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The Alumni Annual Fund
Carleton College has been witness to important changes in function, goals, and results of the Alumni Annual Fund during the past 19 years. These changes began with a group of alumni who believed in the importance of annual giving and their roles as stewards of Carleton. They set out to increase the level of alumni support. In 1988, the alumni formed a Board of Directors and recruited volunteers from each class to coordinate fundraising efforts. In turn, Class Agents recruited Assistant Agents to help with personal solicitations. Peer solicitation is the focus of and key to the success of the Alumni Annual Fund. Volunteer involvement, initiative, and creativity are an institutional priority.

While most institutions depend to some degree on volunteer support, none boasts the level of ownership that Carleton’s alumni volunteers—well over 600 strong—have assumed in raising unrestricted dollars for the Alumni Annual Fund.
Total Endowment (as of 6/30/06) : $560 million
Endowment per Student: $290,000
College’s Budget: $99 million

2006—2007 Fees
Tuition: $34,083
Room: $4,299
Board: $4,293
Student Activity Fees: $189
Total Comprehensive Fee: $42,864

• The average need-based Carleton grant is $21,081. Carleton met the full demonstrated financial need of all admitted students in the class of 2010. 237 members of the class are receiving more than $4.9 million in Carleton grants.

• Over $153 million additional endowment dollars would be needed to generate the $6.9 million of income provided this year by the Annual Fund.

• Carleton would have to increase tuition and fees per student by over $4,000 to cover the dollars raised by the Annual Fund.

• Tuition and fees cover approximately 48% of the actual cost of educating a Carleton student. The remaining 52% is subsidized by the College, annual gifts and earnings from endowment gifts.

• For the 35th consecutive year, Carleton’s budget was balanced.
What is Annual Giving at Carleton College?
Annual giving is a broad term referring to contributions made every year to support on-going college operations. These gifts provide resources for financial aid, faculty salaries, library acquisitions, lab and classroom equipment, guest lectures, academic programs, and other immediate needs. Gifts to the Alumni Annual Fund limit increases in tuition and fees, and make the cost of a Carleton education more affordable.

What is an unrestricted gift, and why is it so important?
Unrestricted annual gifts are those given without any limitations on their use. Restricted gifts, on the other hand, are earmarked for specific purposes, such as a gift to a single academic department, athletic program and other long-term projects.

Alumni who make unrestricted gifts allow Carleton to place resources where they are immediately needed, providing vital funds that impact every area of the College, especially during periods of increased fiscal pressure and restraints.

Why should I give money to Carleton when there are so many other pressing needs in the world and in my own community?
Many organizations need and deserve our ongoing support. A gift to Carleton College will not feed the hungry, house the homeless, or find a cure for AIDS. But it will, with our support, graduate men and women who, with the strength of skill and character and a belief in individual and civic action, make a difference in families, communities, organizations, and throughout the world.

As alumni, we are heirs and beneficiaries of countless alumni who came before us. Those alumni made financial commitments to Carleton so that it could continue to be one of the best liberal arts colleges in the world. If we believe that institutions like Carleton are valuable and essential, then it is our privilege and responsibility to sustain our valued tradition of stewardship.

Why doesn’t the College just tighten its belt?
Carleton controls its expenditures very carefully. Financing an educational enterprise is not the same as managing a business. Since each student’s education is highly subsidized by the College, belt-tightening can only help at the margins. The College is a prudent manager of all its resources and is committed to keeping Carleton fiscally sound today and in the future without compromising its standards of excellence.
CLASS AGENT

In addition to soliciting for the Alumni Annual Fund, class agents cultivate relationships with classmates and encourage them to reconnect to the College. Sharing this responsibility with one (or more!) co-agents will enable class leaders benefit from the segmentation strategy and divide the various tasks throughout the year.

Many classes have found it to be very effective to split duties into two categories: participation and leadership giving. The co-agents are jointly responsible for overall class strategy and assistant agent management, but this model allows for each person to focus on one area of expertise. This does not mean that gift agents can only solicit leadership gifts and the participation agent is solely responsible for securing participation gifts. The two agents, along with the assistant agents, work as a team to get the best performance from the class as possible. The dual-agent model is intended to clearly define roles.

Gift Agent responsibilities include:
- Making an early financial commitment to the Alumni Annual Fund.
- Developing a solicitation strategy in conjunction with the Participation Agent.
- Assisting in writing/editing the fall solicitation letter.
- Recruiting additional assistant agents.
- Overseeing and participating in TOPS solicitation by the October 1 deadline.
- Contacting assistant agents frequently to monitor progress and provide assistance and encouragement as needed.
- Tracking leadership gifts throughout the year, and following up on fall solicitations before December 1 if no gift is received.
- Identifying and cultivating additional leadership prospects from other segments.
- Maintaining regular communication with the Participation Agent, AAF staff, and AAF Board regarding solicitation progress.
- Identifying and recruiting successor.
- Attending the Alumni Stewardship Workshop each year.

Participation Agent responsibilities include:
- Making an early financial commitment to the Alumni Annual Fund.
- Developing a solicitation strategy in conjunction with the Gift Agent.
- Assisting in writing/editing the fall solicitation letter.
- Recruiting additional assistant agents.
- Overseeing and participating in peer solicitations with a focus on increasing class participation.
- Assessing participation strategy (mailings, calls, emails, etc.) throughout the year and adjusting as necessary.
- Contacting assistant agents frequently to monitor progress and provide assistance and encouragement as needed. Organizing occasional conference calls if necessary.
- Maintaining regular communication with the Gift Agent, AAF staff, and AAF Board regarding solicitation progress.
- Identifying and recruiting successor.
- Attending the Alumni Stewardship Workshop each year.
ASSISTANT AGENT
Assistant agents serve as a fundraising team under the direction of the class agents, sharing the responsibility of keeping in touch with fellow classmates and asking them to support the College through a gift to the Alumni Annual Fund. These assistant agents may choose to solicit for either leadership gifts or participation gifts, depending on their comfort level. Of course, they may be involved in both types of soliciting, if they so choose.

Assistant Agent responsibilities include:
• Making an early financial commitment to the Alumni Annual Fund.
• Assisting the class agents by contacting classmates and soliciting their financial support.
• Offering input and suggestions to help craft the solicitation strategy throughout the year.
• Updating the class agents and the AAF staff on the progress of their solicitations. This also includes passing along any biographical information that may be of interest to the College such as changes in address, employment, or marital status; the birth of children; and advanced degrees earned.
• Attending the Alumni Stewardship Workshop each year.

GIFT COMMITTEE MEMBER
As a class nears its reunion, Alumni Annual Fund staff and Board members work with class agents to recruit and organize a class Reunion Committee. This committee is comprised of class members interested in both fundraising and program activities. Generally, the class agents or the gift committee chairs will recruit gift committee members from the class.

Gift committee members are often, but not limited to, those class members who have served as assistant agents during non-reunion years. Because the dollar and participation goals in a reunion year are significantly higher than in other years, gift committee and program committee chairs depend on a large group of committee members to insure a successful class reunion.

Gift Committee Member responsibilities include:
• All the responsibilities of an assistant agent (see above).
• Putting an added emphasis on soliciting S-T-R-E-T-C-H gifts in honor of reunion.
• Attending the Reunion Planning Workshop in August.

AAF BOARD MEMBER
The Alumni Annual Fund Board of Directors is ultimately responsible for the Fund’s direction, goals, and policies, and serves as a valuable resource for class agents and AAF staff. The staff and Board members work together to provide time-tested ideas and methods of fundraising to class agents and assistant agents, as guidance for developing their own class fundraising strategies. See page 16 for current Board members and contact information. Alumni serving on the Board represent a wide range of class years and have demonstrated a history of volunteer leadership and strong commitment.

AAF Board Member responsibilities include:
• Fulfilling a term of 3 years, with option to renew.
• Making an early financial commitment to the Alumni Annual Fund.
• Soliciting lead gifts from class agents early in the fiscal year.
• Attending the semi-annual board meetings in late summer and winter.
• Participating in conference calls with fellow board members and AAF staff throughout the year.
• Maintaining a good working relationship with class agents throughout the year, and establishing a schedule of regular communication.
• Attending the annual Reunion Planning Workshop and Alumni Stewardship Workshop.
• Working with AAF staff managers and class agents to recruit successors.
**Use the calendar below to coordinate all solicitation mailings and tasks.**

- Schedule any additional mailings (letters, postcards, email, etc.) to be sent to your class, including the author and a deadline for a draft.
- Schedule additional deadlines or tasks as needed.
- Schedule conference calls, indicating who will be on the call and the purpose of the call.

### Solicitation Mailings

<table>
<thead>
<tr>
<th>Solicitation Mailings</th>
<th>Solicitation Tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Class Solicitation Letter</strong> draft due at Workshop</td>
<td>Recruit additional Assistant Agents, if necessary</td>
</tr>
<tr>
<td><em>Class Solicitation Letter</em> mailed</td>
<td>Solicitation of assignments begins</td>
</tr>
<tr>
<td></td>
<td>Volunteers make own AAF commitment</td>
</tr>
<tr>
<td><em>Elements</em> mailed with gift envelope to all alumni</td>
<td>October</td>
</tr>
<tr>
<td></td>
<td>Solicitation of TOPs completed by Oct. 1</td>
</tr>
<tr>
<td></td>
<td>Check the AAF volunteer portal for updates</td>
</tr>
<tr>
<td><em>Opening Doors</em> mailed to non-donors</td>
<td>November</td>
</tr>
<tr>
<td></td>
<td>Solicitation of Volunteers completed by Nov. 1</td>
</tr>
<tr>
<td></td>
<td>Check the AAF volunteer portal for updates</td>
</tr>
<tr>
<td><em>Calendar Year End Solicitation</em> sent to non-donors</td>
<td>December</td>
</tr>
<tr>
<td></td>
<td>Solicitation of assigned classmates, Groups A—E</td>
</tr>
<tr>
<td></td>
<td>completed by Dec. 31</td>
</tr>
<tr>
<td></td>
<td>Check the AAF volunteer portal for updates</td>
</tr>
<tr>
<td><em>“Volunteer for Carleton”</em> stewardship event</td>
<td>January</td>
</tr>
<tr>
<td></td>
<td>3s and 8s begin pre-Reunion planning meetings</td>
</tr>
<tr>
<td></td>
<td>Check the AAF volunteer portal for updates</td>
</tr>
<tr>
<td><em>Opening Doors</em> mailed to non-donors</td>
<td>February</td>
</tr>
<tr>
<td></td>
<td>Complete all solicitations to meet March 15 cut-off for <em>Preliminary Donor Letter</em></td>
</tr>
<tr>
<td></td>
<td>Check the AAF volunteer portal for updates</td>
</tr>
<tr>
<td><em>Preliminary Donor Letter</em> mailed to all alumni</td>
<td>March &amp; April</td>
</tr>
<tr>
<td></td>
<td>Check the AAF volunteer portal for updates</td>
</tr>
<tr>
<td><em>Opening Doors</em> sent to non-donors &amp; non-pledgers</td>
<td>May</td>
</tr>
<tr>
<td>Targeted email &amp; letter solicitations</td>
<td>Check the AAF volunteer portal for updates</td>
</tr>
<tr>
<td><em>Pledge Reminder</em> with <em>Opening Doors</em> insert mailed to all pledgers on June 1</td>
<td>June &amp; July</td>
</tr>
<tr>
<td>Targeted email solicitations by class and College</td>
<td>Check the AAF volunteer portal for updates</td>
</tr>
<tr>
<td></td>
<td>FISCAL YEAR ENDS JUNE 30</td>
</tr>
<tr>
<td></td>
<td>Final results reported to volunteers mid-July</td>
</tr>
</tbody>
</table>
**Reunion**
- Encourage high attendance at the Reunion Planning Workshop
- Secure early pledges from volunteers and leadership donors
- Set up communication plan for Gift Committee (& full committee)
- Communicate with class through letters, email, and class web site
- Assign and personally solicit 1/3 to 1/2 of the class
- Solicit stretch gifts (3-10 times last gift)
- Increase participation by 10%
- Increase class gift by 112%

**Pre-Reunion**
- Confirm or recruit strong Gift Committee leadership
- Recruit and retain Assistant Agents for an effective and diverse gift committee
- Core Gift Committee members meet by March
- Evaluate last Reunion and determine how best to face potential challenges
- Broaden class engagement through high participation
- Increase class gift by 5—10%

**Every Year**
- Attend the Alumni Stewardship Workshop
- Increase class participation
- Confirm all Assistant Agents
- Maintain continuity in solicitation assignments
- Maintain regular communication between volunteers and AAF
- Consider new use of technology in fundraising efforts
  - Friendraising

**Post-Reunion**
- Recruit or confirm new Class Agents to lead the class through the next reunion
- Confirm continued involvement of Gift Committee members
- Keep interest and momentum going from Reunion
- Maintain or increase level of classmates’ pre-reunion gifts
- Maintain high level of participation from Reunion
- Plan a mini-reunion event
- Increase class gift by 20% over pre-reunion year

**Reunion 2 Years Out**
- Class Agents in place to lead the class through the next Reunion
- Recruit and retain Assistant Agents with an eye toward future gift committee structure; include top donors
- Identify core group of gift leaders to attend next workshop
- Maintain strategy for Group Cs
- Plan a mini-reunion event
- Increase class gift by 5—10%

**Reunion 3 Years Out**
- Recruit and retain Assistant Agents to maintain diversity and enthusiasm
- Consider upcoming Reunion Gift Committee leadership
- Develop strategy for Group Cs that last gave in your Reunion year
- Plan mini-reunion event
- Increase class gift by 5—10%
Groups are based on donor giving patterns, and allow volunteers to focus on the segment that is most beneficial for the class’s situation. Deciding which segments to focus on may be largely based on where your class stands in the reunion cycle. For example:

- If you are in a post-reunion class, you can most likely focus all of your volunteer efforts on your TOPs and retaining your Bs. It is unlikely (although possible) that the volunteers need to focus on Cs, Ds, or Es after all the extra effort put forth during your reunion year.
- If your class has maintained a similar level of participation for a couple years, it may be time to zero in on the Cs (classmates who have given once in the past few years) and see if you can once again bring them back into the giving habit.
- If your class is striving to raise more dollars, focus on the TOPs. Additionally, the Gift Agent can work with the assistant agents and the staff to see if some of the As might be primed for an upgrade. Meanwhile, the others focus on maintaining your great level of established participation, or recruiting new volunteers.

**TOPs** classmates are defined as the top 20 or so prospects in the class based on ask amount. The solicitation of this group should be personal, and is most effective when undertaken by the solicitor who is most familiar with the donor. The solicitation is more compelling when the solicitor has made their own gift commitment prior to the contact.

**Group A** classmates are those who have 5 or more years of consecutive giving. They are your most consistent and loyal donors and are considered the best group from which to identify any new potential leadership donors.

**Group B** classmates are those who have 1 - 4 consecutive years of giving. While you may move members of this group to the TOPs group, the primary focus should be to ensure their giving becomes a well-established habit.

**Group C** classmates are those who have given at least once in the past 5 years, but not last year. TOPS prospects may be found in this group, but the main goal should be to encourage them to resume their giving to the AAF.

**Group D** classmates are those who have given to the AAF at least once in their lifetime, but not in the last 5 years. Potential leadership gifts may be found in this group, but they should primarily be cultivated for participation purposes.

**Group E** classmates are those who have never given to the Alumni Annual Fund. This group should be cultivated to make their first gift to Carleton’s Alumni Annual Fund.
What is the Student Calling Program?

It is a team of enthusiastic and dedicated Carleton students who want to help with your class gift! Approximately 30 students call alumni during 28 weeks of the fiscal year to solicit gifts for the Alumni Annual Fund. These students receive ongoing training and are effective fundraisers.

The goal of the program is to increase participation by cultivating responses from alumni who won’t otherwise be contacted by a classmate. Student callers are given an outline of important points to cover during the call, but they are encouraged to develop their own style and make each phone call unique. Regardless of the outcome of the phone call, the students re-establish a link between alumni and the College, perhaps opening a door to AAF gifts in the future.

The calling program is automated, which allows for more efficient calling and tracking of results, and utilizes progressive dialing. This means that computers dial for the students, calling one alum at a time, allowing the student to focus on that solicitation. Many telemarketing firms use predictive dialing. With predictive dialing, one computer dials many phone numbers at once and as the calls are answered, they are distributed to the callers. Carleton’s phone system does not use predictive dialing.

How can the student callers help our class?

