



# T101 for FSILG Undergraduates

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Presented by

Stephen A. Dare

Director of Resource Development

[dare@mit.edu](mailto:dare@mit.edu)



# Resource Development....Who are we?

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- What do we do?
- What has been our history?
- Going forward



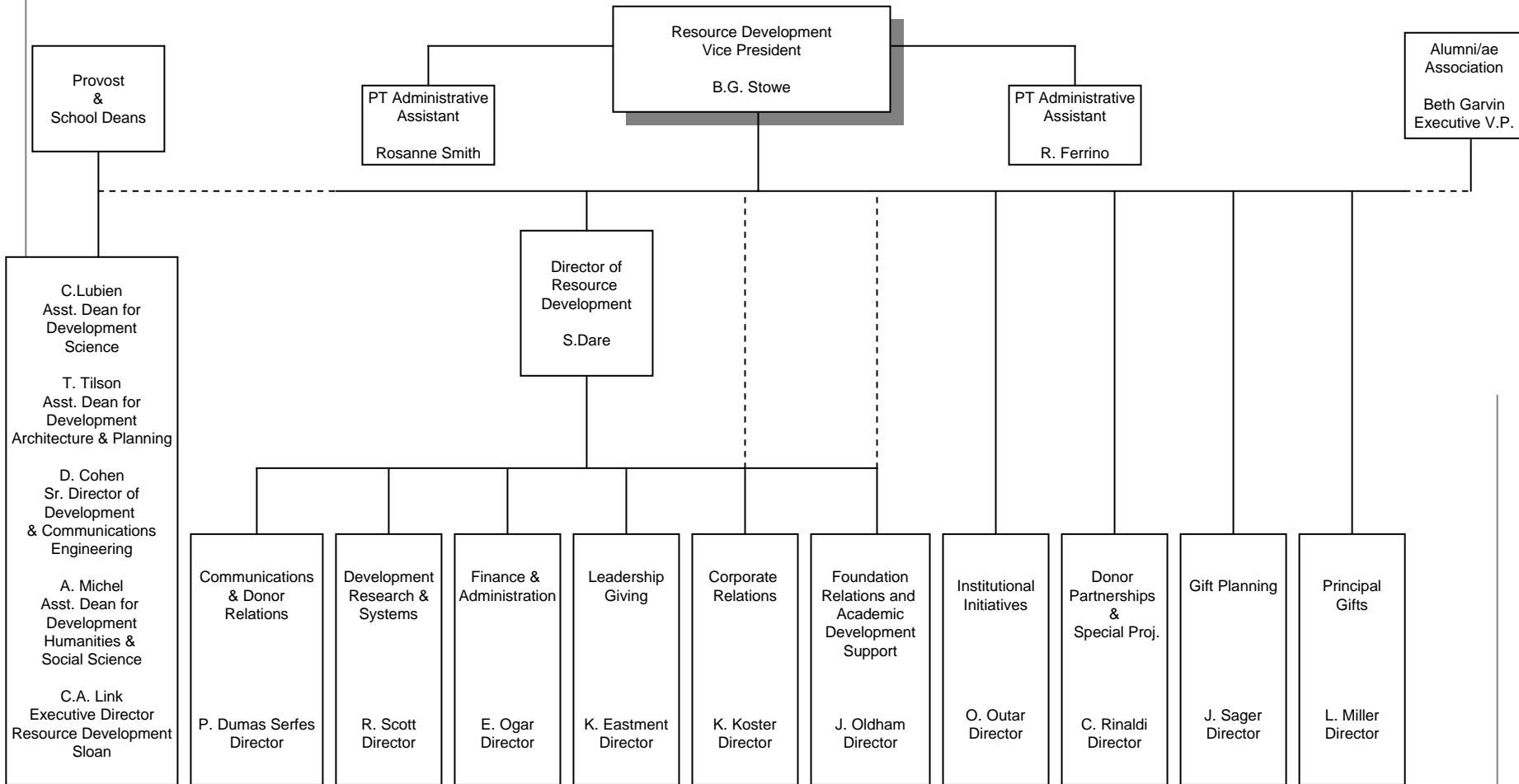
## Resource Development....Who are we?

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- 150 total staff members are located in buildings 4, E19 and E38.
- 50 of these staff members handle corporate and foundation relations, including the Industrial Liaison Program. The other approximate 100 staff members work with individuals to develop support from alumni and friends.



