events that provide connections to the Institute and their fellow alumni. The Association serves MIT's need for leadership, volunteer commitment, financial support, and communications, including public relations.

MISSION STATEMENT

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# Welcome from the MIT Annual Fund

Dear Volunteer,

Thank you for volunteering for the Men's Basketball Fundraising Committee. Your conversations with fellow alumni will not only provide you with an opportunity to reconnect personally, but also to educate your peers about the ways in which they can support basketball and MIT.

The following pages offer ideas on how to successfully engage and solicit your fellow alumni, and also address the most frequently asked questions about giving to MIT. Whether you are new to fundraising for MIT or a true veteran, we recommend that you use these materials as a resource in your efforts.

I look forward to working with you in the coming months. On behalf of MIT and the Annual Fund, we extend our sincere gratitude to you for your participation on the Men's Basketball Fundraising Committee.

With appreciation,

A handwritten signature in black ink that reads "Theresa Lee". The script is fluid and cursive, with the first letter of each name being capitalized and prominent.

Theresa J. Lee  
Director, MIT Annual Fund

# Solicitor Assignments & Preparing for Solicitations

Personal solicitation is vital to a successful reunion gift campaign. Goals are most effective when communicated in person, and peer-to-peer solicitation is more personal and productive than solicitation from a stranger. Each committee member is responsible for personally soliciting approximately 10-12 alumni.

## Criteria used for segmenting and assigning prospects

- Feedback provided by the committee via the screening process
- Living groups or other affinity groups
- Course of study
- Information from MIT staff who have had contact with the prospect
- Geographic region
- Giving history
- Personal friendships
- Professional affiliation

## A Note on Prospect Assignments

During the screening process, each committee member will have the opportunity to indicate which alumni he would prefer to contact. Inevitably, multiple members of the committee will request to solicit the same prospect. In this case, the first person who chooses to solicit that person via the Prospect Management Tool will be

assigned as the solicitor. However, a swap may be negotiated between committee members if one feels strongly that they should act as solicitor. Additionally, you may be asked to call to some alumni whom you do not know personally.

## Prospect Information

For each prospect, a prospect information form will be available via the Prospect Management Tool online. This form contains key information including the person's contact information, giving and volunteer history, student activities and living

groups, suggested talking points, and target ask amounts for your solicitation.

# The Prospect Management Tool

This tool can be used to:

- select prospects for solicitation
- retrieve prospect information including giving history, gift designations, student activities, current hometown, and place of employment
- keep track of your prospects over the course of the Reunion Gift Campaign
- monitor the overall committee progress
- keep track of your contacts with alumni

## Prospect Selection

CLASS OF 2013  
Prospect Selection

Welcome! Please use the information below to choose your prospects for the current fund year. You may use the filters on the left to narrow down your search or you can browse through all of the prospects for your class by last name. Clicking on a prospect name will display a summary of his/her detailed bio. When a prospect has already been selected by another volunteer in your class, the check box will not appear. Finally, all Rated Prospects are identified by the P symbol in the Rated Prospect column. Feel free to select these prospects, but please wait to contact him/her until you've heard from your staff liaison.

Questions? Send email to [classgiving@mit.edu](mailto:classgiving@mit.edu). Need help getting started — [watch a short training video](#).

1

**FILTERS**  
First Name  
Last Name  
City  
State  
Any  
Country  
Any  
Course  
Any  
Living Group  
Any  
Student Activity  
Any  
Sports  
Any  
Company