Despite a concerted effort, Class Agents and Assistant Agents are rarely able to personally solicit each and every one of their classmates. The students can help! They work with you to solicit those who may not be called by a classmate. Although student calling doesn’t compare to the effectiveness of a solicitation by a classmate, personal contact is one of the best ways to raise money. This year calling will start on September 17, 2006 and will end on June 30, 2007.

We look forward to working with you throughout the year to make your class gift successful!
ALUMNI ANNUAL FUND BOARD

Chair, John Gendler ’70, jgendler@proptaxlaw.com, (612) 920-3567

Directors
1920-1957, Chuck Donnell ’54, chuckdonnell@aol.com, (203) 227-8045
1958-1963, Judy Sosted ’61, jsosted@hotmail.com, (507) 645-0499
1964-1969, Jim Johnson ’64, james.johnson@minnesotamutual.com, (651) 698-5655
1970-1977, Ann Iijima ’72, aiiijima@wmitchell.edu, (507) 645-6016
1978-1984, Alison Krafft Rempel ’78, cmfuzz-alison@yahoo.com, (650) 961-7989
1985-1989, Kirk Weidner ’85, kirk_weidner@cargill.com, (952) 742-4759
1985-1989, Jonathan Pearlstein ’86, j pearlstein@hotmail.com, (425) 831-7898
1990-1997, Derek Fried ’93, derek.fried@wellsfargo.com, (651) 917-0761
1998-1999, Christian Lee ’98, clee07@gsb.columbia.edu, (212) 563-1687
2000-2006, Leah Daniels ‘02, leah.daniels@alumni.carleton.edu, (202) 421-6934

ALUMNI ANNUAL FUND STAFF

Director, Chris Clark ’95, chclark@acs.carleton.edu, (507) 646-4734

1924-1947 Assistant Director search under way
1948-1956 Beth Dahle, Senior Associate Director, bdahle@acs.carleton.edu, (507) 646-5568
1957 Chris Clark ’95, Director, chclark@acs.carleton.edu, (507) 646-4734
1958-1970 Beth Dahle, Senior Associate Director, bdahle@acs.carleton.edu, (507) 646-5568
1971-1980 Tracy Fossum, Associate Director, tfossum@acs.carleton.edu, (507) 646-4340
1981-1990 Cindy Jokela, Associate Director, cjokela@acs.carleton.edu, (507) 646-4735
1991-2000 Stefanie Morrison ’01, Associate Director, smorriso@acs.carleton.edu, (507) 646-5594
2001-2009 Assistant Director search under way

Jennifer Whitson, Office Manager and Assistant to the Director, jwhitson@acs.carleton.edu, (507) 646-4160
Karla Duren, Alumni Annual Fund Assistant, kduren@acs.carleton.edu, (507) 646-4722
Alumni Annual Fund Assistant search under way

Alumni Annual Fund
205 East Second Street
Northfield, MN 55057
800-745-2275
aaf@acs.carleton.edu
Solicitation Resources
A truly effective solicitation is a process, not a single call or email. It means developing a relationship over time and following up as often as necessary. The following is an outline of how to approach your solicitations and make them as effective as possible.

**PREPARATION**
Consider why Carleton is important to you, and why your classmates will want to support the College. You should feel good about this discussion and ultimately the solicitation! Remember:

- You are contacting your own classmates, many of whom are your friends. Their interest in Carleton is very likely similar to yours.
- You are asking your classmates to support one of the finest educational institutions in the country.
- Most people enjoy giving to a worthwhile cause and will respond willingly. Donors also enjoy seeing the good accomplished by their gifts. Present your classmates with an *opportunity* to give rather than an obligation or argument.
- Most people tend to give more from the heart (emotionally) than from the head (intellectually); people generally do not like to do what they *ought* to do but rather what they *want* to do. Stress the emotional aspect of what they share when you are making the ask.

An important aspect of solicitation is what comes before the ask. Even if the prospective donor is an old roommate or close friend, an ask is usually most effective when preceded by some cultivation, which varies depending on your existing relationship with the prospect. If you don’t know your classmate very well or not at all, you might begin the cultivation early in the fiscal year by sending a Carleton postcard, providing information about recent campus happenings, or a simple message. Other cultivation ideas include inviting the classmate: to meet you for coffee or a meal, to attend a local Carleton Club event or a campus activity like Convocation or a performance.

**PHONE SOLICITATION**
Before you pick up the phone, make sure you do the following:

- Make your own gift or pledge
- Set some goals and deadlines for yourself (i.e. “I will speak with 2 classmates tonight” or “I will have all of my solicitations made by November 1”, etc.)
- Check the AAF volunteer portal (https://apps.carleton.edu/alumni/aaf/volunteers/) to get updated information on your assignments. Review their giving history and other information such as their employer, spouse, and children.
- Jog your memory - - take a look at your Zoobook or Algol to put a face to the name.
- Know your facts about Carleton and the AAF. Carleton’s website (www.carleton.edu) is a good source of current information.
- Review the sample calling script on page 26.

Each call is different and there is not a single approach that will work every time. Some volunteers begin calls with the ask and then move on to other topics, while others feel more comfortable breaking the ice and then transitioning to the solicitation. Generally, your calls will include the following aspects:

- **Connect** – create or re-establish the link you share with your classmate.
- **Chat** – Talk about Carleton today, the Carleton you remember, or other things entirely. Be yourself and be flexible enough to let the conversation develop. By listening to your classmate,
you will pick up cues on how invested they are in Carleton and which direction the conversation should go.

- **Collect** – although solicitation calls serve to develop relationships and strengthen connections to the College, the main reason you are making the call is to solicit a gift for the Alumni Annual Fund. To do that, use the following talking points:
  - Explain the importance of unrestricted gifts to the College.
  - Relay class dollar and participation goals.
  - Be specific about the dollar amount for which you are asking.
  - Ask for a higher amount than you hope to receive so you will have negotiating room.
  - Be positive about every gift. Participation is very important!
  - Offer giving options such as installment giving, paying by check, or donating stock. Please refer to Giving Options (page 24) in this handbook for specific instructions.

- **Following Up** – to ensure the greatest success, keep the following in mind:
  - You may not reach your classmate the first time. Keep trying! It is up to you whether or not to leave a message, but the ultimate goal is to actually talk to your classmate.
  - Your classmate may need some time to consider a gift to Carleton and may require a follow-up call. Allow a reasonable amount of time to pass before you contact them again but don’t be afraid to make this important second call. Your follow-through will make a difference.
  - Write notes, as appropriate to thank them for taking the time to speak with you and for their commitment to Carleton.
  - Contact your Class Agent or AAF staff manager with gift, pledge, or refusal information. Also notify the AAF of any phone number and/or address changes or important anecdotal information such as a marriage, divorce, or employment change.
  - Your classmate may choose to not give to the AAF this year. However, your positive attitude and endorsement of the College may result in a renewal of their relationship with Carleton in the future.

*Above all, have fun and take pride in the fact that your volunteer time is appreciated by current Carleton students and will be valued well into the future!*

**EMAIL SOLICITATION**

Email is an increasingly effective and efficient way to communicate with your classmates about the Alumni Annual Fund. It can be used as an introduction to a solicitation call, a thank you for a classmate's time and/or support, a follow-up to a call or letter, or a direct solicitation.

Additionally, the use of Carleton's online giving website ([www.give.carleton.edu](http://www.give.carleton.edu)) has skyrocketed over the last few years and email is a great way to steer your classmates to this easy and convenient way to give. Keep in mind that email communication generally works best when used along with other solicitation methods such as phone calls and direct mail. Some suggestions to get you started:

- Most emails are read within seconds. Try to make an immediate impact.
- The subject line should be attention-grabbing, but not misleading.
- Establish credibility. Use your own name and your own words. State your purpose early in your text and be clear and upfront.
- Making the case for support in an email is more effective when using your personal style.
- If you don't know a classmate, try a thank you or invitation first. If your first email is a solicitation, subsequent email may be ignored.
- Always include the link to Carleton’s online giving page: [www.give.carleton.edu](http://www.give.carleton.edu)
- Include links to other pages on the College website. Fresh news is appreciated.
- Honor a classmate’s request not to be solicited by this method.
There are as many reasons to give to Carleton as there are alumni.

Charles M. Goodsell came to Northfield in 1859 with a dream to found a college, “a new Northwestern Oberlin.” That dream became a permanent reality in 1871 with William Carleton’s timely and seemingly miraculous $50,000 gift to the struggling Northfield College.

Over the years, this College on the edge of the prairie has become a national treasure due to the strong tradition of giving by individuals interested in the long-term well being of the school. The Carleton campus didn’t just appear; it exists in its present form, in actual physical buildings and equipment, in spirit, and in name, because of the support of countless individuals.

This broad-based support continues to be an important part of Carleton today; gifts to the Alumni Annual Fund help sustain the tradition of excellence that distinguishes both the Carleton liberal arts experience and the Carleton student. Your classmates support Carleton each year for a variety of reasons. On the next page are a few ideas to help get you started on making your case for Carleton.
Commitment to the Liberal Arts – Carleton exists to provide a wide-ranging education in the humanities, arts & literature, the natural sciences, and the social sciences for young women and men who will become leaders in their communities, our country, and the world. Annual alumni support helps to provide the academic resources, cutting-edge technology and facilities, and talented and diverse faculty that are essential in accomplishing this mission.

Access – In the words of President Oden, “our obligation is to make a Carleton education available to all who are qualified.” Carleton is one of a handful of institutions in the country that continues to meet the full financial need of all accepted students. That policy is expensive and gets more so each year. In 2005 – 2006, the College spent $23.4 million on scholarships, more than half of which was “unfunded”, meaning that it was not covered by designated gifts or the endowment. The Alumni Annual Fund helps make up the difference between the cost of tuition and what a student can afford to pay.

Real Cost of a Carleton Education – Not a single one of us paid our way at Carleton. Even those who paid the full comprehensive fee paid less than half of the capital and operating costs of their Carleton education. Each of us would have to pay over $100,000 in today’s dollars to make up the difference between tuition and the real cost of a Carleton education. Annual support from alumni helps provide this “hidden scholarship” to all Carleton students.

Level the Playing Field – “Carleton plays in the big league without big league resources.”- Frank Wright ’50, Treasurer Emeritus. Although Carleton’s endowment is half the size of its peer schools, gifts from the Alumni Annual Fund help Carleton compete financially with wealthier schools. The Alumni Annual Fund is our “living” endowment – nearly $153 million additional endowment dollars would be needed to generate the more than $6.9 million of income provided by alumni, parents, and friends through the Annual Fund last year.

Every Gift Counts – At its essence, the Alumni Annual Fund is a collection of many gifts – last year, nearly 13,000 alumni contributed more than $5.8 million to the Alumni Fund. This exceptional level of support would not have been possible without each and every gift. Participation is an important measure of alumni satisfaction and confidence in Carleton. Your gift, no matter the size, shows gratitude for the education you received, and support for the students and faculty who follow you. Only you can account for your participation.

Tradition – There is a rich tradition of alumni support at Carleton that enables the College to offer current students the outstanding learning environment and opportunities from which they benefit. Over the last five years, more than 16,000 alumni (71%) have contributed to the Alumni Annual Fund. Your participation in the Alumni Annual Fund connects you with the thousands of alumni who have helped create and maintain the institution that has given us all so much.

Operating Expenses – The unrestricted support provided by the Alumni Annual Fund each year allows Carleton to maintain its educational excellence by supporting day-to-day operating expenses that are not fully covered by other sources. Unrestricted annual gifts are particularly important because they allow Carleton to place resources where they are immediately needed, providing vital funds that impact every area of the College, especially during periods of increased fiscal pressure and restraints.

Noblesse Oblige – As Larry Gould reminded us in his memorable speech entitled “Noblesse Oblige” (from him to whom much is given much is expected), the privilege of being educated at Carleton includes several responsibilities, one of which is the obligation to support the College. Your education was made possible by the contributions of the thousands of alumni who came before you, and in turn, your contributions help to ensure that Carleton is able to offer the same educational experience to today’s students.

“You are a part of Carleton, and Carleton is a part of you.” – Larry Gould
Responding to Objections

No Money
Your support of the Fund is more than just the amount of your gift.
- Alumni participation demonstrates tremendous confidence in the College and Carleton’s high level of alumni support (54% gave last year) increases Carleton’s ability to secure funds from other sources.
- Carleton’s endowment is smaller than its peer schools. Over $153 million additional endowment dollars would be needed to generate the $6.9 million of income provided last year by the Annual Fund.
- Last year, gifts under $100 totaled more than $171,000. Your individual gift may not seem significant, but it does make a difference.

Business/Economy Is Bad
I understand. However, Carleton faces the same financial pressures as you and I. The College needs to continue providing the best faculty, academic resources, and financial aid to its current students. Your gift, of any amount, to the Alumni Annual Fund helps Carleton provide these important services.
- Gifts to the Alumni Annual Fund are tax-deductible.
- You can pledge now and pay later (before June 30).
- You can pay your gift in installments on your credit card.

Unemployed
I'm sorry to hear that. Did you know that the Career Center is available to help alumni? You may want to contact them at 507-646-4293 or go to the Carleton website. They often make phone appointments with alumni to aid in career moves.

Give Later In The Year
Yes, I understand. Please consider making a pledge now in support of our class gift, which you can pay at any time before June 30. An early pledge will help our class reach its goal faster without last-minute frenzy.

Already Gave This Year
- **Timing issue:** Do you remember when you made that gift? The reason I ask is because it is possible that you gave during the calendar year, but not in the current fiscal year (Carleton’s fiscal year runs from July 1 to June 30). My apologies if we are soliciting you for a second gift. If you wouldn’t mind, I’d be happy to check and get back to you.
- **Fund issue:** Was your gift to the Alumni Annual Fund? The College has several hundred funds and it could be that you gave a gift to a different fund. If you wouldn’t mind, I’d be happy to check on your gift and get back to you.

Support A Restricted Fund
Unlike restricted gifts, contributions to the Annual Fund are used immediately, helping the College to meet its ongoing expenses and to bridge the gap between what a student can afford to pay and the actual cost of a Carleton education. Your support to this vital fund is greatly appreciated!
Support Other Causes
There are many worthy causes out there, and I realize your priorities may be different at this time, but alumni giving is crucial to maintaining the Carleton experience for today’s students. Even if you give to other causes, please consider how unique and important a place Carleton is to you. Your support of Carleton helps other causes by enabling Carleton students to develop the judgment, skills, and vision they need to meet global challenges of the future. Please help future generations make a difference by supporting Carleton today.

Tuition Should Cover Costs/Paid Full Tuition
Full tuition and fees cover less than half of the actual annual cost to educate a Carleton student. The gap between what is paid and the real cost has always been subsidized by the College and annual gifts from alumni, parents, and friends, as well as earnings from endowment gifts. Your support will help bridge the gap between what the student can afford to pay and the actual cost of a Carleton education.

Non-Graduate
Once at Carleton, even for a short time, we all become a member of the Carleton family. You’ve probably heard Larry Gould’s famous phrase, “From this day forward, you are a part of Carleton and Carleton is a part of you.” Many alumni who did not graduate from Carleton support the College every year.

Doesn’t Agree With College Policy Or Decision
It seems a shame to cut off your support for one reason, although an important one, when there are so many great reasons to support Carleton! One of the wonderful things about Carleton is the diversity of ideas and students. I hope you will reconsider.

Child Wasn’t Accepted By The College
I am sorry to hear that your son/daughter was not accepted to Carleton. Some excellent students are not accepted for various reasons. Carleton has experienced a 70% increase in admissions applications in the last 5 years, and a drop of the acceptance rate to 28.6% in the most recent cycle. By any standard, the application process has grown much more competitive. Where is your son/daughter attending college? Is he/she enjoying it? I hope that you will consider giving to Carleton because of YOUR positive experience.

Stretch Giving (Reunion Classes)
Your gifts have always been generous and most appreciated! During reunion years, we hope our classmates will consider making Carleton a philanthropic priority. The College’s operating costs increase every year, as does inflation. Your increased gift of $____ will help our class meet its ambitious goal and help the College maintain its excellence. You may also split your gift into installments (see page 24 for more information on installment giving).
Give Online
Go to Carleton’s secure giving page at www.give.carleton.edu where you can make a one-time gift or set up installments. American Express, Discover, MasterCard, or Visa are accepted.

Give by Phone
Call the Alumni Annual Fund office at (800) 745-2275 with your credit card information.

Mail a check or money order
Carleton College
Gift Accounting Office
1-CENREC
One North College Street
Northfield, MN 55057-4070

Make a gift by international bank transfer
Contact the Gift Accounting office at giftaccounting@carleton.edu or (800)758-9441 for instructions.

