Carleton ’66 Reunion Gift Team  
Halloween 2014 Meeting Notes

- Goals: Participation = 92%; $ Goal (and other potential goals) to be decided at April 2015 planning meeting

- Gift Team Approach
  - Class gift(s) will support Carleton’s strategic priorities.
  - Will rely on personal contacts, supplemented with appealing, useful website.
  - Will honor classmates’ preferred modes of communication (email, phone, surface mail, etc.) as much as possible.
  - Will decide specific class gift(s) and $ goal at spring planning meeting after results from survey and initial contacts are available. Strong interest in sustainable gifts and gifts that nurture global perspectives.
  - Following reunion launch (Joan and Tom letter) and first Outreach contacts, will contact Reunion Planning Team members and major gift prospects. First contacts to be completed by April 2015 planning meeting. First half of 2015 will focus on this population.
  - Initial version of website will include descriptions and videos about class gift options (Financial Aid and Center for Civic Engagement . . .). Will consider adding crowd-funding capability to website (discuss at spring planning meeting).
  - Will begin contacting all classmates in July 2015.
  - Will be partnering with Development Office staff.

- Gift Possibilities to be mentioned specifically in January survey:
  - Financial Aid for world-wide low and middle income students – supports proposed capital campaign objective “Strengthening Commitment to Access and Socio-Economic Diversity”
  - Center for Civic Engagement and Social Entrepreneurship – supports proposed capital campaign objective “Preparing Students for Life after Carleton”.
  - New Science Center and/or new Performance Commons ("bricks and mortar") – supports proposed capital campaign objective “Enhancing Our Curriculum [and Facilities] to Improve Teaching and Learning”
  - Alternatives to be suggested by classmates (will encourage classmates with similar interests to collaborate on specific gifts)
Gift Team Timetable

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<th>Timeframe</th>
<th>Primary Activities</th>
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| 4th Qtr 2014| Halloween weekend Reunion Planning  
Website creation and getting organized |
| 1st Qtr 2015| Joan and Tom reunion letter  
Survey of classmates (led by Marcy McGarraugh Andberg)  
Initial non-gift person-to-person outreach (led by Outreach Team)  
Initial contacts with reunion team members and major gift prospects (after initial outreach contact) |
| 2nd Qtr 2015| Spring reunion planning meeting  
Continued contacts with reunion team members and major gift prospects  
2014 – 2015 Annual Fund |
| 3rd Qtr 2015| Gift-raising – Initial gift contacts with all classmates |
| 4th Qtr 2015| Gift-raising |
| 1st Qtr 2016| Gift-raising  
Final reunion planning meeting |
| 2nd Qtr 2016| Gift-raising  
Wrap up (No annual fund solicitations in 2016) |
| On-Going    | Communications  
Re-Connecting person-to-person |

- Reunion gifts will also count as gifts to Carleton’s soon-to-be-launched capital campaign.
- Classmate contacts for each Gift Team member will be available soon via the Class of ’66 Reunion Web Portal.
- Log-on ID and password for the reporting portal can be obtained from Mary Niebur (mniebur@carleton.edu or 507-222-4198).

Follow-up Actions:
- Draft text for Gift Team survey questions before Thanksgiving – Wendy
- Draft content for Gift Team portion of website – Wendy, Eric, Mimi
- Draft desired content for “Why Give to Carleton” video – Betsy, Eric, Mimi
- Draft Gift Team communications plan – Eric, Mimi

- Next planning meeting: April 10 – 11, 2015, Northfield, MN
- Final planning meeting: January 22 – 23, 2016, Palm Springs, CA
Following Carleton '66 demographics are for your information:

- '66 Giving
  90% of class has given at least one gift
  21% of class has reached at least $10,000 lifetime giving
  65% of class has reached at least $1,000 lifetime giving
  40% of class has given continuously for at least 10 years
  15% of class has given continuously for at least 25 years
  10% of class has never given a gift

- '66 Geography
  1. By area
     25.8% West Coast
     4.0% West
     36.4% Midwest
     10.6% South
     19.8% Northeast & Mid Atlantic
     3.4% International
  2. By most-populated state / country (data represents 75% of classmates)
     16.9% California (59)
     13.8% Minnesota (48)
     6.3% Illinois (22)
     5.4% New York (19)
     4.3% Washington (15)
     3.7% Massachusetts and Oregon (13 each)
     3.4% International (12)
     3.2% Connecticut (11)
     2.6% Michigan, Pennsylvania, Texas, Virginia, Wisconsin (9 each)
  3. By time zone
     35.5% Eastern
     30.9% Central
     4.0% Mountain
     25.2% Pacific
     4.3% HI, AK, International