A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z | View All

Review & Submit

Select	Name	Home City, State/Country	Rated Prospect	Assigned to
	<a href="#">Carberry, Peter</a>	Cambridge, MA		Alexander Bartell
	Course: 2013 SB - Bachelor Of Science Course 5 - Chemistry; Living Group: Student Activity: Arts and Technology Group, Nu Delta, WTBS Radio Sports: Intramural Crew, Var Men's Heavyweight Crew Company: Fidelity Investments Profession: Marketing/Sales <a href="#">close summary</a>			
4	<a href="#">Carter, Terese</a>	Cambridge, MA		Alexander Bartell
	<a href="#">Coolidge, Steven</a>	Cambridge, MA		Alexander Bartell
	<a href="#">Dwight, Carter</a>	Cambridge, MA		Alexander Bartell
<input type="checkbox"/>	<a href="#">Edison, Laura</a>	Cambridge, MA		

1 Here you can sort by any number of filters to find your potential prospects.

2 You can browse by name using first letter of last name.

3 When you click on a prospect's name, a short bio will appear. A longer bio will become available once you've selected your prospects.

4 If a prospect is available for selection, a box will appear next to their name. If a prospect has already been selected by another committee member, you will see the solicitor's name in the "Assigned To" column.

CLASS OF 2013

## Prospect Selection Confirmation

Your selected prospects will not be assigned until you click **Submit Final Picks**.

**1** [Remove Prospects](#) [Make Additional Picks](#)

Remove	Name	Home City, State/Country	Rated Prospect
<input type="checkbox"/>	Edison, Laura	Cambridge, MA	
<input type="checkbox"/>	Herbert, Clover	Cambridge, MA	

**2** [Submit Final Picks](#)

**Windows Internet Explorer**

Once prospects are chosen, they cannot be removed from your list. In order to remove them, please contact your staff liaison.

Are you sure you're ready to submit?

[OK](#) [Cancel](#)

**3**

- 1** You are still able to make additional selections or remove chosen prospects.
- 2** Your selected prospects will not be assigned until you click “Submit Final Picks”.
- 3** A pop-up screen will appear, alerting you that once prospects are chosen, they can’t be removed. After this point, to remove a prospect, contact your staff liaison.

CLASS OF 2013

## My Prospects

Congratulations! You have selected your prospects for the year. You may choose to view either a summary or a more detailed bio for each prospect. Rated prospects (alumni who may be interested in or capable of making a gift of \$100K+) are identified by the P symbol in the Rated Prospects column. Please wait to hear from your staff liaison before contacting him/her. Current year donors are identified by a \* next to their names.

Want to add more prospects to your list? You can do so in [Prospect Selection](#).

**1**

Name		Home City, State/Country	Rated Prospect
Carberry, Peter	<a href="#">view summary</a> / <a href="#">view detail</a>	Cambridge, MA	
Carter, Terese	<a href="#">view summary</a> / <a href="#">view detail</a>	Cambridge, MA	
Coolidge, Steven	<a href="#">view summary</a> / <a href="#">view detail</a>	Cambridge, MA	
Dwight, Carter	<a href="#">close summary</a> / <a href="#">view detail</a>	Cambridge, MA	
<b>Course:</b> 2013 SB - Bachelor Of Science Course 21 - Humanities; <b>Living Group:</b> <b>Student Activity:</b> Concert Jazz, Delta Kappa Epsilon, MIT Tour Guides <b>Sports:</b> Equestrian Club, Var Men's Fencing <b>Company:</b> Kimpton Hotels & Restaurants <b>Profession:</b> Management/Administration			
	<a href="#">close summary</a>		
Edison, Laura	<a href="#">view summary</a> / <a href="#">view detail</a>	Cambridge, MA	
Ford, Scott	<a href="#">view summary</a> / <a href="#">view detail</a>	Cambridge, MA	
Harrington, Patricia	<a href="#">view summary</a> / <a href="#">view detail</a>	Cambridge, MA	
Herbert, Clover	<a href="#">view summary</a> / <a href="#">view detail</a>	Cambridge, MA	

**2**

- 1** Here you can view either a summary or detailed bio of your prospects
- 2** Prospects being cultivated by Resource Development will have a “P” in this column. Please wait until you speak with your staff liaison before contacting these prospects.