Installment Giving
You can now give to the Alumni Annual Fund on your schedule. Go online or call the AAF to set up monthly, quarterly, or yearly installments for a few months, the entire fiscal year, or indefinitely! This is a great option for donors who would like to schedule a one-time gift for a future date, spread out their gift for the year, or give each year without having to resubmit their payment information.

Gift in Honor/in Memory
A number of classes have encouraged support through gifts made in memory or in honor of special people in their lives. The honored individual(s) do not necessarily need to be affiliated with the College. The honorees’ name(s) are then printed in the College’s fiscal-year-end report on donors, *Elements*, with the donor’s name directly underneath. This is in addition to the usual listing with the class.

Matching Gifts
Many companies offer employees—even retirees and/or spouses—matching gift programs for charitable contributions. Matching gifts now count towards a donor’s gift club level, and are included in the donor’s class total. Classmates may be more motivated to give, knowing that their gift will be matched—essentially increasing its value.

Companies have various methods by which a matching gift request may be submitted: online forms, automated phone systems, or a paper form that is submitted to Carleton. *Donors must contact their employer for specific instructions.* To find out if someone works for a matching gift company, go to http://www.matchinggifts.com/carleton.

Leadership Giving
Gift club levels are used as a means of recognizing an individual’s giving, capitalize on competition within the class to persuade donors to increase to the next level, and serve as an example to other classmates. Using this approach varies from class to class and may not work in every situation.
Transfer Stock
Transferring stocks to the College is a way to give without having to make a gift out of pocket and may enable a donor to give more generously than they normally could. For example:

<table>
<thead>
<tr>
<th>Appreciated Stock (original cost of $2,000)</th>
<th>Cash</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your gift to Carleton</td>
<td>$10,000</td>
</tr>
<tr>
<td>Income tax savings (assumes 35% income tax bracket)</td>
<td>$3,500</td>
</tr>
<tr>
<td>Capital gains avoidance (assumes 15% capital gains rate)</td>
<td>$1,200</td>
</tr>
<tr>
<td>(15% of $8,000)</td>
<td></td>
</tr>
<tr>
<td><strong>Net cost of gift to you</strong></td>
<td><strong>$5,300</strong></td>
</tr>
</tbody>
</table>

The cash gift would cost this donor $1,200 (or about 23%) **more** than the stock gift.

The College welcomes gifts of stock. To ensure prompt and accurate processing of stock gifts, notify the College of your intentions by calling our Gift Accounting office at (800) 758-9441 or sending an email to giftaccounting@carleton.edu.

1. **Stock held in a brokerage or trust account.** Transfer may be made to the College’s brokerage account. Instruct your broker to contact Carleton’s Gift Accounting Office at 1-800-758-9441. To ensure prompt and accurate processing your gift, this should be done each time you initiate a stock transfer as the College’s account numbers are changed periodically.

2. **A stock certificate in your possession.**
   A. If you are sending a stock certificate that is registered in your name either:
      - Sign and date the certificate on the back in the same form as it is registered, enter the name of Carleton College as assignee and send the certificate by registered mail or Federal Express, **or**
      - Sign and date a stock power in the same form as it is registered on the certificate, enter the name of Carleton College as assignee. Send your stock certificate and stock power separately by registered mail or Federal Express.
   B. If the certificate has been transferred into Carleton’s name, the stock can be sent directly to Gift Accounting. To ensure that your gift is processed correctly, please include a note with your name and the purpose of the gift.
   C. If the certificate is being sent directly to Carleton from a transfer agent, please ask them to provide your name with the stock certificate.
   D. Please indicate purpose of gift (e.g., Alumni Annual Fund) and mail to:
      Carleton College
      1-CENREC
      Attn: Shannon Schulz
      One North College Street
      Northfield, MN 55057

3. **Mutual Funds.** Questions regarding transfer of Mutual Funds may be directed to Carleton’s Gift Accounting at 1-800-758-9441.

*Please note that as the donor, it is your responsibility to inform the College of your gift of stock. Contact the Gift Accounting Office at 800-758-9441 or 507-646-4196. Faxes may be sent to 507-646-7986. Please include your name, the name of the stock, the number of shares and the purpose of the gift.*
Identify Yourself
Hello, may I please speak with ________?
• If “Yes”: Hi, this is__________, your classmate from Carleton College calling on behalf of the Alumni Annual Fund. How are you today/tonight?
• If “No”: Is there a better time for me to call?

Thank You for Past Support
• For classmates that gave to the AAF last year (TOPs, As, and Bs): Thank you for your contribution to the Alumni Annual Fund last year. You were among nearly 13,000 alumni who helped us reach 54% participation.
• For classmates that have given in past years (Cs and Ds): Thank you for your past support of the AAF.
• AAF Explanation for classmates that haven’t given to the AAF (Es): The Alumni Annual Fund is an unrestricted fund that supports the immediate needs of current students at Carleton in areas such as financial aid and academic resources.

The Ask
I hope you will make Carleton a priority (again) this year and help our class reach its goal of ___% participation and $______. Can we count on your support with a gift of $(ask amount)?

Second Ask
If your classmate says “no” to the initial ask, you may want to ask about and discuss their reasons for not contributing (see pages 22-23 for help in responding to objections), and ask again: Alumni support helps make up the difference between the cost of tuition and the actual cost of a Carleton education. Tuition and fees would have to increase by over $4,000 per student to cover the dollars raised by the Annual Fund. Can we count on your support this year with a gift of $(last gift amount) to help provide the Carleton experience for current and future students?

Participation Ask
If your classmate says “no” again, explain the importance of participation (see pages 9, 20 and 21 for additional information on participation): At its essence, the Alumni Annual Fund is a collection of many gifts – last year, nearly 13,000 alumni contributed more than $5.8 million to the Alumni Fund. This exceptional level of support would not have been possible without each and every gift. Participation is an important measure of alumni satisfaction and confidence in Carleton. Can we count on your continued participation this year with a gift of $25?

Gift or Pledge
Thank you! Your participation will make a big difference! Which credit card would you like to use? We take Visa, Mastercard, American Express, and Discover. We encourage gifts on credit cards because they are the quickest and most cost-effective way for the College to process your gift.
• For a gift on a credit card: Can I get your account number and expiration date?
• For a pledge: You can pay your pledge by check or online. We’ll send you an envelope to mail it in or you can go to www.give.carleton.edu. In order for your gift to count for this year, please send it in by June 30.

Thank You
Thank you for your time this evening. As long as I have you on the phone, may I verify your address? Are there any other questions that I can answer about Carleton? Thank you again and have a great evening.
A key factor in the continued success of the Alumni Annual Fund is that it is truly driven by alumni volunteers – not just in name, but in reality. One of the most important tasks you will complete each year is the creation of a fall solicitation letter to send to your class. This is generally the first and most in-depth appeal your classmates will receive. Starting on page 36, you will see samples of letters written by volunteers across the decades. Though the letters are as varied as the individuals themselves, there are some things they have in common. Listed below are suggested elements to include and general letter-writing tips to help you get started on your letter writing this year.

ELEMENTS
- Make the case for giving to the Alumni Annual Fund. Why do you give? See the Case for Carleton on page 20.
- Evoke memories of campus, college life and classmates through Carleton images and experiences.
- Include current Carleton news or items of interest. Many volunteers find that attending the workshop provides inspiration for writing, including quotes from the president, updates, and alumni connections. Others draw on their own recent personal, club, or travel experiences. The Carleton web site is a great resource.
- Incorporate items that elicit pride in the institution, such as meeting the financial aid need of all admitted students, or our #1 ranking in alumni giving participation in *U.S. News and World Report*.
- Give last year’s class results, as well as goals for this year.
- Thank those who gave last year and/or for considering a gift this year.
- Include individual ask amounts to give classmates a specific level to consider and/or “soften” the follow up call.
- Refer to the ways to give to the AAF, including the online giving link: www.give.carleton.edu. Encourage setting up automatic installment payments.

GENERAL TIPS
- Just Do It! Like those college papers, it only gets more difficult if you procrastinate.
- Let your own personal style come through. Using humor or a light-hearted approach can be effective in making the case for support (and keep your classmates reading) if it comes naturally to you.
- Begin with a catchy first paragraph to make it clear this is not a canned solicitation appeal.
- Keep the letter to one page, if possible.

Don’t hesitate to ask your AAF staff contact for help, whether it be for information, tips, specific types of letters samples, or feedback.
The Carleton Reunion Experience
RETURN. RENEW. REUNION.
As you will see from the reunion records on page 32, Carleton’s reunion effort has yielded terrific results. Over the past eight years, reunion classes have increased giving from just over $1 million to more than $2 million, and participation from 48% to 60%. Attendance at reunion has skyrocketed from approximately 1,500 people attending to more than 2,300!

For these and many other reasons, Carleton has been included in U.S. News & World Report’s “Best Colleges” list many times. The College is regularly ranked high among its peers in the publication’s categories such as selectivity, graduation rate, student satisfaction, academic reputation, and, significantly, alumni support. Alumni give back to Carleton in record numbers when asked, and often even without being asked. In supporting the College, alumni demonstrate a belief in the importance of helping an outstanding faculty reach the brightest students in a demanding and supportive learning community.

REUNION GIVING
The Alumni Annual Fund has long aimed to help Carleton maintain its high standards of excellence in and out of the classroom (e.g., quality instruction, facilities, and financial aid) by contributing to its operating budget. Today, nearly 7% of Carleton’s budget is contingent on the work of volunteers like yourself and the AAF.

Every year, every gift helps, but reunion years are special. Not only do reunions provide the opportunity to reconnect with Carleton and classmates, they are also a good time for alumni to celebrate what the College has meant to them with a larger contribution. Alumni are urged to make a S-T-R-E-T-C-H gift, increasing their level of giving by 3, 4, or 10 times. They can then return to a level at which they are comfortable after reunion. Since the reunion giving program was implemented in 1996, reunion giving has jumped from $1 to more than $2 million. It is through S-T-R-E-T-C-H giving that reunion classes ensure that Carleton has the support it needs. This should be an integral part of your goal setting strategy.

REUNION COMMITTEE
Reunion committees are usually comprised of a gift committee and a program committee. The basic role of each committee is described below. See page 33 for more details about the responsibilities of gift committee members.

Gift Committee Roles
- Set reunion gift and participation goals and develop strategies to achieve them
- Make your pledge during Reunion Planning Workshop
- Educate and promote the importance of annual giving and participation in your reunion class gift through personal visits, phone calls, letters, or email
- Solicit a stretch reunion gift from classmates and encourage pledging in the fall
- Choose 3-9 classmates to solicit
- Encourage classmates to attend reunion!
Program Committee Roles

- Develop personal contact plan for class and set attendance goal
- Write inspirational class letters
- Plan class-specific program items for the reunion schedule
- Create a class web page
- Design a questionnaire for the bio book
- Host informal class social time
- Encourage classmates to attend reunion!

THE BASICS

Your committee will focus on three aspects of reunion during the planning process. At the Reunion Planning Workshop you will set goals for **Giving** (the dollars contributed by your class), **Participation** (the number of classmates who give to the AAF), and **Attendance** (the number of classmates who attend reunion).

Giving

The gift drive provides a powerful impetus for increased financial support, while also strengthening individual and class ties with the College by renewing shared class feelings of pride and loyalty. Typically, reunion class giving at Carleton comprises approximately 30% of Alumni Annual Fund dollars, a significant portion of the $5.866 million raised last year. The role you and your committee will play is vital to our success!

Participation

Carleton is judged by many standards. National publications, such as *U.S. News & World Report*, as well as corporations and foundations, consider alumni participation rates an important indicator of loyalty and satisfaction with the College and a vote of confidence in the institution. A gift to the Annual Fund – and your class gift – is the equivalent of shouting from the rooftops “Carleton College’s mission is worth supporting!” See pages 9, 21, and 22 for more information on the importance of participation.

Attendance

High levels of attendance at Reunion contribute to a more memorable and exciting experience, lead to higher levels of attendance at future reunions, and strengthen the tie between the College and alumni.
Reunion Giving Dollar Records

<table>
<thead>
<tr>
<th>Reunion</th>
<th>Class</th>
<th>Giving Total</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>5th</td>
<td>2000</td>
<td>$32,670</td>
<td>2005</td>
</tr>
<tr>
<td>10th</td>
<td>1991</td>
<td>$101,295</td>
<td>2001</td>
</tr>
<tr>
<td>15th</td>
<td>1991</td>
<td>$219,702</td>
<td>2006</td>
</tr>
<tr>
<td>20th</td>
<td>1986</td>
<td>$181,875</td>
<td>2006</td>
</tr>
<tr>
<td>25th</td>
<td>1962</td>
<td>$1,428,635</td>
<td>1987</td>
</tr>
<tr>
<td>30th</td>
<td>1976</td>
<td>$396,978</td>
<td>2006</td>
</tr>
<tr>
<td>35th</td>
<td>1962</td>
<td>$529,249</td>
<td>1997</td>
</tr>
<tr>
<td>40th</td>
<td>1962</td>
<td>$766,292</td>
<td>2002</td>
</tr>
<tr>
<td>45th</td>
<td>1952</td>
<td>$231,665</td>
<td>1997</td>
</tr>
<tr>
<td>50th</td>
<td>1952</td>
<td>$262,657b</td>
<td>2002</td>
</tr>
<tr>
<td>55th</td>
<td>1950</td>
<td>$141,820</td>
<td>2005</td>
</tr>
<tr>
<td>60th</td>
<td>1936</td>
<td>$94,766</td>
<td>1996</td>
</tr>
<tr>
<td>65th</td>
<td>1935</td>
<td>$73,084</td>
<td>2000</td>
</tr>
</tbody>
</table>

*a* Originally unrestricted. Eventually designated $78,880 to Alumni Annual Fund: $1,349,755 to restricted Reunion Fund.

*b* For their 50th Reunion Gift, a restricted fund, the Class of 1952 raised $28 million.

Reunion Giving Participation Records*

<table>
<thead>
<tr>
<th>Reunion</th>
<th>Class</th>
<th>Participation</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>5th</td>
<td>1997</td>
<td>67%</td>
<td>2002</td>
</tr>
<tr>
<td>10th</td>
<td>1994</td>
<td>69%</td>
<td>2004</td>
</tr>
<tr>
<td>15th</td>
<td>1991</td>
<td>64%</td>
<td>2006</td>
</tr>
<tr>
<td>20th</td>
<td>1985</td>
<td>61%</td>
<td>2005</td>
</tr>
<tr>
<td>25th</td>
<td>1962</td>
<td>86%</td>
<td>1987</td>
</tr>
<tr>
<td>30th</td>
<td>1973</td>
<td>63%</td>
<td>2003</td>
</tr>
<tr>
<td>35th</td>
<td>1961</td>
<td>71%</td>
<td>1996</td>
</tr>
<tr>
<td>40th</td>
<td>1964</td>
<td>82%</td>
<td>2004</td>
</tr>
<tr>
<td>45th</td>
<td>1961</td>
<td>78%</td>
<td>2006</td>
</tr>
<tr>
<td>50th</td>
<td>1954</td>
<td>77%</td>
<td>2004</td>
</tr>
<tr>
<td>55th</td>
<td>1941</td>
<td>70%</td>
<td>1996</td>
</tr>
<tr>
<td>60th</td>
<td>1941</td>
<td>63%</td>
<td>2001</td>
</tr>
<tr>
<td>65th</td>
<td>1941</td>
<td>53%</td>
<td>2006</td>
</tr>
</tbody>
</table>

*Based on the number of actual donors in a class divided by the number of solicitable alumni in the class.

