

MIT Department of Athletics, Physical Education, and Recreation



## MIT Men's Basketball 2010-11 Alumni Fundraising Drive

*DRAFT - September 13, 2010*

# MIT Men's Basketball 2010-11 Alumni Fundraising Drive

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# 1. Why the team deserves our help

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- ➲ In recent years, MIT Basketball has built on its proud tradition, in a way that all MIT alumni should be proud of...
  - In the past 7 years, a 117-77 W-L record, 2 NEWMAC conference championships, 3 NCAA All-Americans, 2 NEWMAC MVPs, 1 Consensus NCAA DIII Player of the Year, and 2 NCAA Division III Tournament berths
  - The current team maintains a ~4.5 GPA, supplemented with all of the achievements in research, internships and post-graduate jobs expected of great MIT students
  - Strong leadership from Head Coach Larry Anderson, entering his 16th season as the winningest coach in MIT Basketball history, 2 time NEWMAC Coach of the Year, New England Basketball Hall of Fame Division III Coach of the Year and two NCAA Division III Team Sportsmanship Awards
  - MIT Basketball has become a rallying activity for the student body, and our athletes are deeply involved in many aspects of student life
- ➲ ...in spite of fewer relative resources.
  - In the past 10 years Institute resources have remained consistent, while costs have risen
  - Some examples of limited resources from MIT Basketball:
    - A top notch staff of assistants volunteer their time for less than \$4000/year apiece
    - MIT is beginning to compete for the attention of the very best student-athletes, in spite of a recruiting budget of only \$1500/year
    - Our competitors in Division III and the Ivy League often boast advantages in facilities, equipment and travel
  - Alumni support to date has been greatly appreciated, but has occurred on mostly an ad-hoc basis
- ➲ MIT Basketball has played a important part in our own lives, and continues to progress towards the overall MIT standard of excellence. Current and future players deserve our help to offer the highest quality competitive experience.



## 2. Goals

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- Develop \$220K endowed fund to commemorate the 110th anniversary of MIT Basketball
  - *Supports a \$10-12k increase in annual operating budget for the team*
- 75%+ Participation
  - *All MIT Basketball Alumni give something back in support of the MIT Basketball experience*
  - *Minimum gift of \$110, although any amount counts*
- Continued friend-raising
  - *Make our request for gifts in a manner consistent with the values of MIT, DAPER & MIT Basketball*
  - *Leave those unable to give with a feeling of being included as part of the Basketball Alumni*
  - *Leave donors feeling knowledgeable about what they have given to and good about what they are supporting*
- Set a standard for future fundraising efforts
  - *Understanding that there is more that we can do longer term e.g. create an endowment of the head coach's chair, a new basketball facility*

### 3. Fundraising team

As of September 14, 2010

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#### Steering Committee

Co-chair G. Mead Wyman '62  
Co-chair Bob Ferrara '67  
Co-chair Indran Ratnathicam '98  
Larry Anderson  
Fran O'Brien  
Faculty Advisor: Prof. Kim Vandiver