## My Prospects: Detailed Bio

**Mr Peter Carbarry**

**Home Address:** 993 Roosevelt Circle  
Cambridge, MA 02139  
**Home Phone:**  
**Mobile Phone:** 617-555-1211  
**Email:** peter\_car@fidelity.com  
**Spouse:** Caroline Carbarry  
**Business Address:** Account Manager  
Fidelity Investments  
**Business Phone:**

**1** Biographical information about the prospect.

**MIT Information**

**Course:** 2013 SB - Bachelor Of Science Course 5 - Chemistry;  
**Living Group:**  
**Student Activity:** Arts and Technology Group, Nu Delta, WTBS Radio  
**Sports:** Intramural Crew, Var Men's Heavyweight Crew  
**Committee Involvement:**

**2** MIT Information: course, living group, student activities, sports, current or prior committee involvement.

**Giving History**

Gift Type	FY2006	FY2007	FY2008	FY2009	FY2010	5 Year Totals
Actual Gift	\$0.00	\$0.00	\$0.00	\$300.00	\$900.00	\$1,200.00
Cross Credit Gift	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Matching Gift	\$0.00	\$0.00	\$0.00	\$0.00	\$900.00	\$900.00

**Years of Giving:** 2  
**Lifetime Giving:** \$1,200.00  
**Largest Annual Giving Total:** \$300.00  
**Pledge Balance:** \$0.00  
**Reunion Gift Total:** \$2,100.00  
**Matching Gift Employer:** No

Will your employer match your gift? [Find out now!](#)

**3** Giving history includes lifetime giving, largest annual gift, pledge balance, reunion gift, and indicates if they work for a matching gift company.

**Gift & Pledge Details**

Fiscal Year	Date	Amount	Designation	Gift or Pledge
2010	7/15/2009	\$900.00	Graduate Fellowships in the Department of Chemistry	Gift
2009	10/27/2008	\$300.00	Graduate Fellowships in the Department of Chemistry	Gift

**4** Details past gifts and pledges, including gift designation.

**Ask Amounts**

**Ask Amount 1:** \$0.00  
**Ask Amount 2:** \$0.00  
**Ask Amount 3:** \$0.00

**5** Lists 3 suggested ask amounts.

**Enter Notes**

Enter your notes here:

Maximum 1000 characters. This field does not allow HTML tags.

[Add Note](#) [Reset](#)

**6** Here you can record notes on any communications you have with the prospect.

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## My Dashboard

A message from your Annual Fund staff liaison, **Jason Walker**:



Thank you for volunteering! Encouraging others to participate as donors and increasing the number of alumni who give each year demonstrates your commitment to maintaining MIT's excellence.

Participation Matters.

### My Progress

# Selected Prospects: 12  
# Donors: 5  
Total \$ Raised: \$6,650.00

### Committee Progress

# Selected Prospects: 12  
# Donors: 0  
Total \$ Raised: \$0.00  
# Unassigned Prospects: 0

### Goals & Progress

Class of 2013 Participation / Goal: 0% / 34%

Annual Fund Participation / Goal: 0% / 36%

### Class of 2013 Top 5 Performers (Donors / Prospects)

Alexander Bartell: 5/12

1

Here you can monitor both your progress and the committee's progress.

2

The committee's top performers are highlighted

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## My Reports

You may download the following reports within the current fiscal year:

- [Personal progress report](#)
- [Annual Fund weekly report \(pdf\)](#)

Download Report

Last Name	First Name	Current Year Gift Total	Current Year Matching Gifts	Pledge Balance
Carbary	Peter	\$900.00	\$900.00	\$0.00
Carter	Terese	\$0.00	\$0.00	\$0.00
Coolidge	Steven	\$1,500.00	\$1,500.00	\$0.00
Dwight	Carter	\$0.00	\$0.00	\$0.00
Edison	Laura	\$500.00	\$500.00	\$0.00
Ford	Scott	\$0.00	\$0.00	\$0.00
Harrington	Patricia	\$0.00	\$0.00	\$0.00
Herbert	Clover	\$0.00	\$0.00	\$0.00
Leoni	Andrew	\$0.00	\$0.00	\$0.00

1

Reports show personal progress and annual fund weekly progress.

