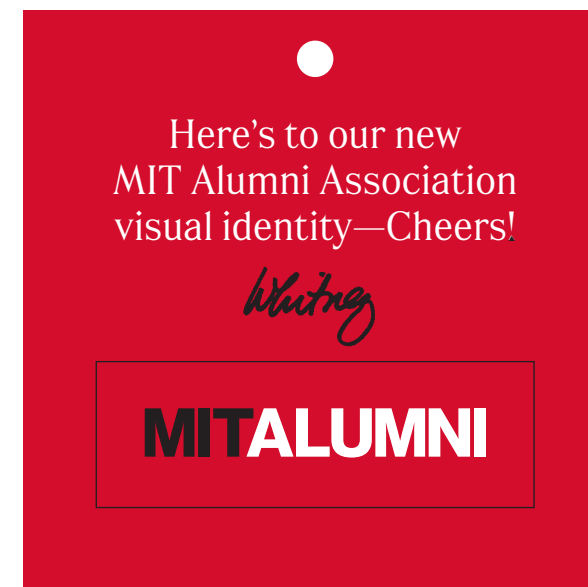


MIT Alumni Association Branding

01.18.22

**MIT Alumni Association
Branding**

Staff gift



MIT Alumni Association Branding

Email | letterhead | business card

From: MIT Alumni Association <mitcorpballot@mit.edu>
Reply-To: Russell Boulais <rboulais@mit.edu>
Date: Thursday, October 21, 2021 at 3:30 PM
To: Mary Zyskowski <marvzy@mit.edu>
Subject: Preview: Russell: Here's why the MIT Corporation is so important

MITALUMNI

Dear Russell,

Are you interested in serving on the MIT Corporation?

All 2020, 2021, and prospective 2022 alumni/ae—undergraduate and graduate—are eligible to serve a five-year term. Nominate yourself or put forth an eligible classmate. **Self-nominations are strongly encouraged.**

NOMINATE TODAY!


The Corporation—the board of trustees of the Massachusetts Institute of Technology—holds a public trust: to see that the Institute adheres to the purposes for which it was chartered and that its integrity and financial resources are preserved for future generations as well as for current purposes.

Each year, one recent MIT graduate is elected to serve on the Corporation.

The recent-graduate member provides an important perspective on Institute priorities, participates in the governance of MIT, and interacts with leaders in business, industry, and academia. The recent-graduate representative helps ensure that alumni/ae, like you, who are most connected to present-day MIT are represented at the highest levels of Institute leadership.

Why I serve on the MIT Corporation:






“Serving on the Corporation has been an incredible way to help shape the future of MIT and ensure that MIT is having a positive impact on the world.”




Adedoyin Olateru-Olagbegi '20
Recent-Graduate Member of the MIT Corporation,
elected in 2020

[Learn more about the MIT Corporation](#), and contact mitcorpballot@mit.edu if you have any questions. Submit your nomination by Sunday, October 31.

MIT Alumni Association
600 Memorial Drive, W98
Cambridge, MA 02139-4822
aacomment@mit.edu | 800-MIT-1865

MITALUMNI

MIT Alumni Association 600 Memorial Drive, W98 Cambridge, MA 02139 617-253-8200 alum.mit.edu 

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MIT Alumni Association
600 Memorial Drive, W98
Cambridge, MA 02139

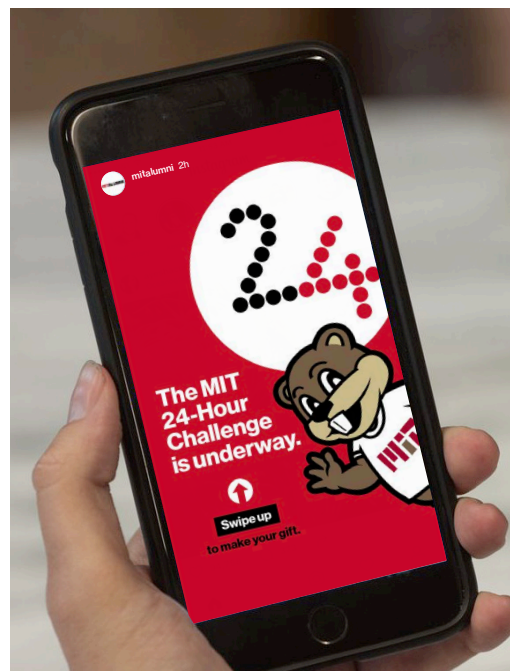
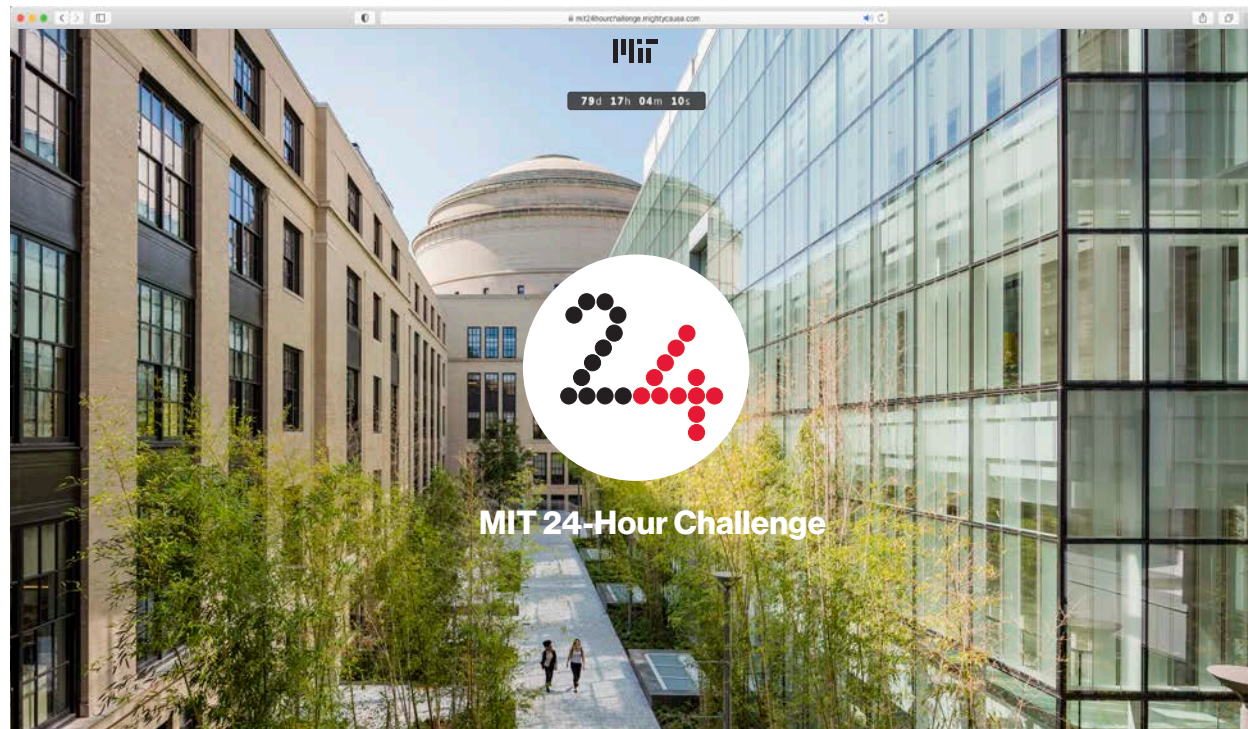