#### MIT Annual Fund

Theresa Lee  
DAPER  
Julie Soriero

#### Office of Leadership Giving

Candace Royer  
Brad Smith

#### Core Committee Members

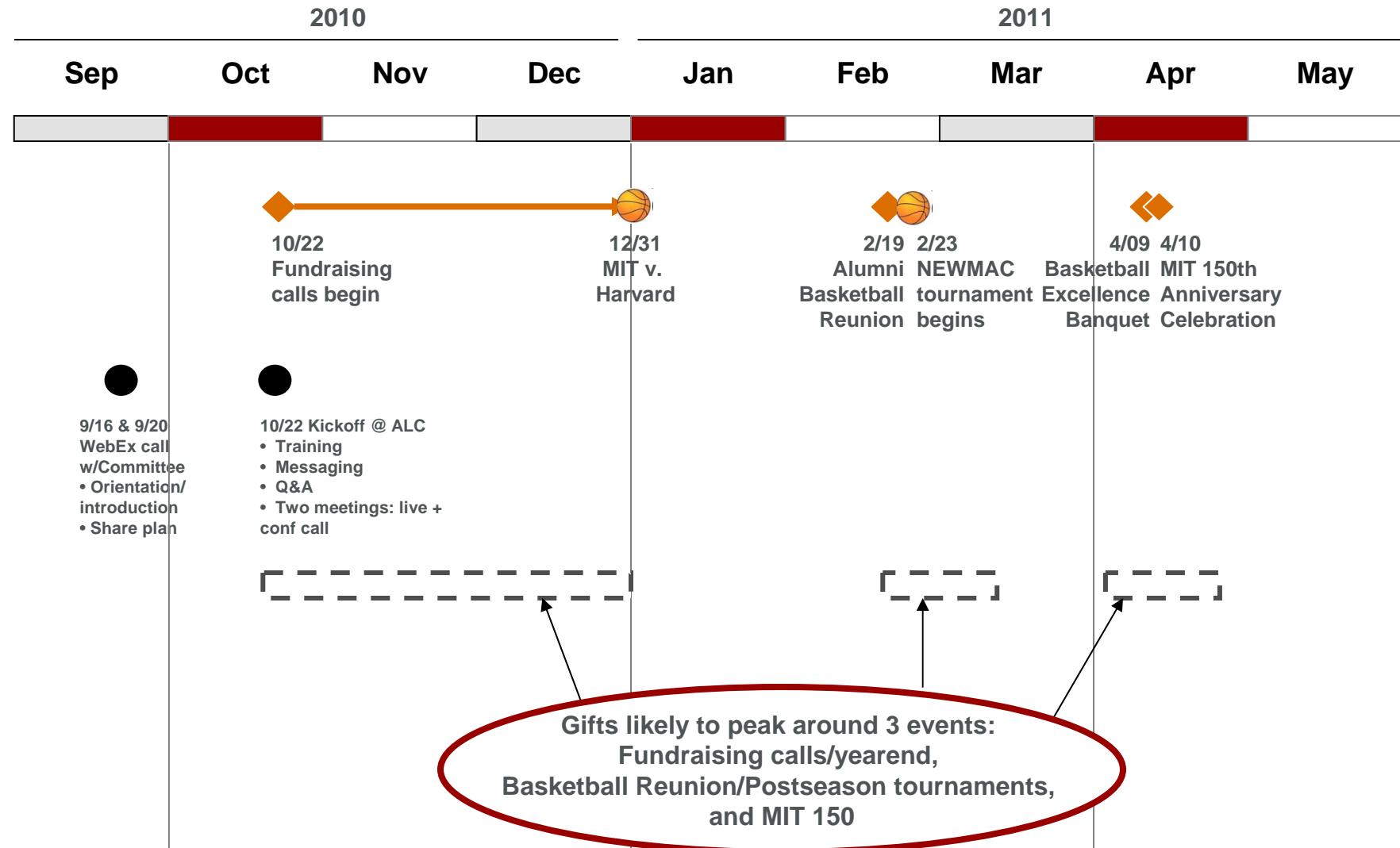
Ted Heuchling '46	Alex Wilson '67
Herb Glantz '52	Alec Bash '68
Mike Nacey '52	Walt Suchon '69
Allen Schultz '54	Jim Shields '71
Jared Safirstein '57	Alan Epstein '75
Mac Jordan '58	Pete Maimonis '77
Bob Polutschko '59	Tom Berman '79
Hugh Morrow '60	Dr. John Wozniak '79
Tom Burns '62	Ray Nagem '80
Bill Bloebaum '62	Eric Fleming '83
Dr. Kent Groninger '63	Mike McElroy '87
Arnie Singal '63	Evan Pratt '87
Jim Larsen '65	Martin Gilkes '97

Dan Goodman '01  
Neal Brenner '03  
Willard Johnson '09

*29 alumni have already accepted  
invitations to the core committee,  
and an additional 23 alumni have  
been asked to join*