Reunion Attendance Records

<table>
<thead>
<tr>
<th>Reunion</th>
<th>Year</th>
<th>Record Set</th>
<th>Percent Attending</th>
<th>Number Attending</th>
<th>Class Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>5th</td>
<td>1992</td>
<td>1997</td>
<td>43.75%</td>
<td>210</td>
<td>480</td>
</tr>
<tr>
<td>10th</td>
<td>1989</td>
<td>1999</td>
<td>43.50%</td>
<td>214</td>
<td>492</td>
</tr>
<tr>
<td>15th</td>
<td>1987</td>
<td>2002</td>
<td>26.68%</td>
<td>131</td>
<td>491</td>
</tr>
<tr>
<td>20th</td>
<td>1985</td>
<td>2005</td>
<td>27.86%</td>
<td>129</td>
<td>463</td>
</tr>
<tr>
<td>30th</td>
<td>1973</td>
<td>2003</td>
<td>20.11%</td>
<td>74</td>
<td>368</td>
</tr>
<tr>
<td>35th</td>
<td>1961</td>
<td>1996</td>
<td>33.50%</td>
<td>77</td>
<td>230</td>
</tr>
<tr>
<td>40th</td>
<td>1954</td>
<td>1994</td>
<td>34.20%</td>
<td>79</td>
<td>231</td>
</tr>
<tr>
<td>45th</td>
<td>1961</td>
<td>2006</td>
<td>38.53%</td>
<td>84</td>
<td>218</td>
</tr>
<tr>
<td>50th</td>
<td>1954</td>
<td>2004</td>
<td>48.66%</td>
<td>109</td>
<td>224</td>
</tr>
<tr>
<td>55th</td>
<td>1950</td>
<td>2005</td>
<td>24.54%</td>
<td>66</td>
<td>269</td>
</tr>
<tr>
<td>60th</td>
<td>1941</td>
<td>2001</td>
<td>25.55%</td>
<td>35</td>
<td>137</td>
</tr>
<tr>
<td>65th</td>
<td>1932</td>
<td>1997</td>
<td>15.79%</td>
<td>12</td>
<td>76</td>
</tr>
</tbody>
</table>

*Based on the number of actual donors in a class divided by the number of solicitable alumni in the class.
As a class nears its reunion, Alumni Annual Fund staff and Board members work with class agents to recruit and organize a class Reunion Committee. This committee is comprised of class members interested in both fundraising and program activities. Generally, the class agents or the gift committee chairs will recruit gift committee members from the class.

Gift committee members are often, but not limited to, those class members who have served as assistant agents during non-reunion years. Because the dollar and participation goals in a reunion year are significantly higher than in other years, gift committee and program committee chairs depend on a large group of committee members to insure a successful class reunion.

**Gift Committee Member responsibilities include:**
- Making an early financial commitment to the Alumni Annual Fund.
- Assisting the class agents by contacting classmates and soliciting their financial support.
- Offering input and suggestions to help craft the solicitation strategy throughout the year.
- Updating the class agents and the AAF staff on the progress of their solicitations. This also includes passing along any biographical information that may be of interest to the College such as changes in address, employment, or marital status; the birth of children; and advanced degrees earned.
- Putting an added emphasis on soliciting S-T-R-E-T-C-H gifts in honor of reunion.
- Attending the Reunion Planning Workshop in August.
Reunion Timeline

Please use the timeline below as a tool to help plan your committee tasks and communication to the class throughout the year. It includes solicitation deadlines, the College-directed mailing calendar and recommended conference call schedules.

<table>
<thead>
<tr>
<th>Gift (Alumni Annual Fund)</th>
<th>Program (Alumni Affairs Office)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Class Solicitation Letter</strong> draft due at Workshop</td>
<td><strong>First Program Letter</strong> with directory and bio surveys mailed</td>
</tr>
<tr>
<td><strong>Class Solicitation Letter</strong> mailed</td>
<td>Set up committee listserv as desired</td>
</tr>
<tr>
<td>Volunteers make own AAF commitment</td>
<td></td>
</tr>
<tr>
<td><strong>Elements: Report on Giving</strong> mailed with pledge envelope to all alumni</td>
<td><strong>October</strong></td>
</tr>
<tr>
<td><strong>Conference call:</strong> TOPs solicitation</td>
<td><strong>Bio Book reminder</strong> sent</td>
</tr>
<tr>
<td>Solicitation of TOPs completed by Oct. 1</td>
<td></td>
</tr>
<tr>
<td><strong>Opening Doors</strong> mailed to non-donors</td>
<td><strong>November</strong></td>
</tr>
<tr>
<td>Solicitation of Volunteers completed by Nov. 1</td>
<td><strong>Completed Bio Book questionnaires due</strong></td>
</tr>
<tr>
<td>Check the AAF volunteer portal for updates</td>
<td><strong>Conference call:</strong> finalize program ideas</td>
</tr>
<tr>
<td><strong>Calendar Year End Solicitation</strong> sent to non-donors</td>
<td><strong>December</strong></td>
</tr>
<tr>
<td>Solicitation of assigned classmates, Groups A—E completed by Dec. 31</td>
<td><strong>Second Program Letter</strong> with bio books mailed</td>
</tr>
<tr>
<td>Check the AAF volunteer portal for updates</td>
<td>Class web page live</td>
</tr>
<tr>
<td><strong>“Volunteer for Carleton”</strong> student stewardship event</td>
<td><strong>January</strong></td>
</tr>
<tr>
<td>Check the AAF volunteer portal for updates</td>
<td><strong>Attendance outreach emails/calls begin</strong></td>
</tr>
<tr>
<td><strong>Opening Doors</strong> mailed to non-donors</td>
<td><strong>February</strong></td>
</tr>
<tr>
<td><strong>Conference call:</strong> Mar. 15 cut-off and participation</td>
<td><strong>Outreach continues</strong></td>
</tr>
<tr>
<td>Complete all solicitations to meet March 15 cut-off for <strong>Preliminary Donor Letter</strong></td>
<td><strong>Conference call:</strong> attendance push</td>
</tr>
<tr>
<td><strong>Preliminary Donor Letter</strong> mailed to all alumni</td>
<td><strong>March</strong></td>
</tr>
<tr>
<td>Check the AAF volunteer portal for updates</td>
<td><strong>Registration materials</strong> mailed</td>
</tr>
<tr>
<td>Check the AAF volunteer portal for updates</td>
<td>Online registration opens</td>
</tr>
<tr>
<td><strong>April</strong></td>
<td>Email to announce online registration</td>
</tr>
<tr>
<td><strong>Check the AAF volunteer portal for updates</strong></td>
<td><strong>May</strong></td>
</tr>
<tr>
<td><strong>Opening Doors</strong> to non-donors and non-pledgers</td>
<td><strong>Postcard</strong> to Twin Cities alumni mailed</td>
</tr>
<tr>
<td>Targeted email &amp; letter solicitations</td>
<td>Early-bird registration deadline</td>
</tr>
<tr>
<td><strong>Conference call:</strong> reunion push</td>
<td><strong>June</strong></td>
</tr>
<tr>
<td><strong>Pledge Reminder with Opening Doors</strong> insert</td>
<td><strong>Final registration deadline June 1</strong></td>
</tr>
<tr>
<td>mailed to all pledgers on June 1</td>
<td></td>
</tr>
<tr>
<td>Targeted email solicitations by class and College</td>
<td></td>
</tr>
<tr>
<td><strong>Conference call</strong> (post-reunion): June 30 deadline</td>
<td></td>
</tr>
</tbody>
</table>

Reunion June 14 - 17, 2007
November 4, 2005

Dear Fellow ‘49ers,

Sixty years ago this September most of us matriculated at Carleton and became “forty-niners, Gould miners.” By the time returning G.I.s arrived, our class numbered over 400. Today we’re down to 244 for whom the college has valid addresses – 165 women and 79 men. Men students were “thin on the ground” in 1945; in our case that obviously hasn’t changed much.

Regardless, we have great news to report. The Carleton Alumni Annual Fund had truly excellent results in fiscal year 2005 (ended June 30), and ‘49’s accomplishments were even better. Here they are:

1. Alumni Fund contributions totaled a record $5,523,801 (a 4% increase over the previous year) and rose for the 15th consecutive year.
2. 2.54% of all alumni, nearly 13,000 of us, contributed.

And for our class:

3. Contributions totaled $93,031 versus a goal of $90,000.
4. Participation reached an all-time high of 67%. That figure led all classes from 1920 to 1953!

It’s reasonable to ask, what makes the Alumni Fund so important? Here’s a key part of the answer: even full tuition and fees ($40,467 this year) pay only about 40% of the total cost of education for a student at Carleton. The remaining 60% is subsidized by the Alumni Fund, earnings from Carleton’s endowment, and other contributing sources. Carleton meets the financial needs of every student, but without the Alumni Fund it could not. Tuition and fees would have to increase about $3,500 a year to offset the funds the AAF brings in. Besides, keep in mind: Carleton’s budget was balanced for the 34th consecutive year; the AAF helped significantly. (Washington, D.C. please take notice!)

Carleton continues to rank first among all U.S. liberal arts colleges in Alumni Fund participation (U.S. News and World Report). Many foundations consider this index of alumni loyalty and commitment a seminal criterion in rating educational institutions that apply for grants.

We’ve just set Class of 1949 AAF goals for fiscal year 2006; here they are:

1. Total dollars raised at $100,000.
2. Participation of 70%.

Many alums now contribute by credit card, which is the simplest way. Just call the AAF office at 800-745-2275 with your credit card information. Surprisingly 41% of FY2005 contributors used a credit card to make their gifts. Of course we won’t turn down checks, either!

SO LET’S MAKE IT ANOTHER RECORD YEAR FOR CARLETON AND FOR THE CLASS OF 1949!!!

Best regards,

Bob Lockwood
Mary Garst
Dick Newman

Co-Agents
Dear (Name),

The 2006 Princeton Review—that arbiter of educational excellence—reports that our current undergrads love Carleton's "intellectually stimulating environment" where "energy, creativity and a good sense of humor get you really far", "people are not afraid to work hard...and no one takes themselves too seriously", and "there is a sense of community that's hard to find elsewhere."

Even better, TPR notes that today's Carls see themselves as "super-smart and nerdy, but fun-nerdy, not scary-nerdy," and, more impressively, as "creative, warm, compassionate and helpful." Isn’t it great to learn that the qualities which we cherish in Carleton—and in our fellow Carls—are equally special for our successors decades later!

Please take some credit for this good news. Since 1950, our class gifts to the Alumni Annual Fund have helped to keep Carleton among the nation's top liberal arts colleges. This year, we set a new 55th reunion record in dollars by contributing $141,820, which exceeded our class goal by 13%! , surpassing our reunion goal of $125,000 by 13% for a total of $141,820! THANK YOU for your wonderful participation.

Still, remember how Carleton pushed us as students to reach further? As alums, let's not rest on our laurels. Let's make our 55th Reunion achievement an incentive to increase our AAF participation.

You helped our class surpass all other 55th reunion efforts with your gift of $750___, and we can’t thank you enough. We hope you will take part in our affirmation of Carleton again this year and consider a donation of $___600 to the AAF.

Just as when we were in residence, tuition still covers less than half of the cost to educate a Carleton student. Now, as then, gifts from alumni help to make up the difference. Every contribution to the AAF supports the students and faculty who follow us. Each dollar given to the AAF also shows gratitude for the extraordinary Carleton education and experience which enriched our lives.

Keep our 2005 AAF momentum rolling. As your class gift committee we're stretching our commitments for 2006. Please join us. It's easy and it’s
Fast: use the enclosed envelope to send a check or pledge.
Faster: call the Alumni OfficeAnnual Fund at (800) 745-2275 with your credit card information.
Fastest: give online at www.carleton.edu/alumni/aaf.

Thank you for being as super-smart, nerdy, creative, warm, compassionate, and helpful as the current crop of Carls!

With appreciation,
your Co-Class Agents

Steele Stewart
Liz Kitchens Gordon

P.S. Last year 55% of us responded. Increased participation is our aim. Even one dollar is participation, so it's not out of reach. And once you make a gift, no more solicitations for a full year.
November 2005

Dear ’54 Classmate,

Whether by boat, email, phone, or slate, We WILL continue to keep you up to date, On how our Class of ’54 will strive, To meet its goals of the 2005-6 AAF drive.

We have a great team to raise the dollar, (Assistant Class Agents, telephoners who write or “holler”); So please respond positively to our pleas, To help current Carleton students with their fees.

As a goal we have 2 out of 3 classmates give, A total of $99,000 (with which we can live); But let’s put to bed any fears…… We’ve hit our targets in prior years!

Your contribution goes to “banking the coals” Of red hot students who can achieve their goals: By getting the best liberal arts education EVER, And learning to think, communicate, and interrelate – forever.

Talk with fellow Carls; check the U.S. News ratings; Tis easy to see that Carleton’s star is NOT fading. In fact, it’ll grow brighter and better, Thanks to your response to this letter!

Your Co-Class Agents,

Chuck Donnell   Walt Varco

P.S. Believe us: Carleton really appreciates – and needs – your continued support!
Dear [classmate name],

Our 5th Mini-Reunion drew 64 to Zion National Park and Springdale, Utah. The spaces in which we met and dined rang with vigorous criss-crossing conversations. Many hiked in The Narrows of the Virgin River, between steep canyon walls. The picture shows some of those who hiked up the steep Angel’s Landing trail, led by Pete Rowley, who spoke of the canyon’s geology both then and later in a talk for all of us.

We heard about a Japanese island pilgrimage circuit from Bardwell Smith and about Wayne Carver’s childhood town in Northern Utah, where the society was shaped by the activities of the Mormon church, still so true across Utah. An impromptu recital by Peter Basquin was a special treat during our Sunday morning brunch. We tasted nine different Rosenblum Cellars wines, thanks to Bill Gage. If you weren’t able to join hear that the weekend was a rich success.

Next year, probably in early October, will be in Kennebunkport, Maine, organized by Dick Barnes. Dick already has a collection of good ideas, from a fresh lobster feast, to brilliant autumn leaves, to whale watching, to viewing and learning about the Federal period architecture in the town. Mark your calendars. There’ll be more information when the plans are definite, but if you have questions, Dick’s email address is rbarnes@usm.maine.edu.

How wonderful, how surprising, to have our class set the all-time, all-class record for percentage participation in Carleton’s Annual Fund at 83%. Congratulations and thank you. The scary and delightful fact is that now other classes look to us as not only an example, but also as the example.

The average class participation in the Annual Fund was 54% last year. One benefit that we can give Carleton is to help other classes improve their level of participation. What is remarkable is that alumni participation, even at 54%, is still the best in the nation!

The reason that those who rank colleges use Annual Fund participation as a qualitative measurement is that high participation indicates more than committed class agents and assistant agents. For Carleton and for our class, it means that we are staying connected to one another, that the relationships between classmates are becoming deeper and more significant with events such as the just completed mini reunion in Utah, and that we have found a path to help the school retain that excellence we so deliciously devoured.

In mid-September, Carleton sponsored a weekend for class agents and assistant agents. The campus was filled with the electricity of students and Alumnae who were brilliant and those who were exceptional. At lunch on Saturday, a group of foreign students presented. They were remarkable. They were articulate, funny, driven, committed, and thankful to Carleton. More than a few tears escaped from the audience as each realized the mission that Carleton has and the excellence with which it is carried out.

President Oden has pursued this mission with a passion. The Arb is bigger and he dreams of having bison roaming in part of it. A wind turbine provides half of the campus’s electricity. The faculty is energized, and those brilliant and exceptional students are even more so.

We hope to continue setting the standard for other classes this year by increasing our participation in the Annual Fund to 84%. This goal is, at the same time, both difficult and easy. The difficulty is that all who contributed last year must graciously do so again. The easy part, however, is that if everyone continues to contribute, we only need three more classmates to do so and we will set another record. Last year you made a generous gift of $_____. We hope you will increase your gift to $$ this year.

Finally, for the 17% last year who did not participate, if you have an issue that stands in your way, please tell us. President Oden and your classmates are committed to resolving issues that may stand between you and Carleton.

Alison Keith Jim Ulland
Co-Class Agents for 1964

P.S. Especially in light of recent disasters in the U.S. and abroad, we know that many of you have given generously to relief efforts and other causes. We hope you also remember Carleton’s ongoing needs.

P.P.S. We’d like to know more about what draws people to the Mini-Reunions, and what would attract others of you. Please visit the class website http://curie.umd.umich.edu/zitzewitz/carleton64 and answer a brief questionnaire. You’ll also find other pictures of the recent Mini-Reunion and previous reunions there.
Dear <salutation>,

Remember spring ’65 in Northfield when the Cannon River flooded the lower Arb, the playing fields and all the way up to the base of the Men’s Gym? Lots of us volunteered to fill and stack sandbags wanting to shore up the foundation. The recent natural disasters around the world, and especially in our Gulf Coast states, underscore how important it is to be sure the infrastructure is sound and vital.

While the Alumni Annual Fund supports on-going College operations, providing resources for student financial aid, faculty compensation and library acquisitions, among other immediate needs, it also supports the infrastructure of the College by offsetting the need for a larger endowment. As you may know, Carleton has an endowment about half that of our closest neighbors on the Best Colleges list, e.g., Amherst is over $1 billion in endowment while Carleton’s is $536 million. Last year it was estimated that an additional endowment of $121 million would have been needed to generate the $5.52 million of income donated by the alums through the Alumni Annual Fund. That’s impressive!