Tim the Beaver
Executive Director
Strategic Communications & Marketing
timthebeaver@mit.edu
617-253-8200
617-253-0000 cell
MIT Alumni Association
600 Memorial Drive, W98
Cambridge, MA 02139
alum.mit.edu | giving.mit.edu

MITALUMNI

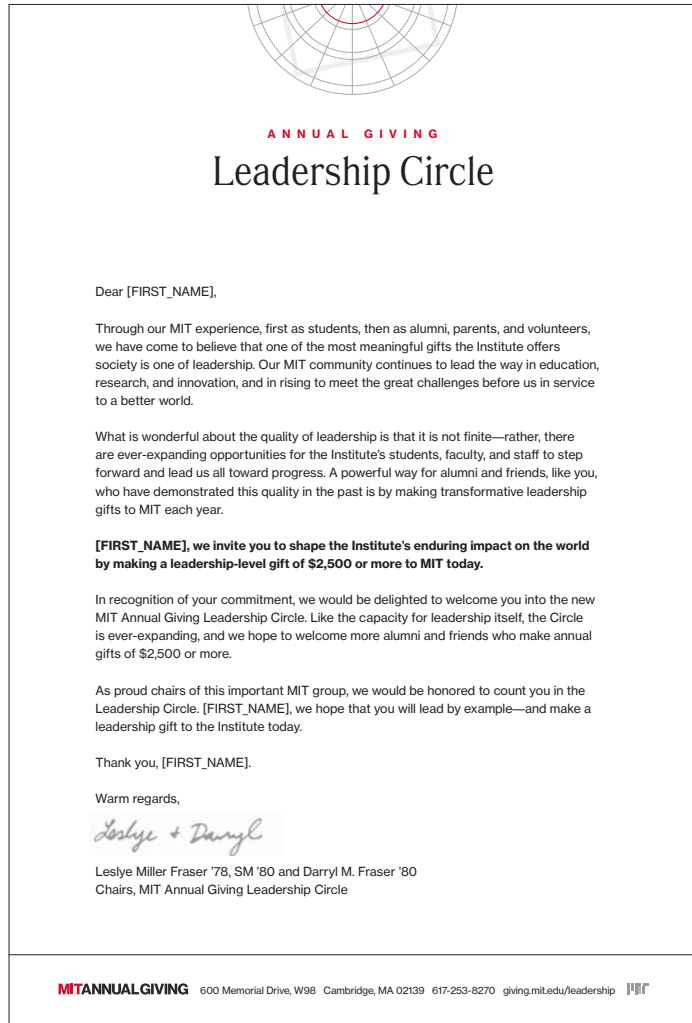
MIT Alumni Association Branding

24-Hour Challenge | Giving Tuesday



**MIT Alumni Association
Branding**

Leadership Circle | Loyalty Circle



ANNUAL GIVING
Leadership Circle

Dear [FIRST_NAME],

Through our MIT experience, first as students, then as alumni, parents, and volunteers, we have come to believe that one of the most meaningful gifts the Institute offers society is one of leadership. Our MIT community continues to lead the way in education, research, and innovation, and in rising to meet the great challenges before us in service to a better world.

What is wonderful about the quality of leadership is that it is not finite—rather, there are ever-expanding opportunities for the Institute's students, faculty, and staff to step forward and lead us all toward progress. A powerful way for alumni and friends, like you, who have demonstrated this quality in the past is by making transformative leadership gifts to MIT each year.