### RESOURCE DEVELOPMENT and other FUNDRAISING ACTIVITIES by FUNCTION



November 2005



## Resource Development....What do we do?

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- We develop personal relationships with individuals capable of gifts and pledges of \$100,000 or more; through one-on-one visits, we qualify, cultivate and solicit them over the course of 18-24 months or more; our target market is anywhere from 5%-10% of the MIT alumni body (approximately 4000-9000 alumni). We travel primarily in the United States, but also visit alumni in Europe, Asia and other selected regions.



# Resource Development....What has been our history?

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## History of MIT Campaigns

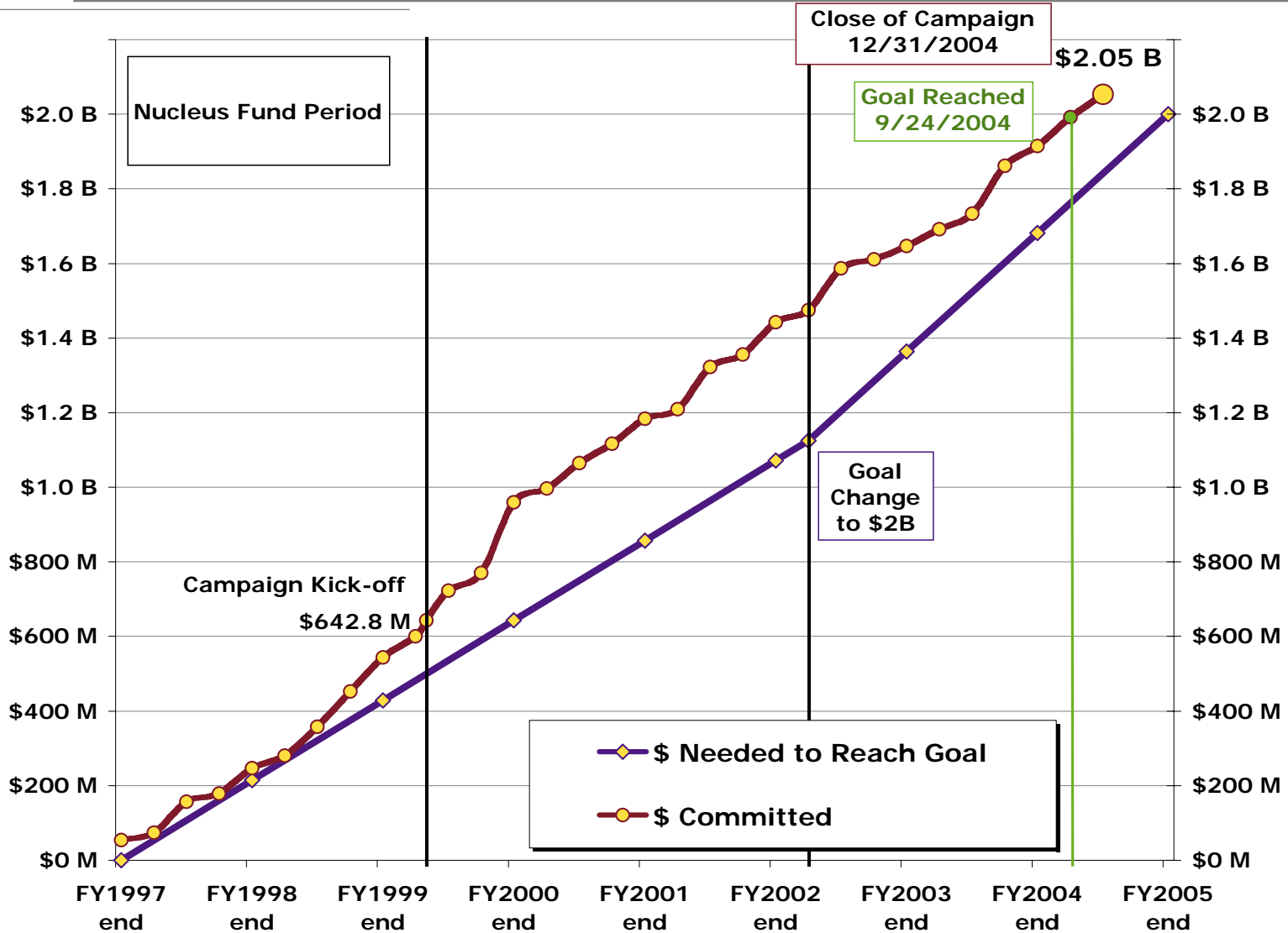
	GOAL	RESULT	SOURCE
			INDIVIDUALS INSTITUTIONS
<b>MID-CENTURY FUND</b> 1949-1951	\$20 M	\$25 M	<b>24%</b> 76%
<b>SECOND CENTURY FUND</b> 1960-1963	\$66 M	\$77 M	<b>42%</b> 58%
<b>LEADERSHIP CAMPAIGN</b> 1975-1980	\$225 M	\$250 M	<b>37%</b> 63%
<b>CAMPAIGN FOR THE FUTURE</b> 1987-1992	\$700 M original goal: \$550 M	\$710 M	<b>42%</b> 58%
<b>CAMPAIGN FOR MIT</b> 1999-2004	\$2.0 B original goal: \$1.5 B	\$2.0 B	<b>66%</b> 34%



