

This is a printout of the Class Activity Report submission for the class listed below.

Dartmouth Class of 1968

BY THE NUMBERS

Class Year: 1968

in Original Class (Matriculated): 821

Alive as of July 1, 2018: 735

Not Interested: 37

Lost or "No Good Mail Address": 21

Incapacitated: 1

Class Base: 676

of Surviving Spouses on record: 40

Dues Base #: 695

DCF Base #: 676

Current Class Mail Addressability:
92.5%

Current Class E-mail Addressability:
76.3%

EXECUTIVE COMMITTEE

President(s): Peter M. Fahey

Vice President(s): John M. Isaacson

Secretary(s): David B. Peck

Treasurer: D. James Lawrie, M.D.

Mini-Reunion Chair(s): George E. Bell III

Newsletter Editor(s): David L. Gang, M.D.

Webmaster: D. James Lawrie, M.D.

DCF Head Agent(s): Joe Nathan Wright

Gift Planning Chair(s): Edward S. Heald

Reunion Chair(s): George E. Bell III

Other Officers: Mark S. Battin, George E. Bell III, Parker J. Beverage, Robert S. Block, M.D., Steven L. Calvert, Michael Chu, William H. Crispin, Dennis F. Donahue, L. Lincoln Eldredge, III, John S. Engelman, Peter M. Fahey, David L. Gang, M.D., Joseph A. Grasso, Jr., Larry A. Griffith, Clifford J. Groen, Edward S. Heald, Daniel K. Hedges, Hans C. Hjermstad, Gary R. Hobin, Peter D. Hofman, Cedric C. Kam, D. James Lawrie, M.D., Michael Lenehan, The Reverend Gregory W. Marshall, Jonathan Newcomb, Richard W. Olson, David B. Peck, John J. Preotle Jr., William Penttingell Rich, Edward P. Schneider, James M. Tonkovich, Mark D. Waterhouse, CEcD, Ronald P. Weiss

Please use this space to outline mid-year changes to your Executive Committee (if applicable): New officer slate for coming 5 years (offices not listed indicates incumbent continuing): President-David Peck; Vice President-Roger Witten; Secretary-Dick Olson; Mini-reunion Chair-Bill Rich; Newsletter Editor-Mark Waterhouse; DCF Head Agent-Parker Beverage; Reunion Chair-not applicable for a while.

PRESIDENT/VICE PRESIDENT

Please outline your class's top accomplishments this year as they reflect class performance in leadership, communications, community, and service. Include detail of any special projects or innovative strategies that were employed this year that made a significant difference in your class's activities. Our top accomplishment was conducting an outstanding 50th reunion. The program was exhaustive and of high quality including (beyond the standard tent activities and dinners): Mt. Moosilauke climb, Lodge dinner, optional sleepover; organized Baker Tower climb/views; continuously virtual display of art created by 19 classmates; 5 seminar presentations by classmates of personal passions of general interest; 2 play reading performances; panel discussion of campus climate issues; panel discussion with copious audience input of the effect on classmates' lives of the Viet Nam era. We also invented and executed a custom interactive electronic Class survey, "Who Are You?". This capability allowed the reunion to, in effect, begin weeks ahead of time and continue indefinitely into the future. It calls for classmates to express their view on various matters which are then available for all other classmates to review and analyze. We completed outstanding 50th reunion fundraising for the College on multiple fronts. We far exceeded our \$2.52MM goal for the DCF, raising over \$2.8MM to become the 5th highest class in 50th reunion history. Five year cumulative comprehensive giving by classmates to all College needs totaled an eye-popping \$49MM which we believe is a record for 50th reunions. (The comprehensive giving includes our \$1.7MM 50th Reunion Freshman Trips endowment; identified bequest commitments; gifts and pledges to endowed scholarship funds; gifts to athletic and other friends groups (e.g. Hopkins Center, Hood Museum, Rockefeller Center, Dickey Endowment) Friends groups; and professional schools.) Other noteworthy accomplishments included continuation of a rich array of worldwide mini-reunions, both annual repeats (Eastern (Okemo) and Western (Snowmass) ski trips, Bandon Dunes golf trip) and customized gatherings (hike down to the base of the Grand Canyon followed by sleepover and return climb; Danube river boat trip from Passau, Germany to Buda/Pest, Hungary). We designed and implemented a new website with spectacular improved graphics that must be worthy of an award if one is given. We also continued funding for the Athletic Sponsors Program and the Dartmouth Entrepreneurial Network.