## 4. Proposed timeline and key dates





# 5. Current MIT Basketball funding

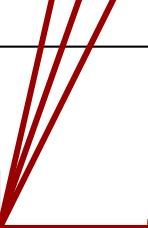
Program runs on ~\$38k/year

## Annual sources of MIT Basketball funding

Amount	Source	Annual Expenditures
\$28K	MIT : Bball Operating Budget	<p><b>Yearly operational budget</b></p> <ul style="list-style-type: none"> <li>Game costs e.g. buses, officials, food</li> <li>Coaches NABC membership fees</li> <li>Recruiting (primarily travel, fees for coaches)</li> <li>Additional travel budget supplied as needed for post-season play</li> </ul>
\$10K	MIT : Assistant Coaches Salary	<p><b>Capital expenditures</b></p> <ul style="list-style-type: none"> <li>Equipment e.g. balls, practice gear, uniforms</li> </ul> <p><b>Assistant coach's salaries</b></p> <ul style="list-style-type: none"> <li>2-3 assistants, currently &lt;\$4k/year</li> <li>Full staff also includes several volunteers</li> </ul>
n/a	MIT : Head Coach's Salary	<p><b>Head coach's salary</b></p> <ul style="list-style-type: none"> <li>MIT head coach also serves other DAPER/DSL functions e.g. PE professor, Club Sports etc.</li> </ul>
\$0-2K	Alumni: "Friends of MIT BBall" <ul style="list-style-type: none"> <li>Unsolicited donations</li> <li>"Rainy day account", used on ad-hoc basis to meet budget shortfalls</li> </ul>	<p><b>"Special" travel/events</b></p> <ul style="list-style-type: none"> <li>Team currently only able to attend tournaments when fully sponsored by the host school</li> <li>Year-end dinner</li> </ul>
~\$38-40k	Total	

# 5. Fund adds ~30% to operating budget, to sustain and improve team experience

## Proposed MIT Basketball funding

Amount	Source	Annual Expenditures	Potential examples of alumni fund help
\$28K	MIT : Bball Operating Budget	<p><b>Yearly operational budget</b></p> <ul style="list-style-type: none"> <li>Game costs e.g. buses, officials, food</li> <li>Coaches NABC membership fees</li> <li>Recruiting (limited travel, fees for coaches)</li> <li>Additional travel budget supplied as needed for post-season play</li> </ul>	
\$10K	MIT : Assistant Coaches Salary	<p><b>Capital expenditures</b></p> <ul style="list-style-type: none"> <li>Equipment e.g. balls, practice gear, uniforms</li> </ul> <p><b>Assistant coach's salaries</b></p> <ul style="list-style-type: none"> <li>2-3 "full-time" assistants, currently 40+ hour weeks for &lt;\$4k/year</li> <li>Full staff also includes several volunteers</li> </ul>	
n/a	MIT : Head Coach's Salary	<p><b>Head coach's salary</b></p> <ul style="list-style-type: none"> <li>MIT head coach also serves other DAPER/DSL functions e.g. PE professor, Club Sports etc.</li> </ul>	
\$10-12K	Alumni Endowed Fund <ul style="list-style-type: none"> <li>Annual return from target \$220K fund</li> </ul>	<p><b>"Special" travel/events</b></p> <ul style="list-style-type: none"> <li>Team currently only able to attend tournaments when fully sponsored by the host school</li> <li>Year-end dinner</li> </ul>	
~\$48-50k	Total		



## 6. Target Audiences

<b>Basketball Alumni</b>		<b>Parents and Friends</b>	<b>Matching Donors</b>
	<b>415+</b>	<b>&lt; 50</b>	<b>&lt;5</b> <b>"The Mighty Few"</b>
<b>Ask</b>	<ul style="list-style-type: none"> <li>Alums in MIT DB, generally known to the program through prior friend-raising</li> </ul>	<ul style="list-style-type: none"> <li>Primarily parents of players from the last ~10 years</li> </ul>	<ul style="list-style-type: none"> <li>Alumni with high ability to give and desire to participate</li> </ul>
<b>Approach</b>	<ul style="list-style-type: none"> <li>General ask, targeting high participation and era-specific goals</li> </ul>	<ul style="list-style-type: none"> <li>General ask, targeting high participation and overall goals</li> </ul>	<ul style="list-style-type: none"> <li>"Matching gifts" for funds raised</li> </ul>
	<ul style="list-style-type: none"> <li>Phone calls and emails from core committee members from their own era</li> </ul>	<ul style="list-style-type: none"> <li>Calls/emails from alumni or "family" core committee member</li> </ul>	<ul style="list-style-type: none"> <li>Steering committee to approach directly</li> </ul>