# The Campaign for MIT

## Cumulative Totals By Quarter

as of 12/31/2004

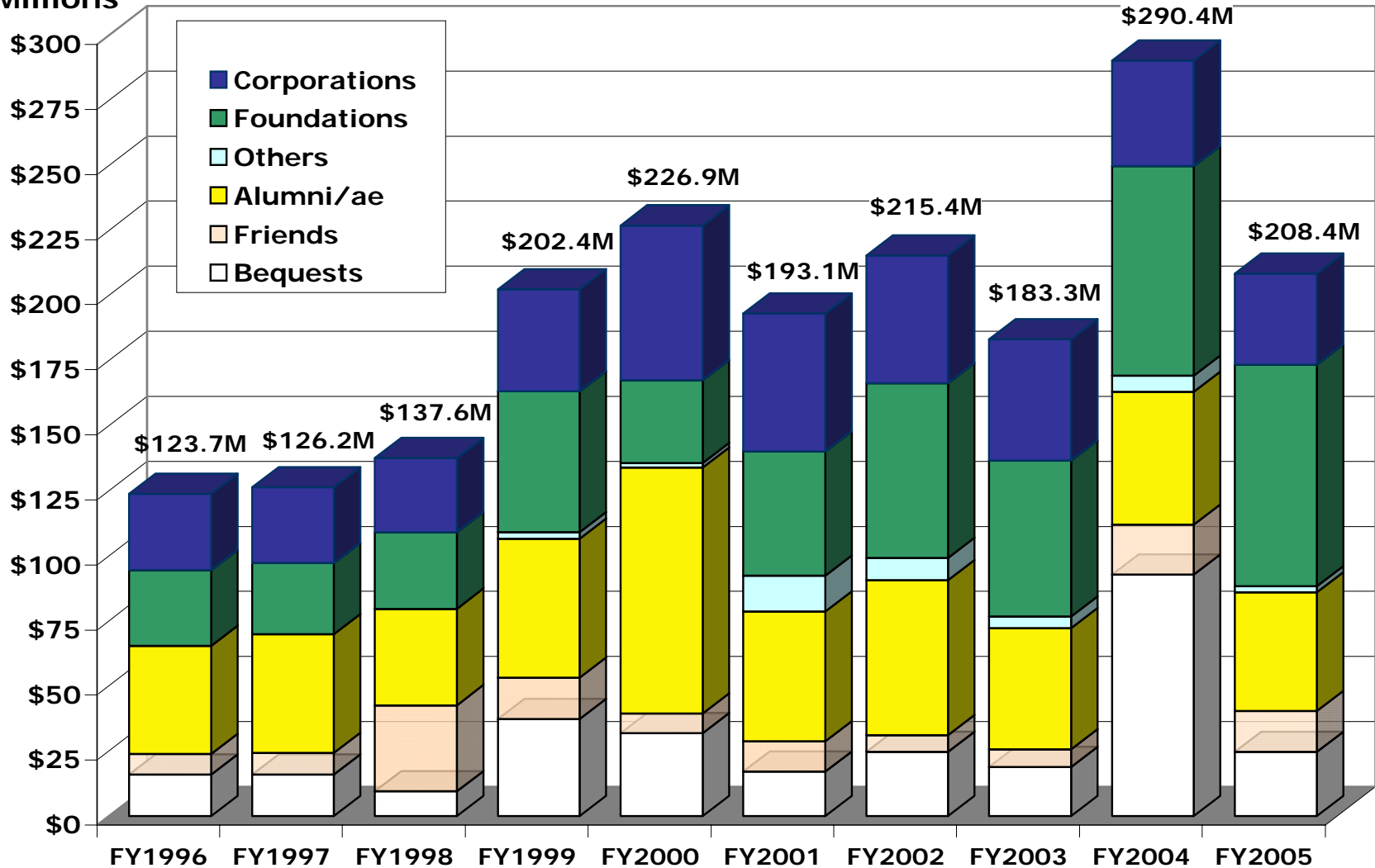




# Comparison of Cash Receipts by Source Fiscal Years 1996-2005

as of 6/30/2005

Millions

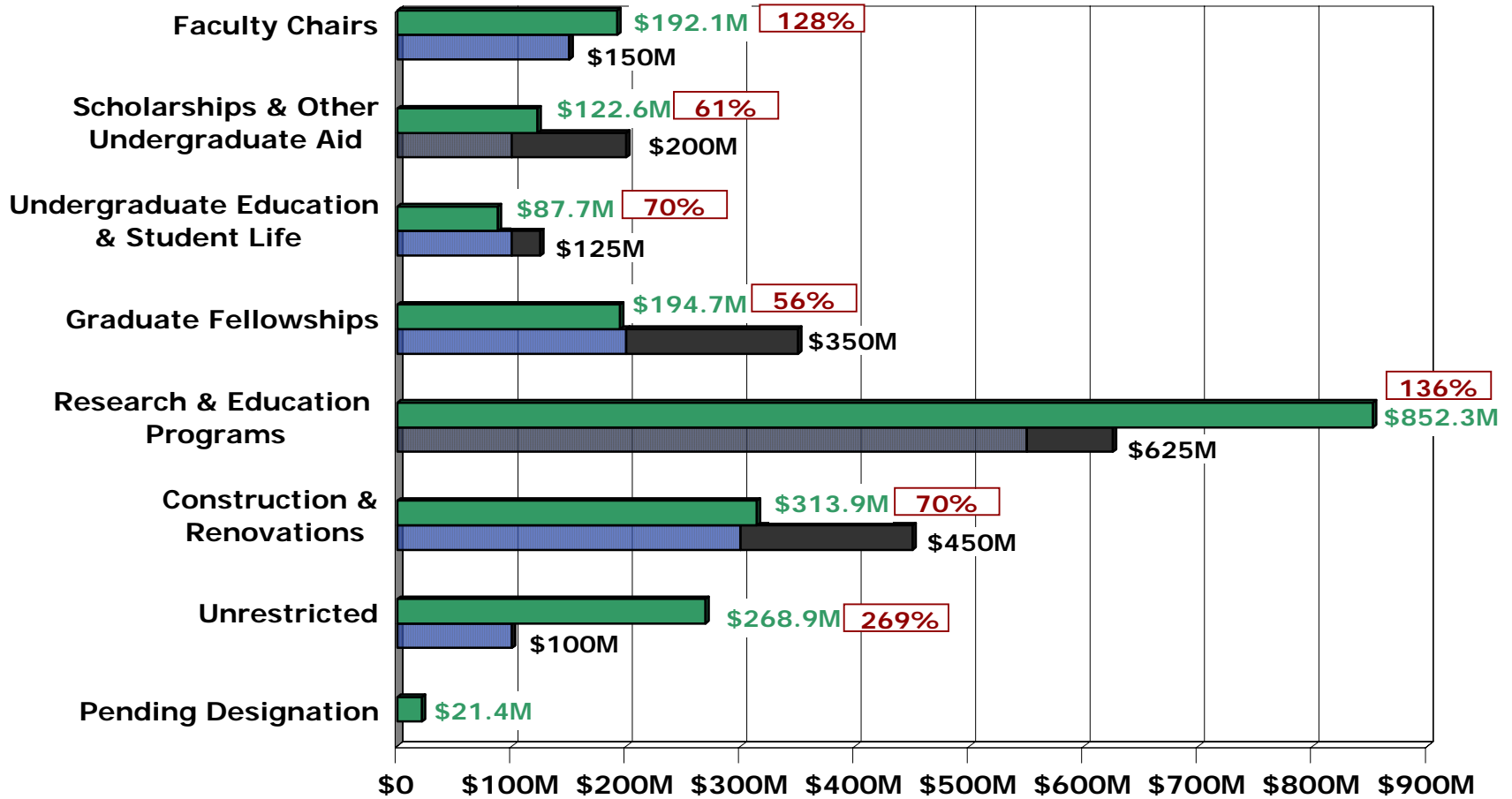




# Campaign Total by Campaign Priority

## Total Commitments: \$2.05B

as of 12/31/2004





# Resource Development....Going Forward

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- Under the “Student Life” priority, we work with the Alumni Association to develop support for the IRDF (more detail from the Alumni Association).