Class Goals

Describe specific goals for your class in this past year: Our Class of 1968 goals were in fact met with the rich accomplishments outlined above: a successful 50th Reunion which included both pre-Reunion and post-Reunion activities, and intellectually stimulating programs of broad appeal to classmates, partners and guests. An over-the-top fundraising year in multiple forms, including the Dartmouth College Fund, an endowment fund for the Freshman Trips, active Planned Giving, and support for graduate schools and special programs. And a Mini-Reunion program that spanned the globe. Goals declared, goals met.

Class Succession

What is your leadership succession plan? In what ways did you activate it this year?

In anticipation of our 50th reunion, we conducted a smooth and seamless transition to a new officer slate for the coming 5 years. We solicited suggestions from the Class through the newsletter, submitted nominations to a nominating committee consisting of past presidents, and ratified the new slate at our Class meeting during the reunion. The new slate is a rich blend of continuing talent, new talent, and talent returning to active participation after hard earned rest. The details of the new slate are compiled under the Executive Committee tab.

In 2019, your class is scheduled to hold: Alumni Council Elections.

Class Governing Documents

Have you reviewed your class constitution or made changes in the last year? None

Communications

Describe your class communication plan/strategy: Our class communications are supported in multiple ways: an award winning Class Newsletter, columns in the Dartmouth Alumni Magazine, a completely redesign and upgraded Class website, a Class of 1968 Facebook page and the use of Survey Monkey. In addition, there are Mini-Reunion related

emails and phone calls to all past participants, such as our Western and Eastern skiing weeks, to encourage attendance at future similar events. Our Dartmouth College fund activities are supported by multiple letters through the year, followed by phone calls from solicitors to classmates, reinforced with emails.

Your communication plan:

Describe your digital communications to classmates: Our digital communications are primarily incorporated in our website and Facebook accounts, with considerable classmate to classmate communications by email. The website tracks "hits" which are reported to the Executive Committee at every meeting. Our Facebook page has a modest but relatively active membership. We have also used Survey Monkey with directed inquiries; this tool allows us not only to collect classmate ideas and thoughts but also quantify responses.

Describe what print communications you send to classmates: Our print communications consist of Newsletter, which incorporates both text and photographic images, and the 6 times a year column in the Dartmouth Alumni Magazine. Our newsletters include a green postcard to encourage hard copy responses, as well as email call for news. In addition, we use class mailings to support our annual contributions to the Dartmouth College Fund, and as we ramped up for our Reunion.

What tool do you primarily use to send email to your class? iModules

Please share 2-3 of your most significant challenge(s) in communicating with your class: Our challenges include: firstly, not every classmate has an email account, and thus is not reachable by email...hence our commitment to both hard copy and email communications. Second, a subset of our class has been disenchanted with the direction of the College over past years, and thus disregards any form of communication. But we continue to try to have them return to the fellowship of the class; there can be disagreements within families, but we are all part of the Dartmouth family.

Other Information

Please describe an innovation or significant accomplishment from this past fiscal year that may be shared with others as a best practice: Creation of the "Who Are You?" online class survey is a significant innovative accomplishment; our redesigned website is outstanding (both described in the first section above).

In what areas and in what ways might you benefit from guidance from peers and/or staff? As a recently elected President, I am looking forward to attending my first Class Officers Weekend this September, to learn from my peers in other classes. In addition, our incoming Vice President is also planning to attend, and will also attend the breakout sessions for Presidents.

Class Meetings

There are two types of class meetings:

- 1. A meeting where the entire class is invited. This typically takes place during Major or Mini-Reunions.*
- 2. A meeting of the executive committee, which can take place in person, by telephone, via email or the internet (e.g., GoToMeeting).*

The Class Presidents Association recommends at least quarterly calls with the Executive Committee (including the DCF Head Agent and Gift Planning Chair) along with the Class Alumni Councilor.

How many class meetings did you hold this year? 4

How many Executive Committee meetings did you hold this year? 4

What is your class's typical attendance on Executive Committee calls? 12+-

What strategies do you use to make meetings more effective? All classmates are invited to all executive committee meetings in person or by phone. We distribute agendas, financial reports and relevant other material (for instance, Reunion planning) in advance of Executive Committee meetings to members can be prepared for discussion and action.

Sample agenda from an Executive Committee call:

TREASURER

Financial Information

The Class Treasurers' Association recommends that classes send out at least three dues solicitations per year with at least one of these being a paper mailing via US Postal Service. The Association would like to see all classes have at least 50% dues participation from classmates. The Treasurers Association recommends that at least 25% of annual dues income be put toward a class project.