2

Click "Download Report" to save as an Excel document or another format.

## Understanding the Prospect Mangement Tool

There will be a set period of time in the fall, during which you can select prospects. During this period, you can always return to your “My Prospects” page to select additional prospects. After this, the prospect pool will close until spring solicitations.

Need help? Watch the training video here: <https://alum.mit.edu/prospect/help.vm>

Still have questions? Contact your staff liaison below.

Theresa Lee    [teejlee@mit.edu](mailto:teejlee@mit.edu)    617-252-1491

### Preparing for the Solicitation

Preparing for each solicitation call or visit is particularly important. Even if you know the person you are calling, it is helpful to review each prospect’s information

You should also be familiar with things like the class project and the reunion gift crediting period for your reunion.

Remember, if you have any questions or uncertainties, your Annual Fund staff representative will be available to assist you to ensure that you are ready to make the call.

- Learn everything you can about the prospect you’ll be calling on, including their giving history.
- Give some thought as to how you’ll express the amount of your request. Say it out loud several times before your conversation.
- Practice: write out what you plan to say during the call.
- Write down all the reasons your prospect may try to put you off, and practice your responses.
- Call on your best prospect first.
- Remember to enter your discussion with empathy, energy and enthusiasm.

The Golden Rules of Fundraising

—Excerpt from *Asking*, by Jerold Panas

## Making the Ask

As a Campaign Committee member, you are an ambassador to your fellow alumni on behalf of the committee and MIT.

While face-to-face solicitations are generally the most productive, you will likely choose a geographically diverse group of prospects. Therefore, telephone contact is usually recommended and can be very effective in engaging and soliciting your prospects.

The process of making the ask can be viewed as both an art and a science—there are certain tactics that will improve your success in closing a gift, but you must also use your intuition to help affect the outcome.

The pages ahead are a compilation of articles and tips that will provide further reference as you prepare for your calls.

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“Donors don’t give to institutions. They invest in ideas and people in whom they believe.”  
—G.T. Smith

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“It is every man’s obligation to put back into the world at least the equivalent of what he takes out of it.”  
—Albert Einstein

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### The Selling Process

All work that people do is, in some way, part of a process. A process is a systematic series of steps that take place in a definite sequence. When processes are left to the whims of each individual practitioner, the lack of a defined process makes it very difficult to grow the necessary functional skills through the sharing of best practices.

On the other hand, when the steps in the process are clearly specified there is a great opportunity for continuous improvement through experience, teamwork, and analysis. Selling is an important skill for all people in business and outlined on the following page are the principal steps in the selling process.

Make sure that you have **CONFIDENCE** in the product, service, yourself, and the organization that stands behind the product. Do not only wait for the company to explain all about the advantages of the product and the strengths of the company. Analyze how you perceive the weaknesses you have experienced and then do the work required to understand what you need to know about how the product and the company “make a contribution” to the customer, industry, and society.

Develop a **RELATIONSHIP** with the potential customer. Your chances of winning are much greater if you are dealing with a friend. The goal is to build trust. In a meeting with a stranger or when calling on a new account, an explicit need is seldom expressed until friendly communication is established.

The next step is **DISCOVERY**. Ask many questions until the customer’s needs and wants become clear. Not asking enough questions is the most common failure of inexperienced people in sales situations. Most sales arguments for a product or service can be phrased as questions, which allow the discovery phase to focus on the relevant issues.

**ADVOCATE** your product or service only when you have enough information and aim your “pitch” to the stated needs and desires. Never hesitate to ask more questions unless immediate enthusiasm is expressed for your solution to the customer’s problem. Successful advocacy should result in your becoming a counselor or advisor to your customer.