And as a class, we’re pretty impressive also. We came tantalizing close to our AAF goals last year and invite you to join us again this year as we reach participation of 63% and $100,000 in gifts. You will be receiving a phone call solicitation in the next few months from one of your classmates or a current Carleton student. As always, it is very helpful if your gift or pledge is received before the end of the calendar year. And you don’t need to send a sandbag! Besides the time-honored ways of donating – by check, bank transfer or a gift of appreciated stock - the College now has a huge array of choices on its revamped on-line donation page. Go to www.carleton.edu and, under Quick Links, check on Giving to Carleton/Make an on-line gift. Also consider that a credit card gift actually is the most economical for the College – fees are very low, less staff time is involved, and there is no need for postage and paper for follow-ups. You can choose regular monthly contributions, a lump sum at the end of the tax year, or even pick out an anniversary date you remember – like the day you helped save the College from the flood!

Finally, mark your calendars now for our 40th Reunion, June 14-17, 2007. You’ll be hearing more as we get closer, but right now we want to make sure we know how to contact you. Last spring we created a new Class-only listserv. Designed to be non-intrusive, it’s a great place for news that doesn’t quite rise to the level of Class Notes in the Voice. It’s also a timely way to share the not-so-great news of the health challenges/loss of classmates, such as Anne Brown Myer’s death last spring. We have close to 330 people in the Class, but good, working emails for less than 200. Please let us know each time you move and/or get a new email address; send this information to addresses@carleton.edu.

We realize that contributions for disaster relief have strained the budgets of many of us. But Carleton’s needs are as great as ever. We hope you will help meet those needs with whatever size gift you can. Even a small contribution makes a big difference, and participation in Alumni Annual Fund giving registers your vote of confidence in Carleton – an important criterion for many funding agencies. It also will help retain our Number One position in the “Alumni Satisfaction” rating in U.S. News & World Report. Forty years ago in a small way we helped preserve what had been handed down to us; once again the College needs our help.

John Lemly  Brenda Ringwald  Gary Sundem
Co-Class Agents - 1967
Dear ______________,

Did you know that Carleton has actually gotten better since you left? Sorry. That’s not meant the way it sounds. What we do mean is that despite your absence, Carleton continues to thrive and change and improve. Should you participate in the Alumni Annual Fund? We think you should, for the following reasons and more:

“Carleton College placed fifth overall in U.S. News & World Report magazine's annual rankings of the best national liberal arts colleges. The College also ranked first in alumni giving, a measure of alumni satisfaction with the school, for the fourth consecutive year.” Carleton Press Release, August 18, 2005

Carleton has purchased the Northfield Middle School (across from Parish House) and will be renovating it to create a center for the arts, which will include, among other things, a theater, cinema, and more gallery and studio space for students.

Carleton continues to bring students into personal contact with newsmakers and thinkers from the world outside the campus. Recent visitors to the campus include the former President of Botswana, Ketumile Masire, Religious Historian, David Carrasco, LGBT Family Rights Educator, Abigail Garner, and many others.

Alums feel better when they donate to the Annual Fund. Below is a graph that shows the increase in self-congratulatory feelings experienced by actual donors.

So, for the compelling reasons above and those that have become most meaningful to you over the years, we hope you’ll consider a gift of $_______. Please take a moment and go to Carleton’s secure giving page at www.carleton.edu/alumni/aaf to make a one-time gift or annual, monthly, or quarterly credit/debit card installment payments. You may also call the Alumni Annual Fund office at 800-745-2275 or send a check in the enclosed envelope. Your gift, whatever the size, makes a difference to Carleton’s future.

Sincerely,
Your Class of ’77 Annual Fund committee

Ian Isaacs      Michele Joy      Roger Levesque      Mark Moline
Ann Mond Johnson      Peggy Phelps      Heather Robins

P.S. Save June 14-17, 2007 in your calendar for our 30th Reunion! It’s not as far away as it seems… stay tuned for more information on how get involved!
Dear <salutation>,

“Pete? Hello? Do you have anything to add here? . . . I think we lost him . . .”

Truth be told, it’s not the first time I’ve been lost in my own thoughts during a long phone call. The distraction on this day a few weeks back was working out a scheme to get back to Northfield for the alumni volunteer weekend.

Like most of my daydreams, I wasn’t able to pull that scheme together. But it did set me to thinking about Carleton, and it wasn’t hard to picture myself as a freshman with a big head of hair kicking through the leaves on a beautiful fall day, certain that the next four years were going to be the start of . . . well, I had no idea where things would lead but I just knew things were headed in the right direction.

Starting with those first days on campus, our lives have been colored by our Carleton experience. We’ve grown in ways too numerous too count, growth shaped and enriched in ways both subtle and overt by the people and events of our college days.

Carleton has also grown in ways large and small: new buildings, new faculty, greater diversity, and facilities that meet the expectations of a wired world, among many others we’ve read about over the years. But the foundation remains the same: an environment with an unparalleled academic experience.

I read somewhere that college is not a four year decision. It’s a sixty-four year decision. That’s particularly true of a place like Carleton, where the continuity of purpose has drawn a particular kind of student across the generations, providing each with a unique set of tools to make their way through the world.

The school has been able to provide that continuity in large part because of the commitment demonstrated every year by the community of alumni. The number of alumni involved in voluntary activities is enormous, from helping in admissions to local reading groups, lectures and theater trips. You can find out more about these opportunities at www.carleton.edu/alumni.

Alumni have made consistent and generous financial contributions as well, last year raising nearly $6.5 million. Please consider a donation of $<ask amount> or more this year to help us reach our class goals of $-57,000 and 56% participation. You can easily make a contribution at www.carleton.edu/alumni/aaf.

No gift is too small, and each gift matters in helping Carleton continue to provide the kind of environment that gave many of us the confidence that, no matter where the future led, we were headed in the right direction.

Thanks for your help.

Peter Gruman

1983 Co-Class Agents, Peter Gruman and Katy Mancuso DeSalvo
Dear (Name):

As I write this, I’m on a flight home from an all-too-quick visit to campus, where alumni volunteers from all classes gathered for a weekend of workshops and planning for the year ahead. This was my first trip to Northfield since our last reunion in 2002, and it has been even longer since I visited during the academic year. There is something wonderful about strolling through campus on a beautiful Saturday in September as students throw Frisbees on the Bald Spot and check their mailboxes in Sayles-Hill – wonderful, yet strange. Despite the obvious changes – some new buildings, a proliferation of cell phones – it might as well be 1985. This leads to a sort of nostalgic dementia that is pleasant enough (“If I didn’t have this stupid alumni nametag on, I could pass for a senior”), until reality inevitably intervenes (“Umm, excuse me sir…”).

The fact is that Carleton (like my rapidly graying hair) is anything but static. One thing that struck me over the weekend was that the pace of change in higher education in general – and at Carleton in particular – has increased dramatically in the past decade. My sense is that our experience at Carleton was very similar to that of students in the Class of ’77, and the Class of ’97. Not so for the Class of ’07. Aside from the obvious differences – they have phones in their rooms and much better food – 24% of Carleton’s enrollment is now comprised of students of color, and there are over 100 international students at Carleton this year. The alumni assembled this weekend heard from a panel of eight students that included an Art History major from Japan, a pre-med biology major from Zimbabwe, and econ majors from China and Uganda, all of whom expressed profound appreciation for their Carleton experience (except, perhaps, for the winters). There is a depth of diversity at Carleton now that goes far beyond anything we experienced in the mid-80’s, and that enriches the entire Carleton community in many ways.

What does this mean to us? Every time I return to campus, I am reminded that our connection to Carleton is not defined by four years (more or less) of fond memories, or even the amazing educations we received. We are as much a part of the Carleton community in 2007 as we were in 1987, albeit in a different way. Carleton thrives because so many people – alumni, faculty, parents, current students, and other benefactors – have committed to continuing the traditions of intellectual curiosity, academic excellence and, yes, irreverence that define the spirit of Carleton. It’s not just about money – far from it. Our ’87 classmates contribute to every facet of Carleton life: Doug Mork, for example, works on campus as coordinator of the Program for Ethical Reflection; Joanne Mechling volunteers to help plan the Alumni Adventures travel program. And in a uniquely Carleton moment, one of our classmates was invited to deliver a convo address in September, which prompted another classmate to write to President Oden in protest, demanding that the college rescind the invitation. Does this stuff happen at Amherst? I think not.

Of course, while it is not just about the money (and I encourage you to visit the online alumni gateway at www.carleton.edu/alumni to see the other ways you can stay connected), the Alumni Annual Fund is a critical component of the college’s financial plan. We would need to add over $142 million to the endowment to generate the $6,430,000 of income provided last year by the AAF. Please consider a donation of $100 or more this year to help us reach our class goal of $55,000 and 60% participation. However much you give, remember that every gift matters. Carleton consistently ranks highest in alumni participation, which is an important measure of alumni satisfaction and confidence, something that matters to institutional donors as well as prospective students and faculty. You can give online today at www.carleton.edu/alumni/aaf.

As always, thanks for everything you do for Carleton.

Regards,

Jeff Levy

Class of 1987 AAF Volunteers: Dan Kennedy, Jeff Levy, Ted MacLean, Joanne Mechling
Dear Class of ’89,

This year, we’re asking for a little bit less.

After our record-setting results last year in honor of our 15th reunion (60% of us parted with a total gift to the college of $109,085), we can all sit back and coast a bit.

I know, I know – it’s not exactly “normal” for a fundraising letter to ask you to give a little less. But since we haven’t ever settled for “normal”? Every 5 years we ask you to give a little bit extra since it’s our reunion year, so isn’t it only right that we then give a little bit in a POST-reunion year?

Oh sure, the college still uses the dough. It’s not easy maintaining a world-class educational environment and paying all those professors to actually TEACH when they could just be hanging around the office and allowing graduate assistants to do the heavy lifting. Yes, the world IS a messy place that at times doesn’t seem to make any sense, and education is probably the only thing we can all agree upon as a way to help the world move forward. I know, I know, that each and every one of us has our own special fond memories of it.

But we gave a bunch LAST year. So let’s scale it back a bit, okay? I mean, if we begged for ever more money each and every year, we’d probably end up using some thing as low as subliminal advertising. And we wouldn’t want to do THAT, would we?

So give a little less. But please, let’s all give. It’s important.

Dave Hoppe  Crista Kippes  Al Saliin

P.S. If you can read this line, you should give at least $ask.

P.P.S. If you can read this line, see your eye doctor AFTER you have made a donation at www.carleton.edu
Dear Classmates,

While in Northfield for our annual planning session, we made the very scary discovery that the average SAT score among current first-year students is now up to 1400 and that the acceptance rate has dropped from 55% when we were frosh to 29% today. Over cocktails, we asked Dean of Admissions, Paul Thiboutot, about some “alternative” strategies you or your progeny can deploy to reserve a place in the class of 2028.

- Marry Rob Oden’s son (comes with good genes).
- Write a Pulitzer Prize winning novel while in eighth grade.
- Lead the Ohio high school athletic league in rushing.
- Summit K2.
- Compete in an Olympic event (alas, Ultimate Frisbee is not yet under consideration by the IOC).
- Star in a reality TV show and not make an ass out of yourself.
- Send your kid to China to get a proper high school education.
- Donate a superfluous body organ to an aging member of the class of ’55.
- Stop Jeckyl from streaking in front of older alumni.
- Keep having kids until you get one that’s smart enough to actually score 1400 on the SATs.
- Donate a herd of bison to help the college restore the prairie (if this project fails, there will be a new menu option for steak night).

- Continue participating in the Alumni Annual Fund.

In all seriousness, while we were at Carleton, we were blown away by meeting a panel of current students whose attendance at Carleton was greatly helped by your contributions to the Alumni Annual Fund. These exceptional students asked us to thank you on their behalf. So thank you very much!

This year we’d like you to consider a gift of $xxx to continue to help deserving students make their way at Carleton.

The giving web site is much improved, so please check out www.carleton.edu/alumni/aaf to make your gift online.

Finally, if you don’t think this letter is funny or you just don’t like it, we encourage you to join us in working with the Alumni Annual Fund.

Thank you so much for your support.

Mike Pfriem        Derek Fried        Sachin Shah        Marc Gale

Missy Burkhead Stempien        Sandy Glick        Aaron Mysliwiec
Dear Name,

We are happy to report the results of another successful year for the 2004-2005 Alumni Annual Fund: 51% of our classmates participated, and we raised a total of $12,725 – not bad for a class that mangled a golf cart during reunion weekend. Our efforts help Carleton to remain one of the premier liberal arts colleges in the country. It is something of which we can all be proud.

It is now time to set our sights on the upcoming year. Our goals for the 2005-2006 Alumni Annual Fund campaign are modest and realistic: to increase the number of Willis Bell Club members (those who donate $100-$249) by 15% and to match our reunion participation totals of 60% and $16,000.

**Goals**
- Willis Bell Club Members: 60
- Participation: 60%
- Gift: $16,000

Please remember that all contributions make a difference, regardless of size. We hope you will donate as generously as you can, as soon as you can. Send your donation in the enclosed reply card or make your gift online at [www.carleton.edu](http://www.carleton.edu). Online you can make a gift now, schedule one for later, or span a gift over several months. Heck, you can even schedule one for every year until our next reunion in 2009. We will post this year’s Willis Bell and higher members weekly on [www.carleton99.org](http://www.carleton99.org), where you can also find zoobook and reunion pictures.

Ten years ago, we were just beginning at Carleton – adjusting to life with a new roommate, trying to decide if we could actually get up in time for a 1A, and tossing out our very first Frisbee on the bald spot. A decade later, we trust that, like us, you too see the enormous impact of your four years at Carleton in your daily lives. Please join us in making a gift to the Alumni Annual Fund this year, in honor of what Carleton means to you, and in support of what it will mean to the Carls of tomorrow.

We look forward to your support and especially to recognizing you as a Willis Bell Club member. Let us put in our best showing THIS year. In these tough times, it is more important than ever to do what we can. Please help.

Sincerely,

Alison E. (Reb) Coppelman
2457 West Eastwood, # 3
Chicago, IL 60625
(773) 275-1497
alicoppelman@gmail.com

Sarah Doerr
1718 Clinton Ave. So., #6
Minneapolis, MN 55404
(612) 870-8126
sarahdoerr@gmail.com

Marcus C. Ly
PO Box 571
Blacksburg, VA 24063
(781) 883-6382
mly@vt.edu
THE POINT:

Clear conscience

Donating: GOOD

Cute smile wrinkles

Not Donating: BAD

Can answer cell phone because you know it’s not the AAF calling

Ugly frown lines

Full heart

Spring in your step

Heart of stone

Dragging your sorry butt all over town

Pocket lint

Aura that exudes “I am a helpful person” (Great for picking up dudes & chicks)

Aura of hatred, “I saved my money but I didn’t help anyone” (Not gonna get so many dates that way!)

THE POINT:

Carleton College AAF Volunteers

Conor Crimmins   Nina Current   Ann Deming   Anna Duffy   Dave Gold
Arijit Guha      Luke Hasskamp   Scott Calvin Kleinheksel  Reid Koester
Avni Madhok      Will Sierzchula  Carissa Tobin

Clear conscience

Good Fortune

Donating: GOOD

Horrible feeling looming over you

Cute smile wrinkles

Can answer cell phone because you know it’s not the AAF calling

Ugly frown lines

Full heart

Spring in your step

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Dragging your sorry butt all over town

Pocket lint

Aura that exudes “I am a helpful person” (Great for picking up dudes & chicks)

Aura of hatred, “I saved my money but I didn’t help anyone” (Not gonna get so many dates that way!)
Ah, Carleton-circa-2000-to-2004…ish…

**Filling your backpack with textbooks:** $2471.93  
**Supplementing your diet with snack bar food:** $736.18  
**Using your Carleton education to become a rock star in Korea:** Priceless.

And that’s what one Class of ‘04 alum (Cassie Thomas) did after graduating 15 months ago!

Want to know what your other classmates are up to? So do we!  
For many of us it’s been a bit of a stumble through the post-college haze and into the real world, and you may have lost track of some of your favorite people. Now we want to know:  
What does your Carleton education mean to you now?  
What links us Class of ’04 grads and what still marks us as individuals?  
And what adventures have you been having since June of 2004?