## 7. The role of Committee members

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- Reach out to other MIT Basketball alumni to gather gifts and support
  - We are trying to limit to ~10 calls per person, so you can have a few high value discussions with your peers and former teammates rather than a long call sheet
  - In addition to a gift, generate participation for the Harvard game (12/31/10), the 110th Anniversary Alumni Day (2/19/11), and MIT 150, with events hosted by DAPER and MIT Basketball
  - Ask for help: Although you will make the initial contacts, please do ask for support. We have experienced fundraisers, other alumni, Head Coach Larry Anderson and Athletic Director Julie Soriero on standby ready to help
  
- Make a gift
  - One of the requirements of our core committee is to make a gift – it's an effective way to lead as you go out to talk to other alumni
  - e.g. "I'm putting up \$5000, I know you can do the same"
  
- Check in
  - We will hold optional monthly conference calls to check-in and highlight progress
  - Regular email correspondence with the steering committee and update the online tool



## 8. Next steps

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➤ **October 22**

**"Training Session", including:**

- online tool for managing prospects
- 'script' to be used if needed

**Two alternate times tbd, in-person or by phone/web**

➤ **October 23**

**Calls/contacts begin**

➤ **November 16**

**First MIT home game vs. Emmanuel College**

➤ **December 31**

**MIT vs. Harvard**

**Last day of 2010 tax year**

MIT Department of Athletics, Physical Education, and Recreation



## Appendix



# Frequently Asked Questions (I)

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- How can I be sure that my gift will provide support for the team, and without reducing the Institute funding to the program?
  - The Steering Committee has received assurances from Athletic Director Julie Soriero that within DAPER, the money raised will always supplement Men's Basketball's MIT operational budget
  - With the help of Theresa Lee, Director of the MIT Annual Fund, we are also developing governance language for the endowed fund that will ensure this outcome.
  
- What oversight will exist over how the funds are used?
  - Current DAPER and MIT policy and procedure requires that a DAPER financial controller has direct access to the funds. The Head Coach must make a request for funds through the financial controller. For large requests, the financial controller alerts the Athletic Director's office, who will request an explanation from the head coach. The financial controller also triggers standard NCAA compliance and accounting audits around all expenditures.
  - A fund like this typically does not have a separate alumni oversight board. Such boards are administratively onerous for smaller MIT endowments such as this one.
  
- What happens if the team does not use all of its endowment budget for a season?
  - Excess funds will be either be rolled over to the budget for the following year or returned to principal to help grow the endowment, at the discretion of the Head Coach and DAPER
  - We would expect use of funds to be somewhat cyclical – NCAA Division III rules permit international trips only every 4 years.



# Frequently Asked Questions (II)

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## ➤ What do we mean by 'recruiting'?

- "Recruiting" MIT-style is about identifying and building relationships with academically qualified prospective students, and showing them that they have to sacrifice neither their academic nor athletic potential by attending MIT. Unlike almost any other program in the country, we still await the judgment of MIT admissions to find out which of these students are admitted.
- With all the negative press surrounding NCAA recruiting, under the table dealings and the exploitation of athletes, rest assured that MIT is staying as far away from those models as it can.

## ➤ Is my gift tax-deductible?

- Yes, the gift is comparable to any gift to MIT, and is fully tax deductible as MIT is a registered non-profit academic institution
- A gift to the program also counts towards your alumni gift credits and a class gift credit in an reunion year. For gifts of greater than \$5k, donors are given DAPER Leadership Circle donor credit.



# Messaging

## To updated prior to October training session

**Our goals will be best accomplished by each member of the team initiating a personal conversation with their peers in their own words.**

**A script will be provided in a training session in October for those that would like one.**

### Key messages

- **MIT Basketball has continued to improve in the tradition of MIT**
  - Becoming more competitive both on the court and in the lab
- **This in spite of a flat budget and rising costs**
- **It's time for the alumni to step in and help continue to improve the experience**
- **We're raising a \$220K endowment that will add \$10-12K to the \$38K operating budget**
- **Improvements to coaching, travel, recruiting will mean a lot to the team**
- **We need your gift to achieve our goal, and your support against Harvard and on Alumni Day**