More than half of human communication is non-verbal. When advocating, learn to watch facial expressions and body language carefully. The customer may be using the words you want to hear, but the facial expressions and body language may be telling a different story. It is listening that is defective in human beings and better articulation generally does not help. Moving back to discovery by asking more open-ended questions to better focus advocacy to the customer’s needs is the right answer.

Once the customer has accepted your sales arguments, **SUPPORT** the customer by frequent follow up. If the customer is not willing to spend time with you, you are probably losing to the competition or other alternatives.

—Presented at the 2003 Alumni Leadership Conference by  
former MIT Chairman of the Board Alex d’Arbeloff

## The Art of Solicitation

Once you have reviewed your prospect assignments, including research and background information provided by the staff, you're ready to make your calls. The solicitation call is generally regarded as a multi-step interaction.

For your benefit we have drawn together an overview of the solicitation process. Note that the sequence of these steps is fluid and can differ from one call to the next. Generally, however, these steps represent the typical flow that a call follows.

- 1. IDENTIFY YOURSELF** as a fellow alumnus participating in the men's basketball campaign.
- 2. ESTABLISH RAPPORT.** This step is the most important. Through reconnecting with your fellow alumnus, you can learn more about his current state of mind, significant life events, and overall impressions he has of MIT. You may want to use a discussion about friends, careers, or activities at MIT that you shared in common as lead into the conversation. Ask him to hold dates for upcoming basketball events.
- 3. STATE YOUR PURPOSE.** Share your enthusiasm. Explore your prospect's interest in making a gift to the basketball campaign, ascertain if this is something that he/she has considered, and what his/her philanthropic priorities are—at MIT or elsewhere.
- 4. ASK FOR A SPECIFIC AMOUNT.** Recommended target amounts are included in the prospect assignment reports available on the Prospect Management Tool. In asking for a gift or pledge, the ask amount will often exceed past annual giving levels. Because the basketball campaign is a vehicle for asking all basketball alumni to participate in the effort to support basketball, suggest an initial amount that reflects past gifts. If the person objects to that initial amount, suggest a level of \$110 to commemorate the 110th anniversary of basketball. If that is not possible, ask the person to make a gift at whatever level possible with the ultimate objective of having everyone participate (teamwork!). Be sure to check whether their company offers gift matching, as this may influence their giving level.
- 5. LISTEN.** Once the solicitation is presented, allow your prospect some time to mull it over and to respond. Remember, whereas you've had time to prepare for the call, this may be the first time your prospect has considered his own gift. If the prospect agrees to the ask amount, discuss the appropriate gift designation and terms of the gift.
- 6. THANK THE DONOR.** When you reach an agreement on the gift, restate what it is they have agreed to donate. Express gratitude, and explain again how the gift will have an impact basketball. Thank your fellow alumnus for speaking with you and for helping the team.

## The Importance of Being a Good Closer



Don't leave anything open, unless the prospect hasn't yet made a decision. If she needs more time, find out how much. If he needs more information, get the information to him as quickly as possible.

Be sure your agreements are clear. Be enthusiastic and appreciative of the gift. Make your exit smooth and gracious, and be sure the person receives a thank you from you within 24 to 48 hours.



—From *Over Goal! What You Must Know to Excel at Fundraising Today*, by Kay Sprinkel Grace

From the Experts

## Engaging Your Prospect

1. Be honest.
2. Be sincere and let your commitment show.
3. Be prompt. Reply as quickly as you can to any requests or questions from prospects.
4. Communicate regularly. Regular planned communication keeps donors in touch, informed, and involved.
5. Be interesting and memorable.
6. Be involving. Do not let donors take a passive role. Ask for their opinions, contributions, and even complaints. Encourage feedback. Invite them to events.
7. Be cheerful and helpful.
8. Be faithful. Stand by your promises. Let donors see that you are trustworthy.
9. Be cost-effective. Show your donors that their money is in good hands.