Contact any of us, your class Annual Fund volunteers, and we’ll share your answers with the rest of the class in a yet-to-be-defined way. But whether your reminders of Carleton include reconnected with a prof when you need a recommendation letter, a roommate or spouse you first picked up during The Carleton Years (yes, believe it or not a handful of us are already married!), a job or grad program you never would have pursued without Carleton’s influence, that blue and yellow hoodie that you pull out on every rainy day or a handful of press-on tattoos from late-night breakfast at the bottoms of boxes that move with you from city to city, we know that Carleton is still a part of your life.

So… you still remember that last dinner in Sayles (with wine!) where they talked about giving back to our school through the Alumni Annual Fund, right? Well, there’s actually something valid in the message they tried to impart and that is…

- Carleton tuition only covers 40% of the actual cost of our education. Who makes up the other 60%? Contributions through the AAF.
- Without AAF donations Carleton would have to increase tuition and fees per student by over $3,500.
- Plus, did you know that the AAF contributes to things like financial aid for current students, advanced technology in the classroom, books for the Libe, off-campus study programs, preserving the Arb, funding student research opportunities, bringing good movies to SUMO and bands to the Cave and making environmentally responsible advances in how the college functions (like the new wind turbine)?
- And—as we’re sure you know—alumni participation is an important measure of alumni satisfaction with their college experience that not only affects Carleton’s reputation and ranking but is even used in determining grants to the school.

We’re not trying to empty your wallet. What were really trying to say is: Congratulations on surviving your first year post-college! Now, stay connected to the school. We know all our budgets are tight, so we’re just asking for your participation by giving back a couple bucks.

"Last year ___% of the class gave to the Annual Fund. Thank you so much to those of you who contributed—it made a real difference. But we can do better! Senior year 60% of our class showed their support for Carleton by contributing to the class gift. Let’s prove that we still care that much!

Do your part: go to www.give.carleton.edu today… or we’ll be calling you soon!

Sincerely,


P.S. An easy-to-swallow way to give a slightly bigger gift is to set up installment giving online. Just go to the website (http://apps.carleton.edu/alumni/gift) and decide when you want your gifts to start, how often you want your credit card charged, and how much you can give. $3 a month? $25 a quarter? Want to give $100 at once but not until May? It’s up to you, and you can set it up now!
Reunion Letter Samples
60th Reunion

November 2005

Dear Classmates,

Our class of ’46 did wonderfully for the Alumni Annual Fund for ’04/’05. We had a higher participation percentage and a larger gift total!! Thanks to all who helped make and keep Carleton an excellent educational experience and a first rate school!

Looking ahead to June 2006, we invite you to plan to attend our 60th class reunion. Our class already has a committee of 6 arranging to make the event special. That includes hotel rooms, (Dutch treat) with shuttle service for those of us who prefer that to the dorms, and dorm rooms are available for those who want them. We expect to be close to the head of the parade on Saturday and to enjoy private dining space on Friday and Saturday nights. Be sure to come! For most of us, that means some planning ahead. Please do it!

Of great current concern is the needs of those living on the Gulf Coast. Carleton has responded as you learn from an insert with our letter.

This appeal letter comes to urge you to use the enclosed envelope to make your gift or pledge today. A gift will also protect you from later mailing request – oh yea! As always, students, faculty and all Alums will be grateful and you will have a warm wonderful glow that comes from giving.

Sincerely,

Pat and George Cassat
1946 Class Agents
November 18, 2005

Dear Classmate,

As Betsy Wade Boylan said in her letter in September, we are planning a record-breaking 55th reunion for the Class of ’51! Hope you can be there in June 2006.

Your participation in the Annual Fund has been outstanding and we’re hoping you will be able to keep up the good work and maybe add 70% to your gift this year.

The 545 Freshman in the Class of 2009 are above average, as usual, and grateful for scholarship help which we provide.

Giving is simple. Call the Alumni Annual Fund office at (800) 745-2275 with your credit card information, give online at www.give.carleton.edu, or use the enclosed envelope to send a check or pledge.

Thank you in advance,

"Ole"

Marylyn Johnson
Dear Classmates,

This is going to be a very exciting year for all of us as we look forward to our 50th reunion celebration in June. We cannot help but feel the enthusiasm conveyed in the numerous letters we have already received, telling us about plans being made and urging us to be there.

However, we are writing this letter, as we do each fall, on behalf of the Alumni Annual Fund, and while it may not be nearly as exciting as a reunion letter, it is just as important. This year, as every year, Carleton relies on its alumni to provide a substantial part of its operating budget. Especially noteworthy is the fact that a majority of AAF gifts provide financial aid to accepted students who otherwise could not afford Carleton. This is a crucial need that we cannot ignore just because this is a reunion year for us. Whereas the 50th reunion gift is a special one time gift to help Carleton excel in years to come, annual giving helps the College maintain its excellence year in and year out. The total amount of both gifts will be announced at our reunion in June. Therefore, let us continue to be loyal AAF supporters and maintain or even surpass last year's outstanding participation level of more than 66%.

Be as generous as you can, and then next June come celebrate all that the Carleton experience has meant to you for more than 50 years.

Sincerely,

Marion “Mo” Ostrom Robertson  Beverly Oyler Shivers
Dear Classmate,

It’s hard to imagine that in less than eight months we will be gathering at Carleton to celebrate our 45th Reunion. By now, you should have received the first mailing from the planning committee and know that the theme for our reunion is ‘Dessert First’ – right on for a class with our senior status.

Before enjoying our ‘dessert’, we’d like to encourage you to make a stretch gift to the College in honor of this event – a little ‘frosting’ as you will. We already have commitments for over $125,000 for this year, but to make our goal of $175,000 and 80% participation, we need all of you to come on board with a gift – hopefully, a gift that befits the occasion. It is difficult to argue that Carleton made an impact on us as the individuals we are today; this is an opportunity to acknowledge that and insure that the school can continue to make this same impact on today’s generation.

An envelope is enclosed for either your pledge (due by June 30, 2006) or gift if you want to act immediately. If you would prefer to give by credit card, go to the secure College website at www.give.carleton.edu and follow the instructions. You can make a credit card gift now that won’t be activated until the date you choose, and you won’t be contacted again.

One of your classmates will be reaching out to you to ask for your support as well as encourage you to come back for Reunion 2006 – we are trying to get at least 50% of the class back. As you know, a party is only as good as the guests who attend, and we hope to have the best party ever!

Thanks for your support in past years and join in making this a great 45th Reunion year.

Sincerely,

Dan Pearson   Judy Sosted
peardan@aol.com  jsosted@hotmail.com

Co-Class Agents – 1961

Enclosures
Dear <salutation>,

Reunion approaches in June 2006.

Recently you received a letter urging you to attend our 40th class reunion. We’re planning a doozie! You also received an invitation to send in a Personal Sharing as part of the reunion experience. The 32 classmates who sent you that invitation have been calling classmates, too. Over 80 have indicated their intention to be on campus next June. And that number will grow and grow. We expect that 40% of our class will be in Northfield. We hope you’ll be one of them.

Reunion also means a time of reflection about what Carleton means to each of us. You, as a regular donor to the Alumni Annual Fund, have shown that Carleton is something you believe is worthy of your financial support. Thank you.

We hope in this special year leading up to reunion that you will consider a special gift. Already many of your classmates have done so. We set an ambitious goal of raising $300,066. That may seem like a daunting target, but we already have pledges totaling $191,800 (64% of the goal). Last year, these same donors contributed $67,114. That means for the reunion year they have almost tripled their previous donation.

All gifts are important, and we need your help. We hope your circumstances will permit you, too, to consider making a stretch gift this reunion year, perhaps as much as $<insert ask amount>.

In addition, your contribution can also help the class of ’66 set a new record for participation in the Alumni Annual Fund. If 270 members of our class make a gift this year, we will reach our goal of 76% participation, a level we’ve never achieved before. That’s a real challenge, but with your help we can do it.

Thank you for your financial support of our Carleton.

We hope to see you next June for a memorable time together at Reunion.

Rob Bingham  Joan Hildebrandt Higinbotham  Tom Merritt

Enclosures

P.S. Please see enclosed material to facilitate your donation.
It’s dark. Backstage in a Carleton theater. Five minutes to show-time. The only light is from dim bulbs around the make-up mirror, and I can barely make out my costume as I finish my face. I can hear the audience talking and rustling beyond the footlights. But what play is it? I HAVE NO IDEA!

OK, that’s Faye’s stress-dream. What’s yours? Door to the exam room locked? Six weeks in and haven’t bought the books yet? Can’t get your mailbox open? Whatever it is, you’re not alone. And you will be reminded of that at REUNION 2006 next June 15-18. We really hope you can be there – even if you don’t have (or don’t feel like sharing) your own stress-dream.

In the meantime, and even if you can’t make the reunion, we hope you will make an Alumni Annual Fund reunion year contribution. Last year our goals were ambitious, and we missed our dollar goal by just $5,317 (we raised $154,683 for Carleton) and missed our participation goal by 21 people (with 195 of us giving). With your help, we can make our reunion year goals of $250,000 in gifts and 60% (210 people) participation! But we need your gift.

Your last gift to the Annual Fund was $______. Thank you. In this reunion year, we’re asking you to consider a stretch gift of $______.

We don’t need U.S. News and World Report to tell us that Carleton is a great liberal arts college, with great liberal arts students – just like we were. And as it did when we were there, it needs and deserves alumni support – our support. Your gift to the AAF benefits Carleton and helps the Class of 1971 meet its reunion year goals. You can use the enclosed envelope to send your gift or pledge. You can give on-line at www.carleton.edu/alumni/aaf. You can pledge monthly installments. You can write a check. Or call the AAF office at 800-745-2275. You might consider an installment gift or even a gift of stock. Whatever you can give, your support is important.

Thank you. See you next June!

Marc Allen   Faye Knowles   Dick Redfern

Marc Allen   Faye Knowles   Dick Redfern
Spirits of ’76,

The other day I was reflecting the other day that members of the class of ’76 – we – are now fifty or so. I don’t know about you, but I know I’m not that old and, more importantly, I haven’t changed since I left Carleton. Still, like a fine wine that mellows and deepens with age, I have matured some over the three decades since I last crossed the Bald Spot as a student.

The same is true of Carleton. It is the same place it was when we were there: a place full of young people learning, debating, testing themselves and their professors, exploring, growing. It’s still a place where a broad range of thinking, perspectives, and backgrounds are prized. Indeed, Carleton was recently heralded as having one of the most socio-economically diverse student populations in the nation (U.S. News and World Report).

Yet like us, Carleton too has matured and deepened. Significant new initiatives have been launched, including:

• Developing and enhancing the College’s global presence by nurturing global perspective in courses, encouraging students to study off-campus, and increasing the number of international students. Carleton remains committed to fostering multicultural diversity, with fully 31% of the members of this year’s freshman class coming from non-white family backgrounds.

• Strengthening an interdisciplinary approach in the curriculum through such programs as the popular ENTS (Environment and Technology) and the newly launched the CISMI program (Carleton Interdisciplinary Science and Math Initiative), which pulls together people from science and math disciplines to work on common problems.

• Promoting an instructional emphasis on visual literacy to study the way information is being presented and learned through multimedia and the impact this has on students and visual culture.

And as it was when we were students, Carleton remains committed to assisting students in meeting their financial needs. Carleton remains one of the few colleges that meets 100 percent of the demonstrated financial need of all admitted students for all four years. Currently, the total cost to educate one student for one year is around $85,000 with $40,500 – less than half – coming from the comprehensive fee. About 55 percent of students receive need-based financial aid. The financial aid gap for all students is made up with funds from a combination of sources, including our contributions to the Alumni Annual Fund. Your gift, no matter the size, has a direct impact on students.

Each of these initiatives depends on our support. We’re asking you to join us in meeting ambitious goals for our class this year. We have committed to meeting or breaking records for 30th year reunions: We want to raise $325,000, a 20 percent increase from our gift last year, and, importantly, an amount equivalent to one year’s tuition for eight students; we’re aiming for participation from at least 60% of the class, whether each gift is $10 or $50,000; and we want to have at least 25 percent of our class – 110 alums – back on campus June 15-18, up from 23%.

Already we know that this reunion will feature more thought-provoking sessions with professors and alums whose life or work is especially noteworthy, and a full schedule of other fun activities as well. While the planning team has sketched out some ideas, please weigh in on who you’d like to see again and topics you want to hear about. To follow the planning and share your ideas about what will make this reunion more enjoyable and memorable for you, visit the Class of ’76 web page, accessible from the College’s alumni web pages at www.carleton.edu/alumni. Be sure to send us your news, too; we hope to set up a bulletin board so you can catch up with long lost classmates in advance of June.

Please help us make this reunion a truly remarkable one! Put June 15-18 on your calendar now. Make a contribution to ensure the long term success of these goals and other initiatives so Carleton can continue to grow, and to remain the same, in its pursuit of excellence and relevance.

Warmly,

Priscilla Wyeth     George Jelatis     Mike Armstrong
Dear [salutation]:

How old would you be if you didn’t know how old you are? Most likely, none of us feel old enough to be celebrating our 25th Reunion next June 15th-18th. Wasn’t it just yesterday that our biggest worries were whether to study in the library or meet friends at the Cave, play Rottblatt or just take a walk in the Arb?

Life since Carleton has undoubtedly changed for all of us. But what hasn’t changed is the fact that our time at Carleton helped shape who we are today. Also unchanged in these decades is Carleton’s commitment to meet the full financial need of all admitted students, that is, providing the Carleton experience to those with the drive and preparation to make the most of it – regardless of whether their family can pay the tuition. Beyond financial aid, today, as in our day, tuition covers less than half of the actual cost of educating each and every Carleton student. We benefited from the generosity of alumni donors who helped to fill that funding gap.

You should have recently received a letter from our Publicity Co-Chairs encouraging you to come celebrate at Carleton next June. We are all looking forward to a fabulous few days on campus! But we, the 25th Reunion Class, also have an opportunity to honor Carleton with unprecedented participation in the Alumni Annual Fund. Our goal is 81% from the Class of ‘81 - and a truly significant dollar goal of $400,000. These goals may seem like a fantasy, but the fact is that a full 81% of us have already been donors to the Alumni Annual Fund at one time or another since graduation. And while $400,000 is about 5 times what we gave last year, past 25th reunion classes have reached and even exceeded this lofty goal.

Members of the Reunion Gift Committee (listed on the left) are finalizing their gifts now. The majority of us are considering a gift many times larger than our usual gift to Carleton. These special, “stretch” gifts are made in honor of our 25th reunion and in recognition of how much Carleton has contributed to who we have become.

Your support of Carleton has been critical to our past successful fundraising. Help us to repeat that feat by making your most generous charitable gift this year to Carleton. If you would consider a gift of $<target ask> or more, we are confident we can meet our class goals for the College. We acknowledge we are asking you to give big-heartedly; in light of that, please remember that you can spread payments of your gift over the next 8 months, customize your giving schedule, or contribute appreciated stock! See the enclosed sheet for details. Think creatively, and join us in this important effort.

Thank you, and see you in June.

Members of the Class of 1981 25th Reunion Gift Committee

Reunion Gift Committee in formation:

Jim Alexander
Greta Anderson
Bill Clary
Mercer Cook
Wayne Gordon
Patti Korn
Kate Marshall
Joan Ostergren
Jim Pacala
John Schlifske
Chip Smith
Linda Tedford
Mike Tobin
Karla Van Drunen Littooy
Susan McCarthy Weiner
Julie Wolf-Rodda
John Youngblood
Dear <salutation>,

It is hard to believe, but our 20th Reunion is right around the corner. There are many opportunities to get involved in helping to make it a success. It is really easy, since it is only a 4 Step Program!

Here are 4 steps toward a great time at our 20th:
1) Open your calendar or whip out that Palm Pilot and mark June 15-18, 2006 on it. This might be the reason you needed to buy the 2006 pages for your day runner.
2) Think about two or three people you’re dying to see and send them subliminal messages to plan a trip to reunion. (Yep, do it right now.)
3) Look over the list on the reverse side and find a way to contribute a few hours of your time (come on, it only means spending a couple hours over the next 9 months). No huge committee membership necessary – just find a small way to participate. Let Monica Drane know how you can participate by emailing her at: paulandmonica@sbcglobal.net, or calling her at (773) 472- 5810. All contributions and ideas welcome!
4) Give to the Alumni Annual Fund. As you probably know, one function of reunion is to help boost everyone’s participation in the life of the College. Part of that is to return the gift we were given by past alumni who made our own Carleton experience possible. In reunion year, we try to “stretch” our total financial gift, encouraging classmates to double or triple their usual gift level. Whether you give $10 or over $10,000, you are contributing to Carleton in a meaningful way.

