• See Gift Team Timetable at end of notes for follow-up actions.

• Final face-to-face planning meeting: Friday and Saturday, January 22 & 23, 2016, Palm Springs, CA. Please put date on your calendars.

• Goals will evolve based on experience. Goals as of April 2015:
  > Gifts from 100% of all reunion team members by June 30, 2015
  > Class of ’66 Heywood Society members by November 2015 = 66 (See Timetable for monthly goals)
  > Class of ’66 Heywood Society members by June 30, 2016 = 80 (starting number = 41)
  > Participation by June 30, 2016 = 92%
  > No $ goal. Gift total as of April 9, 2015 = $17,479,312

• Gift Team Approach
  > E-meetings every six weeks. Development Office will find software that allows participants to see each other. Will use conference call facility if software not available. Please put dates listed in Timetable on your calendars.
  > Hope to finish by May 2016 so reunion can be devoted to fun, not gift solicitations.

• Will devise a graphic to share gift progress. Publication date to be determined. Gift categories to be included in progress graphic:
  > Center for Civic Engagement and Social Entrepreneurship
  > Scholarships / Financial Aid
  > Class of ’66 Legacy Gift unrestricted
  > Carleton General Fund unrestricted
  > Other (Facilities and/or other ideas proposed by classmates)

• Gift Team Timetable

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Primary Activities</th>
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<tbody>
<tr>
<td>April 2015</td>
<td>• Finish Outreach calls (All)</td>
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<td></td>
<td>• Identify preferred classmates for Q1-3 calls (All)</td>
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<td></td>
<td>• Suggest revisions to Pledge Form (Wendy &amp; Rob B.)</td>
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<td></td>
<td>• Draft first Gift Team letter to class (Betsy)</td>
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<td>• Draft “Signature” content for Gift Team emails (Rob B.)</td>
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<td>• Send bi-weekly status reminders to full reunion team (Mimi &amp; Eric)</td>
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<td>May 2015</td>
<td>• Implement website refinements (Eric &amp; Bruce)</td>
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<td>• Complete first calls to Gift prospects (All)</td>
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<td></td>
<td>• Send bi-weekly status reminders to full reunion team (Mimi &amp; Eric)</td>
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<td>• Send first Gift Team letter to class</td>
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<td></td>
<td>• Implement e-meeting software (Dev. Office)</td>
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<td></td>
<td>• May GOAL: 5 new Heywood Society members</td>
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<tr>
<td>Timeframe</td>
<td>Primary Activities</td>
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| June 2015    | - **Gift Team E-meet Thurs., June 4, 2 p.m., CT**  
                - Send bi-weekly status reminders to full reunion team (Mimi & Eric)  
                - **June GOAL: 5 new Heywood Society members**  
                - **June GOAL: Gift pledges received from 100% of full reunion team** |
| July 2015    | - **Gift Team E-meet Tues., July 14, 2 p.m., CT**  
                - Tom & Joan “we’re one year away” letter announcing that any gifts from now on will count toward participation goal  
                - Send monthly communications from Gift Team coordinated with newsletter and other outreach  
                - **July GOAL: 5 new Heywood Society members** |
| August 2015  | - **Gift Team E-meet Tues., August 25, 2 p.m., CT**  
                - Send monthly communications from Gift Team coordinated with newsletter and other outreach  
                - **August GOAL: 5 new Heywood Society members** |
| September 2015 | - Consider whether to use challenges / incentives to increase gift-giving  
                        - Send monthly communications from Gift Team coordinated with newsletter and other outreach.  
                        - **September GOAL: 5 new Heywood Society members** |
| October 2015 | - **Gift Team E-meet, Tues., October 6, 2 p.m., CT**  
                - Send monthly communications from Gift Team coordinated with newsletter and other outreach  
                - **October GOAL: 5 new Heywood Society members** |
| November 2015 | - **Gift Team E-meet, Tues., November 17, 2 p.m., CT**  
                        - Send monthly communications from Gift Team coordinated with newsletter and other outreach  
                        - **November GOAL: At least 66 Heywood Society members to-date.** |
| December 2015 | - Holidays – no planned activity |
| 2016         | - Start Participation Gift campaign  
                        - Send monthly communications from Gift Team coordinated with newsletter and other outreach  
                        - **2016 GOAL: 15 new Heywood Society members for total of at least 80 members** |