—From *Relationship Fundraising, A Donor-Based Approach to the Business of Raising Money*, by Ken Burnett

## The Importance of Making Your Own Commitment Before Soliciting Others



### Example

I am going to ask you, John, to share with me in this program. But, before I do, let me tell you what Felicity and I decided to give. We're giving \$\_\_\_\_\_. You know us pretty well and you know that will really stretch us. It's the largest gift we've ever made to anything. We thought about it for a long time, we discussed it... We decided that this program was so important...



—From *Asking*, by Jerold Panas



## A Note on Objections

Depending on the response, you may need to negotiate a new gift amount with the donor in order to reach a level that is comfortable for him or her.

If the prospect objects to your solicitation, explore the reason for the reluctance. Objections are opportunities to learn what MIT could be doing better to serve its alumni. They are also a way to open the door to building a relationship—with the Institute and with you as a fellow alumnus—and may ultimately result in a gift.

Ahead in this manual, there is a section devoted to objections will help you in responding to particular reasons prospects will raise for not giving to MIT. By listening to your fellow alumni and by working through the objections, you may be able to address

the source of resistance. Or, in some cases, merely through your good listening skills, the prospect may decide that the reason for not giving to MIT is less significant than the reason for giving.

If you're unable to overcome the objection(s) outlined by your prospect (and if it seems the door is still open to future discussion about the matter), ask if your prospect is willing to give your solicitation additional thought, and if you may get back to him or her after providing additional time to consider your request.

If you encounter a situation where you are uncertain of appropriate next steps, contact your Annual Fund staff representative for assistance.

## After the Call:

### Record the Details of the Call

Whether you've received address updates or details regarding the designation of a gift or pledge, be certain to record this information on your solicitor report form and return it to MIT. The staff counts on you to share this information so that alumni records can be kept up-to-date. The sooner you return this information, the more efficiently MIT can adjust its communication strategies with alumni. For example, if your prospect makes a gift or pledge, we will exclude him/her from future solicitations.

### Follow Up

In addition to following up with your staff representative by sending updates and solicitation reports, please also take time to follow up with the prospect you've contacted.

Send a thank you note. Remember to include a contribution form and reply envelope for the prospect to use in submitting his or her gift.

## Donor Recognition

MIT recognizes Annual Fund donors for their annual support each year on the MIT giving website. All donors in FY11 will be listed online alphabetically, not according to gift size. If anonymity is requested, please make certain to inform MIT staff.



# Solicitation Check-list

## Before

- ❑ Read the prospect information report.
- ❑ Familiarize yourself with the basketball campaign.
- ❑ Check if they qualify for the Matching Gift Program.

## During

- ❑ Introduce yourself, and engage the prospect in discussion as time allows.
- ❑ Thank your prospect for past giving; explain your purpose in calling.
- ❑ Listen to your prospect; listen for clues to help in making the ask.
- ❑ Present the basketball campaign, including goals, status, and class project.
- ❑ Ask for a specific amount.
- ❑ If no, negotiate, and suggest a different amount or designation.
- ❑ Close; confirm the commitment or the outcome of the discussion.
- ❑ Thank your fellow alumni for making a gift and taking the time to speak with you.

## After

- ❑ Record the outcome in the notes section on the Prospect Management Tool.
- ❑ Send prospect thank you note, contribution form, and any follow up materials.

# Objection Handling

Objections in response to a solicitation are common; however, not all objections should immediately be interpreted as an outright refusal to give. In fact, initial objections can often turn into a gift. The following are common questions, issues, and concerns you may encounter while calling on your prospects:

## **Q Why does MIT need the money?**

The endowment per student at MIT is among the lowest for any research university, including Stanford and Caltech. Without alumni support, tuition would increase dramatically, out of reach of many of the best and brightest students. Over 60% of the Institute's expenses are financial aid payments and faculty/staff salaries—a true investment in people.