Our goal is a lofty, record-breaking one of $200,000 from 62% of the class, meaning we hope to have a number of larger gifts and to encourage everyone to make a stretch and give as much as possible. Never given? Now is a great time to help us boost our participation rate. Give your regular gift most every year? How about doubling or tripling that amount this year? The chart below is a really frank breakdown of what we are looking for – please consider a gift of $<target> to help us reach our goals. Oh, and if you do it right now, you can write it off your taxes this year AND know that I won’t continue to send you annoying reminders between now and June; it’s easy to do at www.carleton.edu/alumni/aaf.

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<th>Cash Amts</th>
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We have a reunion committee and a Carleton staff to help plan events and get the word out. All you have to do is have the idea, and we’ll all help make it happen. It really IS more fun if you get involved as I am learning. Those of us who attended the reunion planning weekend in August had a great time reconnecting and can’t wait to get together again.

Looking forward to seeing you all join us,

Susan Olson ’86
On behalf of the 20th Reunion Committee
October 10, 2005

Dear Class of 1991,

We remember rotary phones, black-and-white TV, and the thrill of playing Pong. When we left for college, we brought our typewriters and record players with us. We didn’t know what the Internet was, but we could give scene-by-scene breakdowns of both Star Wars and Caddyshack. We’ve worn legwarmer when it wasn’t cold out and parachute pants when it was. Flock of Seagulls – not just a band, but a hairdo. We loved Monty Python, Repo Man and blasting R.E.M. from our tape deck. We’ve dreamt of traveling the galaxy with Ford Prefect, and we’ve played an inordinate amount of Tetris, much on a six-inch-wide screen. There isn’t another class like us! And this has also been clear from our Carleton giving patterns. While we may have hit 30 before getting the hang of Googling, we’ve been shattering giving records since we left the gate.

At our 5th reunion, we doubled the previous 5th-year giving record.
At our 10th reunion, we doubled the previous 10th-year giving record.

Let’s go for the same at our 15th – but not simply for the sake of a record. Let’s give because we’re grateful to have had the opportunity to be educated at Carleton, and because we want others to have the same. We on the gift committee believe that academic aptitude, not financial resources, should be the deciding factor in who is admitted to Carleton and who can afford to attend Carleton. If you feel the same, please make a gift this year. Carleton’s endowment is smaller than many of the other liberal arts colleges with which it competes for both students and faculty. So, Carleton relies heavily on alumni giving both to keep its tuition as low as possible and to keep the admissions process as need blind as it can.

For the third year running, Carleton is #1 in the percentage of Alumni who give back to their college, according to U.S. News and World Report. This top rating for giving participation is pivotal in ensuring Carleton's place among the top 5 best liberal arts colleges in the nation. Thus, a gift of any size is both appreciated and truly helpful. We’d be grateful if you would consider a gift of $100, but please do give what you can.

Last, but certainly not least, we hope you’ll make an effort to return for reunion June 15-18, 2006. See old friends, make new friends, and check out the beautiful 71-meter-high wind turbine that now provides over 40% of Carleton’s electrical needs. It puts the water tower to shame.

Thanks so much!

Please see the enclosed or, to give easily online, visit www.carleton.edu/alumni/AAF. It only takes a minute online, and you're welcome to give in installments. THANK YOU.

Arah Bahn
Lisa Barrow
Robert Brown
Steven Carlson
Amanda Buttress
Cialkowski
Elena Darden
Jonathan Dent
Michael Eichner
Ann Shanks Etter
Colin Fallon
Steve Fockens
Rita Nething Guritz
Martha Ahrendt Gurung
Regan Gurung
Andrew Iseminger
Patricia LaBarre Ismail
Tarek Ismail
Gautam Khera
Carin Dehne Kiley
Alisa Gardiner Lamont
Louise Latterell
Lisa Legrand
Andrea Natalie Lommen
Jennifer Yeaple Mann
Dawn Messerly
Tara Morrison
Melissa Nelson
Jennifer Nigrini
Christopher Payne
Dawn Reckinger
Suzanne Coulter Rose
Marc Schwartz
Sarah Snudden
Frances Spangler
James Swartout
Christine Symchych
Catherine Lonigro Unseth
Shannon Mullens Wallis
Jennifer Nelson Weismann
Justin Wender
Andrew Wilson
Lorna Janus Wilson
Marcus Young
Steve Zannetos
Dear Name,

What do you remember most about Carleton? We all have memories – shared and personal, joyful and bittersweet, pride-filled and embarrassing – that tie us to this little college on the edge of the prairie and the people that make it what it is. Our upcoming reunion is a chance to revisit old memories, make new ones, renew our ties to the people who share them, and convince those people that our memories may be slightly more accurate than theirs. It is in this spirit that we look forward to seeing you at Carleton on June 15-18, 2006 for the Class of 1996 Tenth Reunion.

Reunion is a chance for us all to reconnect with Carleton and the people that make it a memorable place, but it is also a chance for us to help ensure that the College is able to provide current and future generations of students with the resources that they will need to generate their own memories. Your consistent and generous support of the Alumni Annual Fund has helped Carleton to do just that for all of its students, regardless of their financial need. Today, we ask that you continue your past support with a contribution to the Class of 1996 Class Gift.

We have made an ambitious, yet attainable commitment to Carleton. The Class of 1996 Class Gift will be $75,000 and will include contributions from 75% of our class. To support this commitment, we ask that you consider doubling or trebling your gift of $____ last year. We understand what we are asking and do not take the request lightly. Indeed, we are only asking you to make this stretch gift because of your past dedication to Carleton and the Alumni Annual Fund. Here are some ideas to consider that might help you to make that stretch:

- Break your gift into manageable monthly installments that are charged directly to your credit card using the handy installment giving feature on the Alumni Annual Fund website (http://www.carleton.edu/alumni/aaf).
- Donate stock or shares in a mutual fund. It is straightforward, you never suffer the angst of writing the “big check”, and you get a double tax break by avoiding capital gains. Details can also be found at http://www.carleton.edu/alumni/aaf.
- Find out if your employer provides matching funds for gifts. While every company or institution has its own unique way of processing matching funds, you can find out if yours will match your donation by referring to http://www.matchinggifts.com/carleton.

Reunion is still ten months away. Between now and June, events must be planned, tickets booked, rooms reserved, and yes, money raised. We will achieve our goals with a Churchillian sense of purpose, but a far stronger sense of humor than he ever could muster. Please help us to take our first steps toward success by donating online at http://www.carleton.edu/alumni/aaf or over the phone at +1 800.745.2275. Thank you for your continued support of Carleton and your recognition of the importance of the Class Gift. We look forward to catching up on some old memories with you in Northfield next June.

On behalf of the Reunion Committee,

Craig Gottlieb   Bruce Manning
Dear «name»,

Pirates need booty.* Seriously, successful pirates – like academically rigorous small liberal arts colleges – need cash. While the Gift Committee won’t be looting or pillaging to raise our 5th Reunion Class Gift, we will, as in the past, strive to be straightforward about the needs of the College and somewhat entertaining in our solicitations. Really, this year we might actually be entertaining.

Our 5th Reunion is a big deal. It’s our first formal vantage point on life after Carleton, on what our education has done for us, and how we value this experience. It’s an opportunity to return to campus and to reconnect with each other and with Carleton. In the words of President Oden, it’s a vital and powerful reminder of that part of us that will always remain 19. Our 5th Reunion Class Gift is a natural part of this reflection and just as the generous alumni who gave before us, our Class Gift will help current and future generations of Carleton students benefit from their own, unique Carleton experience.

Thank you for your contribution to our Class Gift last year, and your loyal support since graduation. As you know, we have focused on participation** in past years, and although it continues to be an essential aspect of our Class Gift, this year is special. The College looks to the Reunion classes to take the lead in alumni giving each year – and they do. Reunion classes comprise just 20% of all classes, and yet they contribute 40% of all funds to the Alumni Annual Fund each year. In honor of our 5th Reunion, I hope you will consider taking a leadership role in our Class Gift and make a stretch gift of $«target»$. We know this is more than you’ve given in the past and will neither solicit nor expect this level of giving next year. This is a special gift for a special occasion – please join us in making Carleton a philanthropic priority this year.

To make your contribution to our class gift and the Alumni Annual Fund, please go online to www.give.carleton.edu, call 800-745-2275, or use the enclosed envelope.*** You may also want to check with your employer to see if they will match your contribution to Carleton through a matching gift program.

Oh yeah, and our other goal is to throw a kick-ass party. If we can’t raise enough money to help Carleton build a new student center, then the least we can do is raise a little hell – and perhaps the Jolly Roger. June 15th-18th…we hope to see you there.

Sincerely,

Jeff Chertack  Adam Hinterthuer  Melissa Kassier  Stefanie Morrison
Suraj Prasannakumar  Tyler Rogstad  Jessica Saleem  Melissa Saunders
Allan Schulte  Eric Shoemaker

5th Reunion Gift Committee

*For fear of spending all of our “Pirates of the Arboretum” mojo too early, we have gracefully limited this letter to a simple few, though unquestionably witty, pirate references. If you must have more, may we suggest entering the text of this letter into the state-of-the-art “pirate translator” available on our Class of 2001 Reunion Website (www.carleton2001.org).

**In case you’re wondering, we’re aiming for 68% participation from you all. This will break all previous records for a 5th Reunion class. We’re also hoping to raise $26,302.50 (gulp…) for Carleton.

***For those of you who would like to make your contribution to our 5th Reunion Class Gift in gold bullion, rum, or gunpowder, former President Lewis has promised to match these gifts “in kind” from his own personal cache.
Email Solicitation Samples
LEADERSHIP

I could pretend I was just checking in to see how you are, but, alas, I was roped into making some Annual Fund calls. Hence, this email!

You are on Carleton's most-generous list and your gift each year constitutes a significant contribution to the 1986 goal. If you could decide on your gift amount for this fiscal year and let Carleton know of your pledge, it will help our class' efforts a great deal. The fiscal year ends in June, so there is no rush to contribute yet, however, we are seeking pledges from everyone now.

The last two years you gave $5,000 per year. If you could maintain or increase that amount this year, it would keep us right on track. I am given an "ask" amount for each person, however, I hate to push that number, as everyone's situation changes from year to year. For the record, yours for this year is $6,000. Given your record of giving in the past, I am sure you will contribute a helpful sum -- I'll let you make that call.

If you don't have one of those Annual Fund envelopes on your desk at home, you could email Beth Dahle at Carleton with your pledge amount. (BDahle@acs.carleton.edu) I hope you are enjoying life in New York. I lived on Long Island with my husband and kids for a total of five years and loved being on the east coast. We now live in Sonoma County, California, which is a wonderful place.

Thanks again for all your help! Happy New Year,
Susan

I know that your lovely wife just delivered a bouncing baby girl. You know that my love goes out to her. You, my friend, need my commiseration... girls are expensive. They want things like tights and hair bows. None of which I understand, but all of which I afford for my two. Given those considerations, the time has come to consider your Carleton annual giving. Nicole and I decided (well, really I decided, but Nicole is only complaining softly) to give $1000 this year in an effort to step up. Do you think you and Graziella could swing this amount? Let me know and I will pass on your pledge. Anything you can give would be great, but we are trying to get a group to move on up to the $1K level. On a personal note….

Hi,
I called earlier today; I heard that you were Rotarian-ing somewhere; so, amid the sounds of your house reconstruction I had a nice conversation with your wife. (Let me know the next time you're not going to be there, so I can time my call accordingly!)

I was calling about the annual Alumni Fund. First, to say "Thank You" for your contribution of $250 in November; and second, to inquire if that were the initial quarterly payment and if you were again going to be a member of the $1,000 club again this year? (Looking at your five-year history, there are more $1,000s than $250s, although I see that 2003 was $250, which gave me pause, because I do remember our conversation that year.)

Anyway, I'd like to talk with you about your intentions for the year, so we can work them into the plan. When you have a minute, please give me a ring, at XXX-XXX-XXXX.

Best wishes for the Holidays. We hope you and the family enjoy a wonderful Holiday Season.

Nathan,

By now you have probably received some items related to Reunion. With a goal of $93,000, we have our work cut out for us. It should come as no surprise to you to hear that we can only raise this much money with the generous support of a select few of our classmates who are in a position to make sizable donations. We hope to assemble a group of leading donors quickly to set an example to the rest of the class and I hope you can be a part of this group.

Thus I am hoping you can stretch this year and make a donation of $1,000. You can donate online with a credit card in installments (ease the pain, get the miles) here: www.give.carleton.edu.

Obviously, any donation is appreciated. Best wishes for a happy and healthy New Year,
Derek
REUNION

Hello! I hope you don't mind hearing from me one more time with one last pitch before I head back to Northfield for our 15th reunion.

You have been a valued contributor to our class gift in the past, and I'm hoping you will be willing to join us once again as we shoot for a record-breaking 15th reunion gift.

Keep in mind that any gift you make at this point will be matched by members of our class, so your donation will have double the impact for Carleton.

I hope that I'll see you next weekend on Davis Beach, but even if you are unable to join us this year, please let me say that the college is grateful for the continued connection with it that you have shown with your past gifts. We hope to see you soon at another Carleton event.

Thank you for your consideration...

On behalf of the Reunion Committee,
Francie Spangler '91

www.give.carleton.edu

Hi --

I've left a few messages and am sorry I haven't been able to connect up in person.

We're almost at the end of Carleton's fiscal year and are hoping to have a record % of classmates participating. Would you be able to give, say, $5, and on a credit card to make sure it gets in by June 30th? That would be terrific. You could send your credit card information to me and I would relay it, or provide it on the college's secure website for the alumni fund.

We have an amazing 75% of the class who have given but we'd like to edge it up a bit more!

I also really enjoy the conversations I have with classmates about what we (respectively) are doing now, so I'm sorry I missed a chance for that with you. And I would have told you about the very satisfying reunion we had on campus a couple weeks ago, very nice and very interesting classmates

--- Alison Keith

Dear Carleton College Classmates of 1994,

Whether it be washing dishes at the Goodhue cafeteria, holding up for an all-nighter on third Libe, playing 'bee on the Bald Spot or long-term "borrowing" of Carleton athletic department practice gear, we all can thank Carleton for unique experiences, memories and annual solicitation emails like this. As you know, Carleton was recently ranked #1 among all institutions for having the highest percentage of alumni who make a financial contribution, in some amount, back to the school. Number 1. Carleton College. It has a nice ring to it.

In order to keep this position, we need you to act quickly. The deadline for this year's 10-year reunion giving is June 30th and a contribution from you, whether it be $20 or $100, would go a long way toward accomplishing our participation goals. Please consider giving back this year. Instead of getting a pepperoni pizza, how about finding something in the fridge that night and using the money for a Carleton contribution?

Giving has never been easier. Please use the link below, spend 2 minutes of your time, and do something nice for the institution that did so much for all of us.

Hope to see all of you at reunion June 17-20.

With Carleton pride,
The Class of '94 Gift Committee
Give online at www.carleton.edu/alumni/aaf

Dear Friends and Classmates,

We are in the final stretch, two weeks from Reunion on June 16-19, and very short of our fundraising goals. I
apologize that I have not sent e-mails nor called you repeatedly asking you to give. It is as uncomfortable for me to ask you for a gift as it is for you to consider how much to give. This is a very personal decision; one that I would ask you to explore.

Please consider your giving history and future with Carleton. Have your accomplishments resulted in part from your educational and social experiences at Carleton? Did your professors help prepare you to think critically, analytically and creatively about issues both at work and in the world? And, finally, did you have a fun time at Carleton?

Your individual gift matters. Only with your commitment can we ensure that future generations of Carls have experiences similar to yours and mine. I appreciate your taking time to think about giving to the College. And, I look forward to seeing you at Reunion.

Sincerely,
Class of 95 Reunion Gift Committee

p.s. The online giving link - https://webapps.acs.carleton.edu/alumni/aaf/how/online/?_step=GiftPageOneForm
The committee is also making calls over the next few nights and weeks and we hope to speak with you soon.

Ed,
Yo, its been awhile since we crossed paths - but I'm glad that we will have a chance in June to see each other - the 10th year reunion is coming up quickly. I would love to reconnect and find out how 10 years have treated you. Have you turned into EuroEd? Is Nordic winter better or worse then in Minnesota? As part of the Reunion Committee for our class, I was on campus in August - lots of new buildings, a new President, but it essentially feels the same as when we were there. I am hoping to call you and talk about reunion and our class gift, but I don't currently have your home phone number. Would you respond with either a number and a good time for me to call you OR let me know if it would be better to communicate via email? Thanks - I look forward to hearing from you.
SOX

I hope you and Gretchen had a great weekend and are doing well. I just got back from Northfield where the Reunion Planning Committee got together to plan our 10th Reunion next year. We “explored” a few new bars as well as returned to the Reub and finished the evening off with a gyro pizza from Bill’s.