[FIRST_NAME], we invite you to shape the Institute's enduring impact on the world by making a leadership-level gift of \$2,500 or more to MIT today.

In recognition of your commitment, we would be delighted to welcome you into the new MIT Annual Giving Leadership Circle. Like the capacity for leadership itself, the Circle is ever-expanding, and we hope to welcome more alumni and friends who make annual gifts of \$2,500 or more.

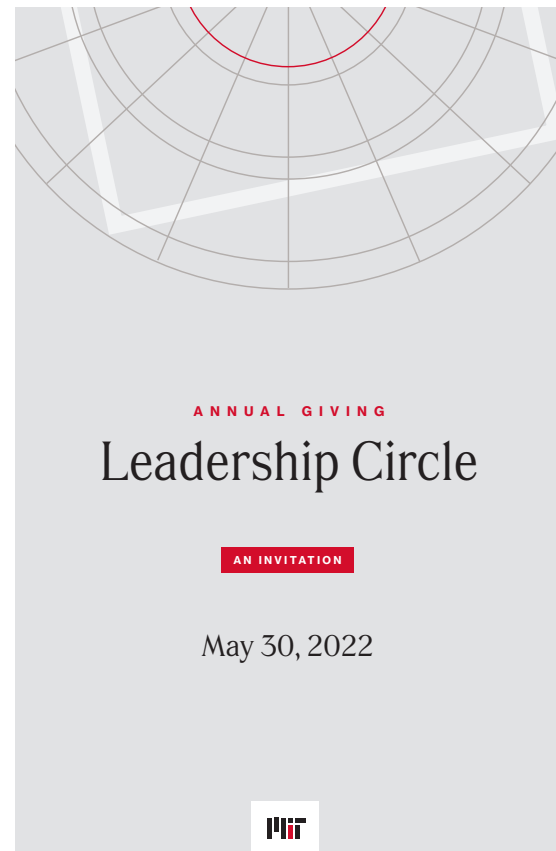
As proud chairs of this important MIT group, we would be honored to count you in the Leadership Circle. [FIRST_NAME], we hope that you will lead by example—and make a leadership gift to the Institute today.

Thank you, [FIRST_NAME].

Warm regards,
Leslye + Darryl

Leslye Miller Fraser '78, SM '80 and Darryl M. Fraser '80
Chairs, MIT Annual Giving Leadership Circle


MITANNUALGIVING 600 Memorial Drive, W98 Cambridge, MA 02139 617-253-8270 giving.mit.edu/leadership



ANNUAL GIVING
Leadership Circle

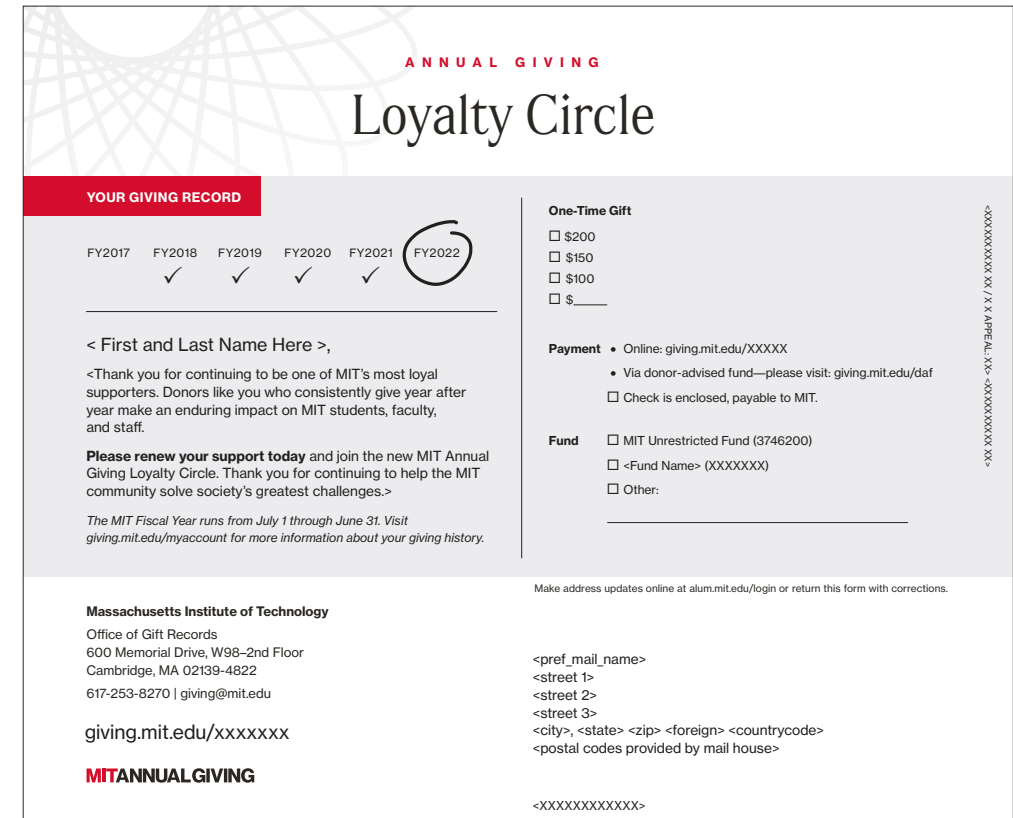
AN INVITATION

May 30, 2022




ANNUAL GIVING
Leadership Circle

An invitation.