## Planning for a Campaign!

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“A Feasibility Study Combining the Art and Science of Fundraising”



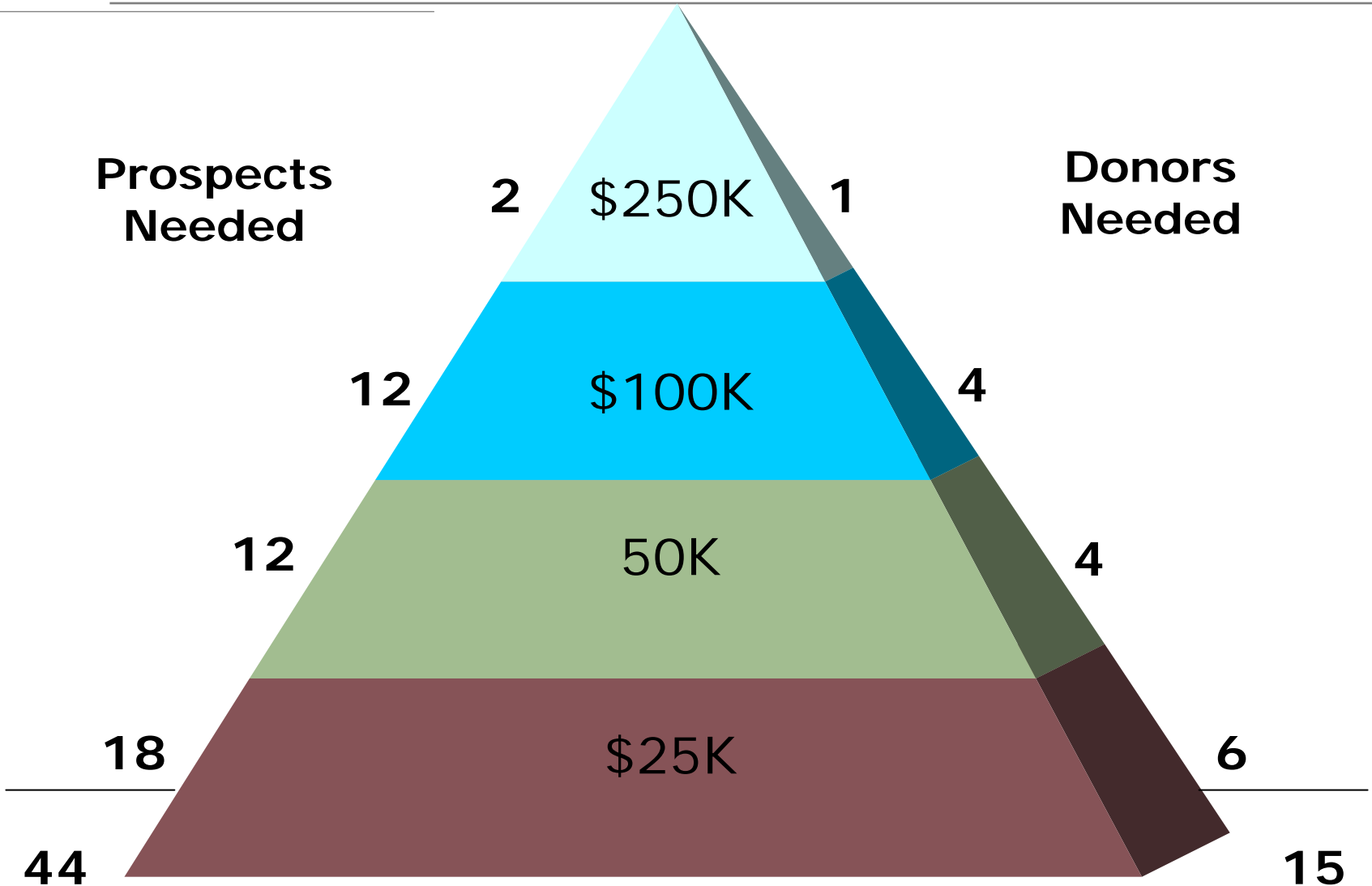
## Planning for a Campaign!

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- Why, What For, Who Will Lead/Give?
  
- List and Rank Prospects
  - Any Donors?
  
- “Pyramid”
  - Sample \$1M Campaign



# \$1 Million Pyramid





## Planning for a Campaign!

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- Silent Phase - 40% - 50% Pledges
- Stay With Largest Gifts Possible
- All Leaders Give First/Most
- Success Relies on a Handful of Donors



## Planning for a Campaign!

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- “Case Statement”
  - One Sentence, One Page
  
- Timetable
  - From 12-36 Months