

2018 ADRP Video Communications Award Applications

Contact Name: Corey Smentek
Business Title: Associate Director, Donor Relations and Stewardship
Institution Name: MIT
Institution Type: Private College/University
ADRP Member? Yes
Membership Length:

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Entry Title: Celebrating 80 Years

URL (if applicable): <https://celebration.mit.edu/simonsbirthday/>

Username/Password (if applicable):

Brief Description: This birthday video was created to acknowledge the 80th birthday of one of MIT's most generous donors and recognize the ways he and his spouse have made an impact at MIT and beyond.

Would you be willing to participate in a webinar or future conference to share more information about this project? Yes, please

Do you plan to submit a hard copy of your entry for judging? No

If my submission is selected as Best in Class, please notify my senior leadership team: No, thank you

Leadership Team Contact Information:

Overall Entry Budget: ----

List the organizational/institutional goals associated with this video communication: The birthday video was created to acknowledge the 80th birthday of one of MIT's most generous donors and recognize the ways he and his spouse have made an impact at MIT and beyond. The short video features tribute messages from key people known well to the donors, ranging from senior leadership to direct beneficiaries of their support. Not even 20 minutes after the video was sent to the donor by the MIT President, he replied with an enthusiastic and appreciative note. It was evident how much this gesture moved him.

Describe what is innovative about your Additional Documents: To change up what has been done in the past for this donor's birthday, which historically has been a note or phone call from the MIT President, it was decided to incorporate what the donor appreciates the most-he's very motivated by the people he supports and less inspired by gifts and tchotchkes. Instead of only hearing from the President in the video, we chose people from across the Institute-and across the areas he supports-who would resonate with him. The video messaging not only celebrates the donor's birthday and legacy but we made the careful strategic decision to weave in messages and

sentiments to the donor's spouse because she's an equal partner in the couple's philanthropic decisions.

Describe how the video communication supports/supported your overall department (institutional or organization) communications strategy: Through our team's individual stewardship plan work with MIT's leadership and principal gift offices, we have been reviewing upcoming donor milestones related to birthdays, fund anniversaries and lifetime giving thresholds. Our goal is that these recognition efforts serve to acknowledge the exceptional role that the donor has played for MIT, thank them for their generosity and further cultivate their relationship to the Institute. This birthday video will act as a model for future generous donors that would benefit from this high-level, personalized stewardship.

List various ways the video communication was/will be disseminated (i.e. social media sites, home website, etc.) and whether it was a stand-alone communication or part of a series: The customized video was uploaded to a private MIT website and delivered to the donor by the MIT President via email along with a warm, heartfelt message on the donor's birthday.

Additional context or information you would like to add for entry: It should be noted that the ending of the video features the Chairman of the MIT Corporation who has a close relationship with the donor and he devised the idea to incorporate a very personal-and humorous-detail that would greatly resonate with the donor.

Additional Documents: [MIT 80th Birthday video.pdf](#)



80th BIRTHDAY VIDEO

<https://celebration.mit.edu/simonsbirthday/>

List the organizational/institutional goals associated with this communications (ie intended audience, how you assessed success of communication)

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