ANNUAL GIVING
Loyalty Circle

YOUR GIVING RECORD

FY2017	FY2018	FY2019	FY2020	FY2021	FY2022
	✓	✓	✓	✓	○

< First and Last Name Here >,
<Thank you for continuing to be one of MIT's most loyal supporters. Donors like you who consistently give year after year make an enduring impact on MIT students, faculty, and staff.>

Please renew your support today and join the new MIT Annual Giving Loyalty Circle. Thank you for continuing to help the MIT community solve society's greatest challenges.>

The MIT Fiscal Year runs from July 1 through June 31. Visit giving.mit.edu/myaccount for more information about your giving history.

One-Time Gift

\$200
 \$150
 \$100
 \$_____

Payment

- Online: giving.mit.edu/XXXXX
- Via donor-advised fund—please visit: giving.mit.edu/daf
- Check is enclosed, payable to MIT.

Fund

MIT Unrestricted Fund (3746200)
 <Fund Name> (XXXXXXXX)
 Other: _____

Make address updates online at alum.mit.edu/login or return this form with corrections.

Massachusetts Institute of Technology
Office of Gift Records
600 Memorial Drive, W98-2nd Floor
Cambridge, MA 02139-4822
617-253-8270 | giving@mit.edu

giving.mit.edu/xxxxxxx

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<pref_mail_name>
<street 1>
<street 2>
<street 3>
<city>, <state> <zip> <foreign> <countrycode>
<postal codes provided by mail house>

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ANNUAL GIVING
Loyalty Circle

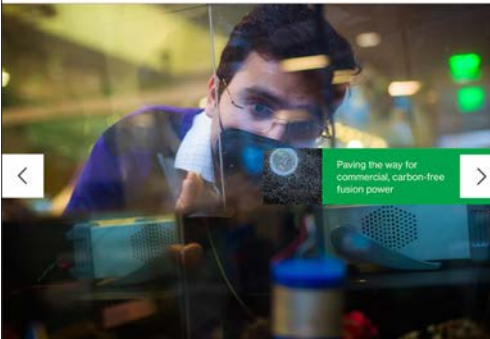


ANNUAL GIVING
Loyalty Circle

Thank you.

MIT Alumni Association Branding

Unrestricted Report




Providing access to talented students

You helped MIT continue to meet 100 percent of undergraduates' demonstrated need while also bolstering fellowships for graduate students.

[Read more about scholarships >](#)
[Read more about fellowships >](#)

Close



Thank You!

Your unrestricted giving had a definitive impact on MIT.

See what you made possible for:

- Students
- Energy
- Sustainability
- Health
- Discovery

Enabling access for talented students. Ushering in commercial, carbon-free power. Making supply chains sustainable. Targeting scientific misinformation. Combatting cancer.

These are but a few of the powerful ways in which MIT worked to solve problems and advance humankind in 2021. Each was also made possible in great part to our alumni and friends, like you, who provided unrestricted support to the Institute last year.

Thank you again for affirming your confidence in the MIT community—and its infinite capacity to make a better world.

Unrestricted Giving FY2021

XX%	1X,000	XX%
XX% of MIT's operating budget relies on unrestricted dollars	Over XX,000 alumni and friends annual fund donors made unrestricted gifts	Unrestricted funds covered XX% of MIT's undergraduate financial aid

Thank you for your confidence in MIT.

MIT ANNUAL GIVING | Explore / Ways of Giving / Why support MIT | Search | MIT

**MIT Alumni Association
Branding**

MIT10 | Annual Giving Appeal



Thank you for your gift last year. MITANNUALGIVING

YOUR GIVING RECORD

FY2017	FY2018	FY2019	FY2020	FY2021	FY2022
✓	✓	✓	✓	✓	○

< First and Last Name Here >,
 <Alumni, like you, who support MIT make a transformative impact for our students, faculty, and staff. Your gifts to the areas of the Institute that matter most to you help the MIT community meet the great challenges before us.
 Please renew your support today and continue to strengthen the MIT community and its efforts to solve society's greatest challenges.>

The MIT Fiscal Year runs from July 1 through June 31. Visit giving.mit.edu/myaccount for more information about your giving history.

One-Time Gift

\$200
 \$150
 \$100
 \$ _____

Payment • Online: giving.mit.edu/XXXXX
 • Via donor-advised fund—please visit: giving.mit.edu/daa
 Check is enclosed, payable to MIT.

Fund MIT Unrestricted Fund (3746200)
 <Fund Name> (XXXXXXXX)
 Other: _____

Make address updates online at alum.mit.edu/login or return this form with corrections.

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 <street 1>
 <street 2>
 <street 3>
 <city>, <state> <zip> <foreign> <countrycode>
 <postal codes provided by mail house>

<XXXXXXXXXXXX>

MIT Donors Are Recognized

Annual Giving is essential to strengthening education, research, and innovation at MIT. Our donors are a pivotal part of that. When you make a gift to MIT, your name will appear on MIT's online participation rosters at giving.mit.edu/recognition. If you do not wish your name to appear online or in print, please email recognition@mit.edu.
 Need to update your address? Visit alum.mit.edu/login or return this form with corrections.

Loyalty
Annual Giving Loyalty Circle
 MIT celebrates and recognizes loyal donors who are setting a philanthropic example and playing an essential role in supporting the Institute by making a gift every year. To qualify, donors must make gifts in each of the last three fiscal years.