In addition to planning a ton of fun events and putting together a publicity campaign, we also came up with an aggressive, but attainable goal of raising $93,000, anchored by the Committee Gift of $27,000 from 27 people. It should come as no surprise to you to hear that we can only raise this much money with the generous support of a select few of our classmates who are in a position to make sizable donations. We hope to assemble ten leading donors quickly to set an example to the rest of the class and thus I am asking you and Gretchen to join Annie and me (we are giving $2,100) as part of this group.

In the past you have been very generous to Carleton, and thus I am hoping you can stretch this year and make a donation of $1,500.
Phil

Good afternoon, Judy!

I am working with Alison Keith on the Alumni Annual Fund and our 40th reunion gift. I notice that your record says do not phone solicit. I hope a brief e-mail is okay. We are shooting for a participation record for our 40th. There is no pressure on dollars, as we have already made our goal. Would you consider a modest gift of $10 or $25 to help us? You can give online or you can call me, and I can take a credit card gift.

You should also consider attending the reunion. Our class is putting on many of the programs from recitals to plays to lectures to wine tastings. I know that you would enjoy it.

If you want to make a credit card gift, you can call me or you can call the Annual Fund office at 800-745-2275.
Carleton thanks you for your consideration!

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POST-REUNION

Many of our Carleton classmates, including you, gave generously as a part of our 25th reunion gift last year. I am writing to ask you to consider making a gift to the 2003-2004 Alumni Annual Fund, as Carleton's current fiscal year ends on June 30, 2004.

Though our class dollar goal is considerably lower ($78,000 - it has a nice ring to it!) we hope to sustain our reunion enthusiasm with our typical high class participation. At this point, our class seems to have a case of the "post-reunion blues" as our participation numbers are trailing their usual pace. Your gift, at the level appropriate for you this year, will be much appreciated.

One convenient way to give is through the Carleton web site at the following link: www.give.carleton.edu.

I thank you for your great gift last year, and hope that you will help us out again this spring. We want to do our part to help Carleton maintain its #1 national ranking in alumni participation!

____________________________________________________________________________________________

Almost one year ago, we found ourselves frolicking on the Bald Spot, having cocktails with President Oden, marching proudly in the parade of classes, and dodging streakers at the Class of 79 midnight disco inferno in Sayles-Hill. If you were able to attend, we hope you enjoyed the 25th reunion as much as we did!

While our class giving goal has appropriately shrunk from last year's big reunion push, we still need your support and your participation for the important ongoing needs of the College through the Alumni Annual Fund. Because you've given generously in the past, we hope we can count on you again this year. The "year" ends on June 30th, which is not so far away. Please consider making your gift right now, on line. Here is the website link: https://webapps.acs.carleton.edu/alumni/gift/; or call the AAF office at 800-745-2275.

Thanks for continuing to include Carleton in your giving plans and for your ongoing support of our alma mater.

____________________________________________________________________________________________

PLEDGE REMINDER

Dear Classmate,

If you are receiving this email, it's because, according to the fine folk at Carleton's Alumni Annual Fund, you are an extremely thoughtful, generous, and giving person - esteemed by your colleagues and held in high regard by all around you. You are wise beyond your years, thoughtful, kind, and nice to children and small animals. You are an intellectual genius, considered quite attractive, and a good speler.

You've also made a pledge to the Alumni Annual Fund, and haven't gotten around to sending in your payment yet. Since we're nearing the end of Carleton's fiscal year (it comes at the end of June - that's a few short weeks from now), would you mind either calling the Fund at 800-745-2275 or logging on to their website at https://webapps.acs.carleton.edu/alumni/gift/ and making good on your pledge? Increasing the size of your gift is strongly encouraged, however decreases and/or non-payments are expressly forbidden under the terms of the Geneva Convention, NAFTA, NATO, AFL-CIO, SEATO, NAMBLA, SALT, SALT II, and the MIAC, as are any broadcasts, re-broadcasts or reproductions of this email not used for this express purpose of convincing other classmates to give).

Speaking of other classmates.... If you know of anyone who hasn't given yet, would you mind taking a moment to encourage their generosity? As of this writing, we are 41 donors short of hitting a 63% participation level, which would be a new record for a 15th-year reunion class. So every donor counts (I'm told donors from certain counties in Florida can be counted several times if needed). Thanks for your help and for your continued support of Carleton. I hope to see all of you next week at Reunion!

Dave Hoppe, AAF Class Agent '89

I'm taking time to write to you today on behalf of Carleton. I see that you recently made a pledge of $1,000 to the Alumni Annual Fund. Thank you very much! I'm now following up as an AAF volunteer. I like to have an excuse to get in touch with people to catch up and I'm always happy to ask about money on behalf of Carleton!

As you may know, Carleton's fiscal year ends on June 30. Pledges need to be paid by then in order to count for the
2004. However, this year, an anonymous alum put some challenge money as an incentive to encourage volunteers to wrap the year up a bit earlier than the absolute last minute. If we reach our participation goal by June 15, an additional donation $15,000 will be made on behalf of our class.

We only need 54 more classmates to fulfill pledges or give by June 15 to do it! (Last year, 56 classmates gave during the last half of June.) So with your help, we should be able to meet this goal! We just need to give a week or two earlier than last year! I'd love to see our class meet this goal if we could, so I'm simply writing to encourage you to fulfill your pledge before June 15 at https://webapps.acs.carleton.edu/alumni/gift/.

Anyway, thank you again for your pledge. It is really, really appreciated!

Francie

PRELIMINARY DONOR LETTER

Hi Cathy,

I hope you and Jonathan are doing well. In just a few days, a letter to all our classmates in 1989 will go out, detailing donors to our class to date. Since you are a loyal donor to our class, I wanted to make sure you were listed on this letter.

The cutoff date for all alumni to make gifts to be included in this letter is March 15. This is a as a courtesy reminder TO MAKE YOUR GIFT TODAY! I hope you will make a gift of $1,000. This is also a big help to the volunteers in our class, as we all look to make less work for ourselves at the end of the fiscal year. We often have a big panic at the end, and not just in reunion years.

Please go to www.carleton.edu/alumni/aaf or call 800-745-2275 to make your gift today! Thanks - and look for your class letter soon.

Carrie

FISCAL YEAR END

This message is not approved by the President or Sen. Kerry...but it is approved by your class agents; Eli, Jane, and Rachel.

Hello Class of 1998!

Spring is in full swing with glowing green leaves and the budding of purple and blue wild flowers. This means that we have a limited time to achieve our goals of reaching 60% participation in our class gift and raising $18,000 for Carleton! We are very close to achieving our new benchmarks, so now is a fantastic time to give. When this reaches your email account, only a few weeks will remain until the end of the Alumni Annual Fund fiscal year. To make a contribution to our class gift please visit https://webapps.acs.carleton.edu/alumni/gift/ or call 1-800-475-2275. Enjoy the fair spring weather. We’ll be counting the dollar signs down at the Rueb,

The 1998 Class Co-Agents: Elijah Levitt, Jane Lee, & Rachel Core

Esteemed '69 classmates,

I hope your summer is starting well. (It's frying in upstate New York but at least it's good weather for outdoor swimming.) This e-mail is one last shameless request for help for our alma mater, as the Carleton Alumni Annual Fund year comes to a close.

I'm convinced the case for Carleton has never been stronger, and I hope you'll consider a contribution, of any amount, by the close of this year's Annual Fund on June 30, 2005. If you're inclined to make a contribution, Carleton has as many ways as the local lottery to make it easy to do so. Your check postmarked by June 30, or a contribution online by 11:59 pm on June 30, will help Carleton greatly. If you have questions, need help, or want to make a credit card contribution by phone, you can reach the Alumni Annual Fund at 1-800-745-2275.

Regards and thanks,

Brad

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Dear Fellow '73er,

We are in the final stretch, three days from the end of the fiscal year, and still need 31 people to meet our participation goal. Will you join the other 183 classmates who have made a gift to the Alumni Annual Fund?

Have your accomplishments resulted in part from your educational and social experiences at Carleton? Did your professors help prepare you to think critically, analytically and creatively about issues both at work and in the world? And, finally, did you have some fun at Carleton?

Your individual gift of any amount matters. Only with your participation and commitment can we ensure that future generations of Carls will be able to enjoy the "Carleton Experience." Please go to https://webapps.acs.carleton.edu/alumni/aaf/how/online/?_step=GiftPageOn and give today to boost us over our goal. Also, you may certainly call the AAF office at 800-745-2275 and make a credit card donation over the phone.

Thanks,
Lynda Dolgin-Duda, Linda Neuman, and Candace Williams

Hello Class of 1976!

You may not have realized this, or you may have forgotten, or it may be buried in the bottom of your mental inbox. . . Carleton College's Alumni Annual Fund misses you, and the fiscal year is drawing to a close on June 30.

We have something important and special in common (sounds sort of dangerous). That something important is that we all share memories of our undergraduate years at Carleton...great professors, camaraderie, the arb, cows, colleges, and contentment, etc...

As volunteers for our Class of 1976, we give to the Alumni Annual Fund and ask you to join us. If you and every classmate who has not given this year gave $19.76 or even $7.76, it would make a huge difference to our overall participation! Please give by June 30. Thank you in advance!

The AAF will gladly accept donations both over the phone and online. Just surf from this email to your browser at https://webapps.acs.carleton.edu/alumni/gift/ or make some student earn their work-study check by calling the AAF directly at 800-745-2275.

Your AAF Class Volunteers,

Dear Fellow Carl:

As Spring melds into yet another Summer, I am happy to report that the legacy continues: I have taught the last of my three kids how to throw a decent Frisbee forehand. Given that I didn't learn this integral skill until the end of my freshman year at Carleton, I figure that my children have a terrific head start on their core college subjects.

But seriously, I am writing to encourage you to consider another type of legacy. With full adulthood looming (42 is the new 20, isn't it?), I am increasingly aware that the most important measure of success and satisfaction is not what I have, but what I can give. Although I do not have the means to donate a building, endow a professor's chair, establish a scholarship, or afford every student a choice of three flavors of ice cream at every cafeteria meal (oh thank you eccentric alumni!), I can participate in the LEGACY of giving to Carleton. You can, too.

Please make your gift to the Alumni Annual Fund TODAY — the end of the giving year is June 30th. You will be part of the legacy of giving that perpetually supports the Carleton educational mission. It is EASY! Either give online at www.give.carleton.edu, or give the Alumni Annual Fund a call at 800-745-2275.

Thanking you in advance for the overwhelming response to my inspiring message, I remain
Jonathan Pearlstein, '86
Carleton College Alumni Annual Fund Board.

Subject: Why I Give to the Carleton Annual Fund

I wanted to write one last email requesting your support for the Alumni Annual Fund this year. In April my daughter Sarah was accepted at Carleton. However, she was not offered any financial aid. We appealed and were
turned down. At first I was angry, but when I thought about it, I realized that our family's income should put us out of reach of need-based aid at Carleton. I had run the calculators and realized that need-based aid was a long shot. I had hoped beyond hope that we would receive some aid because Barb and I were alums, because Sarah was so academically deserving, because she had curly hair, because I was such a nice guy, because etc. etc. etc...

But the answer was no and it should have been. As it turns out Sarah has decided to go elsewhere for a number of reasons, some of which are financial.

Although it may seem counter-intuitive, our experience with Carleton's financial aid process is one reason why I have given to AAF in the past and why I will continue to give in the future. Because I had a nephew attending Carleton, I have spent quite a bit of time there in the last few years. I have met many students (my nephew included) who if not for need-based aid, would not have had the opportunity to attend Carleton. All of these students required the aid more acutely than Sarah. I want to support an organization that delivers its financial aid funds to those most in need.

OK, I've said my piece, now the pitch. The AAF is still short of its goals for the year. The Class of 72 is likewise short of its goals. The fiscal year ends on June 30 and we would very much appreciate your participation before that date. Help us support those students with the greatest need. I will make it very easy for you. Go to www.give.carleton.edu and get out your credit card.

I thank you. The members of the class of '72 AAF committee thank you, and those students who are the recipients of your generosity most certainly thank you.

Bob

Hello!

I have left you a couple of messages about giving to the Carleton Alumni Annual Fund and unfortunately, we haven't been able to connect. So, I will try with an email. June 30 is just around the corner, and with it, the end of Carleton's fiscal year.

Now you may be thinking -"There is still plenty of time....... I don't have to give until the end of next week and I can still get it in under the wire. Why hurry???" Well, if you are thinking this, you are one of those alums (and there are many many many of you) who exist to make the AAF staff and volunteers CRAZY in the last days as they endeavor to make sure all the gifts come in. Stop the madness!! Please help by making your gift now! Go to www.give.carleton.edu for a secure online link. Alternatively, mail your check today to:

Gift Accounting
Carleton College
One North College Street
Northfield, MN  55057

You can also call 1-800-745-2275 with questions or if you would like to give a gift of appreciated securities etc.

Feeling slightly disengaged with Carleton these days? Here are few links to remind you of all the good and fun things about Carleton:

*Flash video presentation*: Earlier this spring, you should have recently received a brief AAF/student presentation sent to all alumni. Here's a handy link to view it again: http://go.carleton.edu/z6. Note that the off-campus photos, music, and presentation design were all by students. I love the part at the end where Carleton is spelled in students' shadows.

*Schiller Update*: *And for lighter fare - entertaining and clever, though not without substance - a student update on Schiller. (Apparently, of late, Schiller hasn't been transferred from one custodian or another via wit and skill, but through physical means; the current custodians have vowed to restore honor and dignity to the transference process.) www.wehaveschiller.com <http://www.wehaveschiller.com/>.

*College Update*: While I'm in "link" mode, the Carleton web site is always a good source of information: http://www.carleton.edu/.

Thanks for all you do for current and future Carls!! Please let me know that you have received this email.

Carolyn Rhode '89
Expense Policy

Thank you for volunteering for the Alumni Annual Fund! We are fortunate to have so many dedicated volunteers and we value your participation in the annual workshop. Although budgets are tight and most colleges are not able to offer reimbursement for volunteer expenses, Carleton has made it a priority to assist volunteers who would otherwise find traveling to and participating in the workshop financially prohibitive. Please keep this in mind when considering reimbursement of your expenses.

Alternatively, your travel expenses, or a portion thereof, incurred while participating in the workshop can be treated as a tax-deductible, charitable contribution. If you choose to donate your expenses, we will treat them as a donation to your class’s Alumni Annual Fund gift.

You can donate or be reimbursed for the following expenses:

**Travel to the workshop by air.** If you fly to the workshop, you may donate your expenses or be reimbursed for the cost of your 30-day advance-purchase round-trip coach airfare.

**Transportation between the MSP airport and campus.** If you fly into the Minneapolis/St. Paul airport for the workshop, you may donate your expenses or be reimbursed for a maximum of $84 for this round-trip transfer.

**Travel to the workshop by car.** If you drive a long distance to the workshop, you may donate your expenses or be reimbursed for either of the following, whichever amount is lowest:

1. Mileage between your home and campus (14 cents per mile) or,  
2. The cost of a 30-day advance-purchase round-trip coach airfare.

Food and lodging are not reimbursable as the College is providing all meals and rooms in the residence halls for all volunteers.

*The College’s Business Office requires receipts for all expenses.*
CONFIDENTIALITY POLICY

PURPOSE
To provide Alumni Annual Fund volunteers with an understanding of the standards regarding dissemination and disposal of confidential information.

GUIDELINES
1. Information provided to AAF volunteers throughout the years is considered strictly confidential. This information is to be used by Class and Assistant Agents solely in the performance of their duties as volunteer fundraisers for Carleton College.

2. Information shared with volunteers should be done on a “need to know basis”.
   Class Agents are responsible for communicating this policy of confidentiality to volunteers at the time of transfer of confidential materials.

3. Information may not be transferred to any party outside the AAF volunteer system without prior approval from the AAF Director.

4. The information received is not to be used for any purpose than that for which it has been provided.

5. Proper disposal of confidential information includes manual and electronic shredding or return of information to the Alumni Annual Fund.

Alumni Annual Fund Board members, Class Agents, Assistant Class Agents, Gift Committee members, Alumni Annual Fund staff, and other parties involved in Alumni Annual Fund communications are required to adhere to this policy.