### Do

- Get personal** – Use this as an opportunity to share your own experience with the team and to reminisce with former teammates
- Advertise your gift** - Ask your teammates to join you in a gift appropriate to your era and financial means
- Be concrete** – Try to get a commitment for a specific amount, as well as a sense of when the gift will be made.
- Connect through the current team** - Talk about the recent success of the program and upcoming events. We want participation and involvement, not just a gift
- Be creative** – Competitions within the committee and between eras/teams are highly encouraged

### Don't

- Disparage the efforts of MIT or DAPER** – the support of MIT/DAPER has been critical to our success to date, and this effort is meant to sustain and improve this experience
- Over-pressure** – "no" is a disappointing, but acceptable, answer. Try to be sensitive to personal situations.
- Overpromise** – 'Special requests' from alumni with their gifts should be referred back to the steering committee



# Talking points and recent history



**Jimmy Bartolotta '09,**  
**2009 NCAA DIII Player**  
**of the Year and MIT All-**  
**time leading scorer.**  
**Currently playing**  
**professionally in Italy.**



**Head Coach Larry Anderson** (right) chats with crosstown rival, **Harvard Coach Tommy Amaker**. The Harvard game is becoming an annual Cambridge tradition.

Source: MIT Sports Information

#### **Team Honors:**

- 1966-67: ECAC Division III Team of the Year
- 1999-00: Collegiate Bball Officials Association Schoenfeld Sportsmanship Award
- 2008-09: NEWMAC Tournament Champions
- Collegiate Bball Officials Association Schoenfeld Sportsmanship Award
- NCAA Division III Tournament (2nd round)
- 2009-10: NEWMAC Regular Season Champions
- NCAA Division III Tournament (1st round)

#### **Coaching Honors:**

- 1961-62: Jack Barry – All New England - Outstanding Coach of NE Small Colleges
- 1979-80: Fran O'Brien – New England Division III Coach of the Year
- 2005-06: Larry Anderson – NEWMAC Coach of the Year
- 2008-09: Larry Anderson – NEWMAC Coach of the Year
- Larry Anderson – New England Division III Coach of the Year,  
New England Basketball Hall of Fame

#### **Regional/National Individual Honors:**

- 1967-68: David Jansson – All-ECAC Division III Squad
- 1979-80: Ray Nagem – All-ECAC Division III Squad
- Ray Nagem – First Team CoSIDA/ESPN Academic All America
- 1986-87: Mike McElroy – New England All-Star Second Team
- 1990-91: Dave Tomlinson – First Team CoSIDA/ESPN Academic All America
- Dave Tomlinson – NCAA Post-graduate Scholarship
- Martin Gilkes – Marshall Scholar
- 1999-00: Craig Heffernan – Third Team CoSIDA/ESPN Academic All America
- 2000-01: Craig Heffernan – Third Team CoSIDA/ESPN Academic All America
- 2005-06: Mike D'Auria – D3Hoops.com NE Region Player of the Year; Fourth Team All-America
- Mike D'Auria – Third Team CoSIDA/ESPN Academic All America
- 2007-08: Jimmy Bartolotta – NE Region First Team; Honorable Mention All-America
- Jimmy Bartolotta – First Team CoSIDA/ESPN Academic All America
- Jimmy Bartolotta – NABC Division III National Player of the Year; First Team All-American
- Jimmy Bartolotta – D3Hoops National Player of the Year; First Team All-American
- Jimmy Bartolotta – ECAC New England Division III Player of the Year; All-Star First Team
- Jimmy Bartolotta – Academic All-America of the Year; First Team CoSIDA/ESPN
- Jimmy Bartolotta – Jostens Trophy
- 2008-09: Noel Hollingsworth – NABC NE All-District First Team, Second Team All-America
- Noel Hollingsworth – NE Region First Team
- Mitchell Kates – NE Region Rookie of the Year
- Noel Hollingsworth – ECAC New England All-Star First Team
- 2009-10:



**MIT President Susan Hockfield joined students**  
**for a road trip to Rhode Island for MIT's first**  
**NCAA tournament appearance in 2009.**

**MIT Basketball has recently**  
**been featured in articles in**  
**New York Times, ESPN.com,**  
**Boston Globe, Boston**  
**Herald, and Denver Post and**  
**on TV on ESPN, Boston**  
**WCWB and NESN**