Leadership
Annual Giving Leadership Circle
 This fellowship of the Institute's annual leadership donors recognizes our most generous donors for their philanthropy. They sustain the Institute with their gifts, representing more than 80 percent of Annual Giving dollars raised. Leadership Circle donors receive special recognition as well as invitations to exclusive stewardship events. Donors who make gifts of \$2,500 or more are recognized in this circle.*
* \$1,000 or more for alumni 5-14 years since graduation and \$500 for alumni 4 years since graduation.

Legacy
Katharine Dexter McCormick (1904) Society
 KDMS honors alumni and friends who have made life income gifts to MIT, or who have notified MIT of a bequest provision in their will. For more information, please contact giftplanning@mit.edu.

MITANNUALGIVING MIT

**MIT Alumni Association
Branding**

ALC | Tech Reunions



ALC

**Alumni
Leadership
Conference**

SEPTEMBER 24-25, 2021

Scan the QR code to visit alc.mit.edu/



Join dedicated volunteers, like you, online at MIT ALC: September 24-25!

This year's online Alumni Leadership Conference will focus on how our global MIT community—through service to the Institute and the world—has grown even stronger during an unprecedented year. The schedule includes exciting campus updates and initiatives, including an opening keynote featuring a panel of MIT deans who will discuss their goals and hopes for the year ahead.

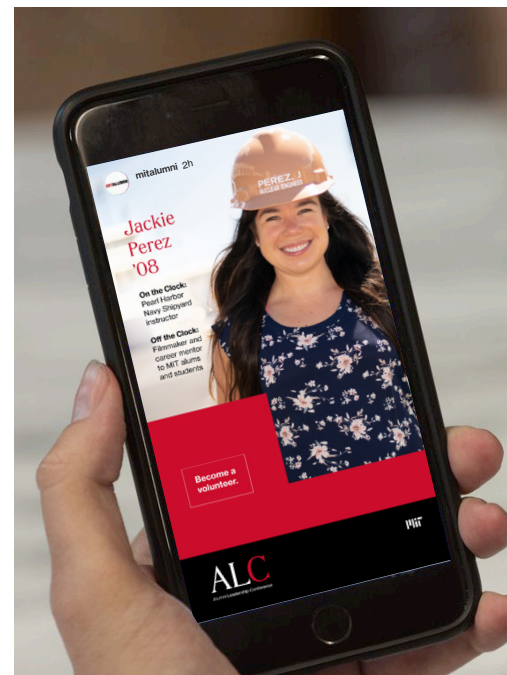
We'll also honor dedicated MIT volunteers at our Leadership Awards Celebration and offer many opportunities for you to connect and learn— one-on-one and in small groups—with classmates, friends, and fellow volunteers.

Sign up today at alc.mit.edu.

Presorted
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600 Memorial Drive, W98
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MIT



**Tech
REUNIONS**

1972 | 50th
REUNION
GIFT CAMPAIGN

[Give Now](#)

Reunion Gift Progress
AS OF 6/30/21
CLASS GOALS SET BY THE REUNION COMMITTEE

<p>GOAL \$60 M IN GIFTS AND PLEDGES</p> <p>\$ <input type="text" value="XX,XXX,XXX"/></p> <p>IN GIFTS AND PLEDGES</p>	<p>GOAL 45% CLASS PARTICIPATION</p> <p><input type="text" value="XX.X"/> %</p> <p>CLASS PARTICIPATION</p>	<p>GOAL \$720 K CHALLENGE DOLLARS</p> <p>\$ <input type="text" value="XX,XXX,XXX"/></p> <p>IN CHALLENGE DOLLARS</p>
--	--	--

The Challenge

CLASS PARTICIPATION: 25% 30% 35% 40% 45%

CHALLENGE DOLLARS: \$144K \$288K \$432K \$576K \$720K

Your Participation Matters

Jim Shields '71 and Ken Wang '71, 50th Reunion Gift Committee Co-chairs, are challenging our class to participate in giving to MIT this year! The more classmates who give, the greater their gift will be! Make your gift by June 30, 2021 to count toward class participation and the Shields and Wang Challenge.

[Give Now](#)

[Reunion Gift Committee](#) +

[About Our Challenges](#) +

Questions?

Please email reuniongiving@mit.edu with any questions, or if you would like to learn more about volunteering to support your class's reunion efforts.

MITANNUALGIVING Explore / Ways of Giving / Why support MIT Search MIT



MIT Alumni Association Branding

MIT Alumni Better World Service Initiative | MIT Alumni Forum



24 Alumni connection



Serving as “a force multiplier for good”

A new initiative connects alumni in service to a better world.
By Nana Goshuza

“At MIT, we believe that public service can be—and should be—as intense, meaningful, and intellectually rigorous as academic work. MIT alumni help convey this philosophy ... that serving others is not an activity separate from academic and professional pursuits; it is a vital element of a wise, creative life.”

Institute president L. Rafael Reif shared those thoughts with alumni volunteers during a session at the 2021 Alumni Leadership Conference (ALC), where the MIT Alumni Association (MITAA) formally launched its MIT Alumni Better World Service Initiative. Equal parts networking site, workspace, project aggregator, and storytelling platform, this initiative connects MIT alumni pursuing volunteer efforts in climate and sustainability, human health, STEM education, social justice and equity, and more.

“MIT people are restless, forever looking to use our minds and hands—and hearts—to solve problems, big and small,” says Annalisa Weigel ’94, ’95, SM ’00, PhD ’02, the Association’s 127th president. “Through the service initiative, we are hoping to shine the light on the alumni who are making tangible impacts in their careers and through volunteering their time and talents in meaningful service projects.”