## **Q I support other causes instead.**

Alumni who make this statement are clearly philanthropically inclined. Because they support other causes, they understand the importance of helping organizations accomplish their objectives. MIT needs their support for the same reasons. The cost of recruiting the brightest students, attracting and retaining a world-class faculty, and maintaining and developing facilities that support the process of learning and research, is staggering.

Ask the prospect to recognize the impact that their MIT education had on his/her personal and professional life and to give accordingly. Also, find out what other causes the prospect supports, as there is likely a programmatic area at MIT that reflects his/her philanthropic interests.

## Best Practices

### **1. Listen carefully.**

The prospect's objection may be based on a misunderstanding, which you may be able to clarify.

### **2. Don't judge the prospect**

Respect his/her points of view, even if they run counter to yours. Your task is to offer that person a way to support MIT that is aligned with his/her interests and priorities. An impartial and pleasant tone conveys professionalism and leaves the proverbial door open for future contact.

### **3. Gratitude**

Thank the prospect for his/her time, ideas, suggestions, financial support, honesty, or any element of the conversation which merits an expression of gratitude.

### **4. Maintain your composure**

Careful listening and a positive demeanor can turn a good solicitation call into a great one, and a potentially unpleasant call is an opportunity for you or the Institute to re-engage a disgruntled or unwilling prospect. The outcome of the call is not always the gift itself, but rather the relationship that is created.

**Q My child has not been admitted to MIT.**

This may be the most difficult objection to field, because there may not be anything you can say that will be helpful. In the 2008 admissions cycle, 13,396 applicants applied for 1,589 openings in the freshman class. 1,051 freshman students enrolled for the 2008-2009 academic year. Admission to MIT is extremely competitive—just under eight percent of the people who apply are generally admitted.

**The quality of life at MIT was**

**Q disappointing.**

The Dean of Student Life has implemented many of the recommendations from the students, faculty, and alumni in recent years. These changes include both physical plant improvements and a critical evaluation of faculty/student interaction.

Some of the results of MIT's commitment to improving the student experience include the Zesiger Fitness and Athletic Center, the development of new residential spaces and programs, the Stata Center, which incorporates concepts of the student experience into its design, and a renewed emphasis on the Independent Residence Development Fund, which provides grants to independent residences for student leadership and educational programs.

**Does MIT address global problems such as cancer, Alzheimer's, pollution, & terrorism?**

**Q** Yes. Many of MIT's graduates continue to assume leadership roles in society, on both the national and global levels. From Pulitzer Prize winning faculty, to United Nations officials, MIT graduates are on the leading edge, directing public and private initiatives aimed at helping to solve these problems. Examples of MIT programs that address broad-based societal concerns include the Center for Cancer Research, the McGovern Institute for Brain Research, the Laboratory for Energy and the Environment, and the Institute for Soldier Nanotechnologies.

**Q I have to talk with my spouse/family.**

I am so glad you are considering getting involved. I can understand that you would want to talk it over with your spouse. Let's arrange a time for me to call back. I can also send you a contribution reply form to review and complete by the fiscal year end, June 30th.

**Q I'm in graduate school and paying tuition/still paying college loans/ paying for my children's/grandchildren's education.**

I understand that tuition for \_\_\_\_\_ can be quite high. But please consider that our primary concern this year is to raise the overall participation rate, so it is not the amount of money that is important, but rather that our alumni show their support at a level that fits their budget.

**Q I've already made a gift this year.**

Thank you very much for your gift. I hope we can count on your support in the future. (Ask for a gift upgrade when appropriate.)

**Q I would like to think about it.**

I am so glad you are considering getting involved. Can we arrange a time for me to call back once you have given this additional thought? I can also send you a contribution reply form to review. Is there any additional information that I could send?

**Q MIT has such a large endowment. How will my \$50 make a difference?**

It is true that in recent years MIT has been fortunate to have alumni contribute large gifts to build the Institute's endowment. However, that support has typically been designated to fund the construction of buildings and other large capital projects.