Has a financial report for last year been filed with Alumni Relations? Filed

Is your class current with its Form 990 filings with the IRS? Yes

Class Dues

Did your class collect dues? Yes

Describe your dues philosophy: The executive committee and class treasurer encourage participation of all classmates in the payment of class dues. This is accomplished through the mailing of dues notification letters, emailing reminders and personal contacts. The latter focuses mainly on LYBUNTS.

of written/paper solicitations: 3

of electronic solicitations: 2

Solicited amount for Class Dues: \$75.00

Option to add additional contribution toward projects? Yes

Total dues collected for the year: \$24,990.00

Total # of dues payers THIS year: 332

Dues Base: 695

Percentage of participation: (Dues payers/Dues Base): 47.77%

Balance of Class Treasury at end of this fiscal year: \$220,271.00

Comments about Class Finances/Dues:

Financially, the class of 1968 is well positioned for its transition into its post 50th reunion phase.

Please describe an innovation or significant accomplishment from this past fiscal year that may be shared with others as a *best practice*:

What are your goals as treasurer for the coming year?

Review the current amount charged for dues and adjust according to anticipated needs. Now that the major financial needs of the 50th reunion have passed, we plan to search for additional ways in which the class can support student oriented needs of the College.

In what areas and in what ways might you benefit from guidance from peers and/or staff?

SECRETARY

The class secretary is responsible for submitting six bi-monthly class columns to the Dartmouth Alumni Magazine. These columns present opportunities to share classmate and class executive committee news with classmates and the alumni body at-large. Secretaries are encouraged to write informative, factual, entertaining columns that touch a broad cross-section of the class. The secretary is also responsible for preparing classmate obituaries for the Magazine, unless the class has designated a necrologist.

of Class Notes Columns Published in Dartmouth Alumni Magazine between July 1 - June 30: 6

Do you actively solicit class news/feedback for DAM columns? Yes

If so, how? Email,Phone,Facebook,Class Newsletter,Other

Do you track how many unique classmates you include in columns annually? Yes

Class obituaries are provided by? Secretary

Do you have other duties within the class executive committee? If so, please describe: I prepare the minutes of the Executive Committee meetings (4 held in past fiscal year), plus actively participate in discussion and decision making...not just a note taker. There is also a degree of sharing of information with and from the Newsletter in the preparation of the Dartmouth magazine columns, and also with our class website.

Please describe an innovation or significant accomplishment from this past fiscal year that may be shared with others as a *best practice*: The use of Survey Monkey. I created several survey questions, about preparing for Reunion, and about life accomplishments such as marriages, children, grandchildren. The responses were shared with the Reunion Planning Committee, the Newsletter and incorporated into the magazine columns.

What are your goals as secretary for next year? While I will be passing the Secretarial role on to Dick Olson, elected at our last Reunion, I would propose that the principal goals remain: making sure there are six full Dartmouth magazine columns, with many classmates, interesting stories and humor and thoughtful, timely obituaries. I would plan to include news of classmates from whom we have not heard, as well as continuing periodic updates on classmates who have been featured in past magazines.

In what areas and in what ways might you benefit from guidance from peers and/or staff? As incoming President, I have encouraged our new Secretary to come to our next Class Officer's Weekend this coming September, and become a sponge. Learn about best practices from other Class Secretaries and from the Alumni Office.

NEWSLETTER EDITOR

How many printed newsletters did you distribute since July 1, 2017? 3

Total # of print pages: 68

Did you also distribute these electronically? Yes

How many non-print newsletters did you distribute since July 1, 2017? 0

Total # of non-print pages: 0

Please indicate the methods by which your class newsletters were distributed: US

Mail,Class Website

If "Social Media" or "Other", please describe:

Which tool(s) do you use to produce your newsletter? Adobe inDesign

Did you include a Green Card or Take a Minute Card (TAM) with printed newsletters, or a link to one in electronic newsletters? Yes

Do you solicit input and information from your classmates in another way? If so, please tell us about your methods. Solicited input for generalized contributions by class wide email blasts. Solicited input on specific topics by class wide email blasts. Solicited specific "invited" articles by individual contacting of classmates, via email and phone.

If you did not produce a newsletter in any format this year, please share your reasons and any obstacles you may have encountered.

Please describe an innovation or significant accomplishment from this past fiscal year that may be shared with others as a *best practice*: - Transcribed and edited an email discussion/debate on a topic of intense interest to classmates: namely, increasing class size to keep up with other Ivy League schools. This provided a wonderful exchange of ideas among a couple of dozen classmates that deserved to be shared with the entire class. - Invited classmates to share thoughts and feelings about how Dartmouth changed their lives; this provided some very poignant and inspiring essays.