Through a digital platform hosted by the MITAA, the initiative enables alumni to communicate about their efforts with peers around the globe. There are three main ways to participate. Alumni are invited to submit projects they are working on to elevate their visibility and enlist others interested in participating. Alumni who are seeking to get involved in a new volunteer opportunity can search existing projects by type of cause to find projects that may benefit from their skills and knowledge. Finally, the Association is enlisting “service ambassadors,” or volunteers who can work across the network of nearly 143,000 alumni to build more support for the projects.

A screenshot of the MITALUMNI website. The header includes "MITALUMNI" and navigation links: "Topics", "Alumni Directory", "Login", and "Search". A secondary navigation bar includes "COMMUNITIES", "EVENTS", "CAREERS", "LEARN", "VOLUNTEER", "ABOUT", and a red "Give Now" button. The main content area shows "MIT Alumni Forum" with a large graphic that says "MITALUMNI FORUM". Below the graphic, the text reads: "The MIT alumni community is invited to participate in the MIT Alumni Forum, a new series of online gatherings that will address global challenges and the ways MIT alumni are helping to create a better world."

MIT Alumni Forum: In Service to Humankind

Wednesday, January 19, 2022 | LIVE EVENT

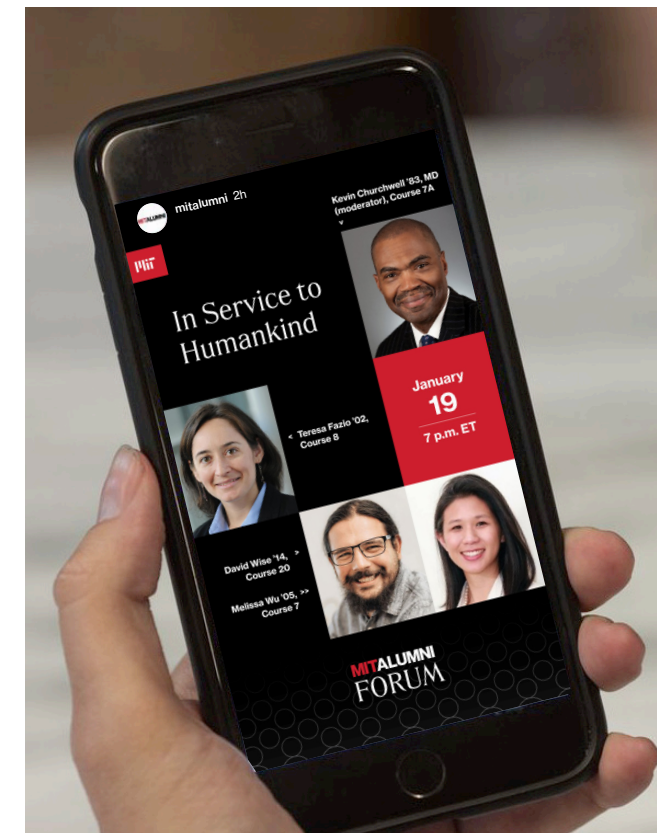
7:00 p.m. ET

Friday, January 21, 2022 | Special Rebroadcast for International Alumni

Noon Central European Time

7:00 p.m. Hong Kong Time

REGISTER TODAY



Vote today!

**Elect new members to the
Alumni Association
Selection Committee**

alum.mit.edu/aasc2022

Voting ends Sunday, February 28, 2022, at 11:59 p.m. ET.
The elected members of the MIT Alumni Association
Selection Committee (AASC) select the next president
and all term directors for the Association's Board of
Directors, who guide programs and services for MIT's
alumni community.

2022 Alumni Association Selection Committee Nominees



MITALUMNI

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Alumni Association Selection Committee

Vote today!