The annual contributions from alumni are what help to initiate programmatic changes and to sustain things like scholarship funds and student activities. Essentially, ongoing alumni support enables the Institute to remain privatized.

## Giving Priorities



“

At MIT,  
we have  
a gift for  
learning

from one another. Combining our historic strength in engineering and our newer strengths in biology and the brain and cognitive sciences, we are already opening unprecedented opportunities for educational innovation, invention, and discovery. Geographically and intellectually, we are bringing together our computer scientists and life scientists, our linguists, philosophers, and engineers. We are already seeing a torrent of new collaborations, insights, and results. Just as MIT has led in those disciplines that define the Information Age, MIT can and must lead in this essential new field-of-all-fields. . .

As MIT has always done, we must grasp the world's great challenges. We must seize the day.

”

—Excerpt from President Hockfield's  
Inaugural Address, May 2005

Annual Gifts from MIT alumni— known collectively as the MIT Annual Fund—have an enormous impact on the Institute. Taken together, they fuel virtually every facet of Institute life. Our current giving priorities are in four key areas:

### Financial Aid

MIT is committed to keeping an MIT education affordable, and to keeping our financial aid awards competitive with our peers. Starting in the 2008-2009 academic year, the Institute will award \$74.2 million in undergraduate need-based scholarships. MIT will also ensure that students from families earning less than \$75,000 will have all tuition charges covered through scholarships or grants. This will ensure that nearly 30 percent of undergraduates will have their entire tuition fees covered. Scholarship support ensures that no student with the intelligence and drive to be offered admission to MIT will be turned away for financial reasons.

### Student Life

With the talent, creativity, and energy that they bring with them, our students have the potential to be the great leaders the world needs. Student life initiatives at MIT provide a living laboratory for leadership development and training, where students apply what they learn in the classroom to real life situations. Gifts to the Student Leadership Development Fund will help foster these opportunities in a way that encourages the same experimental model as found in academics.

## Unrestricted Giving

Contributions in the form of unrestricted gifts sustain MIT's entrepreneurial spirit. They give the Institute the freedom and flexibility to respond to new ideas and seize new opportunities, and they improve the quality of campus life. A gift to Institute Unrestricted Funds will help maintain the extraordinary depth and breadth of MIT's intellectual endeavors. Simply put, it is the most important contribution you can make to MIT.

## Participation

Yearly Annual Fund participation makes each alumnus and alumna a partner in sustaining the richness and excellence that makes MIT unique. Participation says you believe in the power of those with similar values—curiosity, a rigorous work ethic, and optimism for the future—to work together to achieve great things. Participation at every level makes a difference. Large or small, annual gifts are critical to the Institute's success.

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# Online Resources

## MIT Giving Information

Make a Gift Now

<http://giving.mit.edu>

MIT Matching Gift Companies

<http://www.matchinggifts.com/mit>

Life Income Gifts

<http://giving.mit.edu/ways/planning>

Ways of Giving to MIT

<http://giving.mit.edu/ways>

William Barton Rogers Society

<http://giving.mit.edu/wbrs>

## General MIT Information

MIT Home Page

<http://web.mit.edu>

Alumni Association Home Page

<http://alum.mit.edu>

Annual Reports

<http://web.mit.edu/annualreports>

News Office

<http://web.mit.edu/newsoffice>

MIT Fact Book

<http://web.mit.edu/facts>

MIT Events Calendar

<http://events.mit.edu>

MIT History

<http://libraries.mit.edu/archives/mithistory>

Technology Review

<http://www.technologyreview.com>

Tech Reunions

<http://alum.mit.edu/reunions>

Gallery of Hacks

<http://hacks.mit.edu>

OpenCourseWare

<http://ocw.mit.edu>

The Broad Institute

<http://www.broadinstitute.org/>

Stata Center

<http://web.mit.edu/facilities/construction/completed/stata.html>



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