MITALUMNI

Alumni Association Selection Committee

Alumni Association Selection Committee



Kendall R. Bryan '88, SM '89



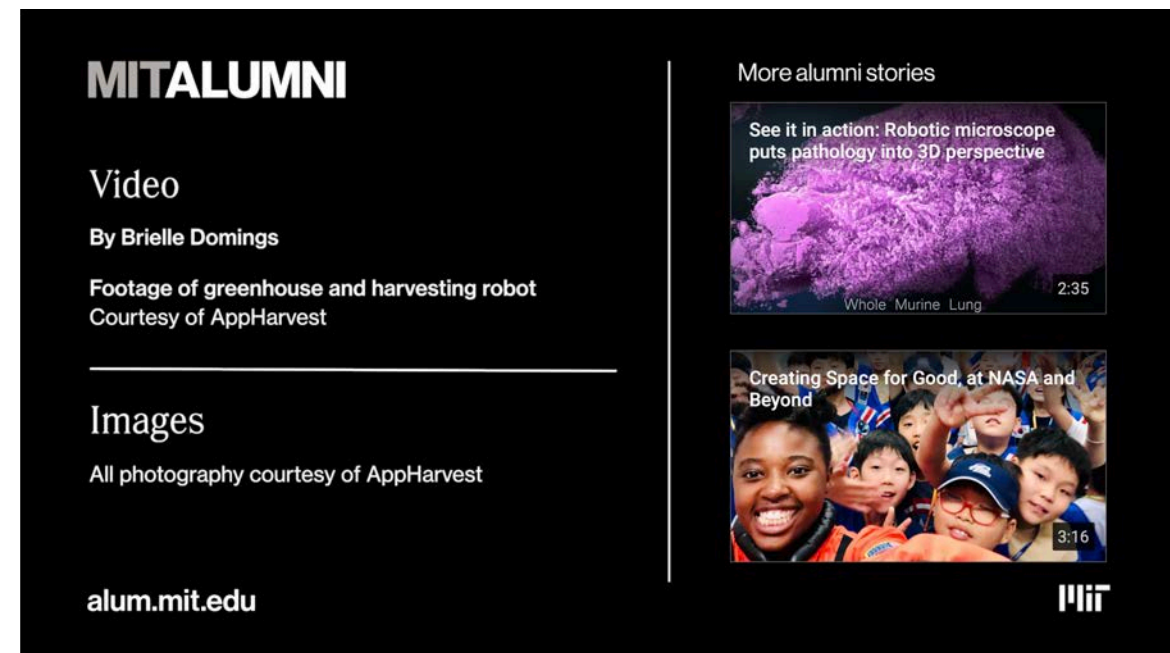
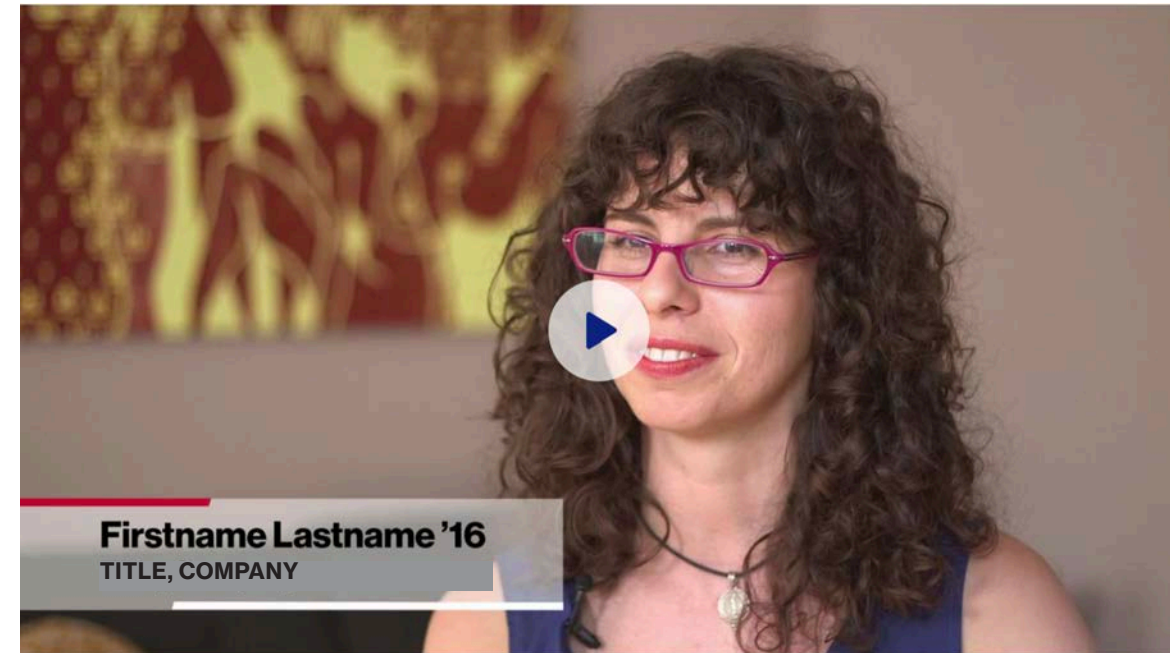
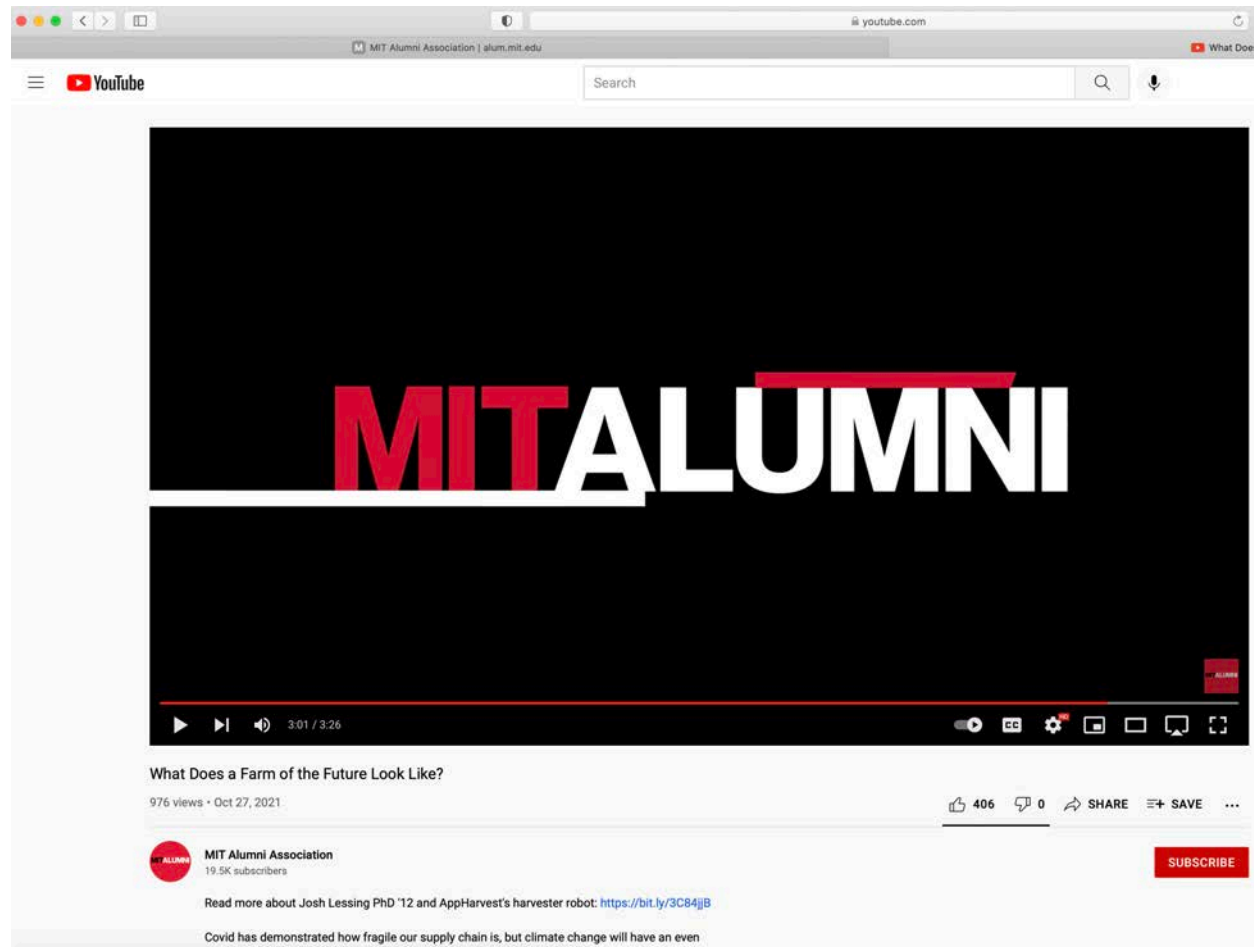
Angie M. Chatman SM '88



Sharon A. Israel '86

MIT Alumni Association Branding

Video Bumper | Lower Thirds | Credits



MIT Alumni Association Branding

MIT Alumni Homepage

The screenshot shows the MIT Alumni Association homepage. At the top, there is a navigation bar with the MITALUMNI logo, a Topics dropdown, Alumni Directory, Login, and a Search bar. Below this is a secondary navigation bar with links for COMMUNITIES, EVENTS, CAREERS, LEARN, VOLUNTEER, and ABOUT, along with a prominent red 'Give Now' button. The main content area features a large video player on the left with a play button and the text 'What Does a Farm of the Future Look Like?'. To the right of the video player is a list of upcoming events, including 'MIT Climate Tune-In - A Virtual Event', 'AEPi 26th Reunion', 'Strategies for Managing Complex AI Systems', 'Sustainability Connect 2021 - Building a Net-Zero MIT Together', and 'Department of Chemistry Alumni and Friends Event'. Below the event list is a section for 'Upcoming Event Near You' featuring a 'Wine Masterclass featuring Drew Bledsoe [VIRTUAL] 11.3.21'. Further down is a 'SLICE of MIT' logo with the tagline 'Visit the Blog.' At the bottom of the page, there are three featured articles: 'Digital Body Language for the Post-Pandemic Era' by Kara Baskin (Nov 5, 2021), 'What Does Neuroscience-Inspired Art Look and Feel Like?' by Julie Fox, and 'A New Initiative Connects Alumni in Service to a Better World' by Brian Geer (Oct 29, 2021).

MITALUMNI Topics Alumni Directory Login Search

COMMUNITIES EVENTS CAREERS LEARN VOLUNTEER ABOUT **Give Now**

MIT Alumni Association

- 11.3: MIT Climate Tune-In - A Virtual Event
- 11.4: AEPi 26th Reunion
- 11.4: Strategies for Managing Complex AI Systems
- 11.8: Sustainability Connect 2021 - Building a Net-Zero MIT Together
- 11.9: Department of Chemistry Alumni and Friends Event

Upcoming Event Near You

Wine Masterclass featuring Drew Bledsoe [VIRTUAL] 11.3.21

SLICE of MIT →
Visit the Blog.

What Does a Farm of the Future Look Like?

Digital Body Language for the Post-Pandemic Era

NOV 5, 2021 | KARA BASKIN
SLICE OF MIT

What Does Neuroscience-Inspired Art Look and Feel Like?

JULIE FOX
SLICE OF MIT

A New Initiative Connects Alumni in Service to a Better World

OCT 29, 2021 | BRIAN GEER
SLICE OF MIT

Better World Service Initiative

MIT Alumni Association Branding

Tools for Staff

Neue Haas Grotesk Display
Weight & Style

The MITAA visual identity should only use three weights of Neue Haas Grotesk Display, as shown here.

NEUE HAAS GROTESK DISPLAY BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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NEUE HAAS GROTESK DISPLAY MEDIUM
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NEUE HAAS GROTESK DISPLAY ROMAN
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abcdefghijklmnopqrstuvwxyz
123456789.!&?,';;

MITALUMNI

Emily Muldoon Kathan | Creative Director (she/her/hers)

MIT Alumni Association
[600 Memorial Drive, W-98 | Cambridge, MA 02139](#)
617-258-0790 | emkathan@mit.edu

alum.mit.edu | giving.mit.edu

Engage and inspire the global MIT community to make a better world.