What are your goals as editor for next year? I will be passing the baton to Mark Waterhouse, who will assume the position of Newsletter Editor after the 50th Reunion in June.

In what areas and in what ways might you benefit from guidance from peers and/or staff?

WEBMASTER

Website

Which of these "best practices" does your class and its website have? Designated class webmaster, Links to latest class newsletter and a newsletter archive, Information about class project(s), Information about major and/or mini-reunions, List of class officers with how-to-contact information, Obituaries, Classmate news (or links to social networks that contain classmate news), Photo Gallery (or links to third party photo galleries), On-line dues payment, Links to other Dartmouth resources such as DCF, Calendar of upcoming/past class-related events, Class Notes Submission Form

How often is your site updated? Monthly

If authentication is used for some or all of your class website, what method do you use?

What duties do you perform as the Webmaster for your class? Website, Email Marketing, Surveys, Event Registrations

Other Digital Presence

On which platforms does your class have an online presence? Facebook, LinkedIn

If "Other or None", please describe:

If you have a Class Facebook page, how many of your classmates are members? 25

If you have a Class Facebook page, what restrictions, if any, do you place on membership? Classmates

Other Information

Please describe an innovation or significant accomplishment from this past fiscal year that may be shared with others as a *best practice*: Not so much a best practice as a significant accomplishment: in anticipation of our 50th reunion and in recognition of making the class website more attractive to users and a better vehicle for communication, the website was completely rewritten from the bottom up. One significant innovation was the incorporation of a section of the website entitled "Our 50th Reunion in Real Time." This section was updated continuously during the reunion with photos from our Flickr group. In addition, our virtual art show was continuously available in the "real time" section and the video recordings of our special interest presentations (Cosmology, Musicology, Birds of the Americas, the Supreme Court, Sailing and Storytelling) were posted as they became available.

What are your goals as webmaster for the coming year? Revise and reorganize the presentation of material from our 50th Reunion. Update the class officers section of the website. Conduct a survey of class members to learn what topics they would like to see presented on the website and to learn how the content can be improved to make the website a more useful tool for class communication.

In what areas and in what ways might you benefit from guidance from peers and/or staff? I would like to incorporate Dartmouth's web authentication system (Net ID) to create private sections of the website that would, for example, permit the posting of our updated class directory. I have requested help desk assistance with this several times in the past and have never received a reply! The website isn't hosted on Dartmouth servers but I believe it would be a trivial matter to make it work.

MINI-REUNION CHAIR

The Class Mini-Reunion Chairs Association recommends that classes plan a minimum of

three mini-reunions per year. A mini reunion is any non-reunion gathering of a class that:

- is widely publicized to ALL classmates*
- requires some effort to organize*
- brings classmates together for the main purpose of reconnection/camaraderie*

Recognizing that mini-reunions take many shapes and sizes, please use the following guidelines to complete this section:

- Mini-reunions taking place at multiple locations at the same time (e.g., class birthdays): Each separately organized event (location) counts as a separate mini-reunion, even if it is part of a multi-location event.*
- Monthly, recurring class meeting-type gatherings are to be counted as one mini-reunion. If you have questions, please contact Nicole Losavio at nicole.b.losavio@dartmouth.edu.*
- Classes are encouraged to try new events that will broaden the reach of the mini-reunion program. If any of the events held in the past 12 months were in either a new location or using a new format and not tried by the class in at least three years, please note as "New" below.*

Mini-Reunions by the Numbers

Total Number of Mini-Reunions held: 7

What percentage of your living classmates attended a Mini-Reunion? 1-10%

Unique number of non-classmate guests attending a Mini-Reunion: 26-50

How many unique cities hosted Mini-Reunions? 6

Of these cities hosting Mini-Reunions, how many were new hosts? 3

Master document for Mini-Reunions:

What were your class Mini-Reunion Goals for this year? Ask mini-reunion veterans to reach out and reconnect with classmates who had not attended mini-reunions, in an effort to establish/re-establish bonds that would substantially increase attendance at our 50th reunion in June 2018.

How did you accomplish these goals? Explained above.

What are your class Mini-Reunion goals for next year? Continue established Hanover mini-reunions and destination mini-reunions; conduct midwest U.S. mini-reunion; conduct mini-reunions with orientation toward more intellectual pursuits and the arts; conduct Class Executive Committee meetings around the U.S. in an effort to create "instant" mini-reunions.

Mini-Reunion Highlights

Please highlight one - and up to three - of your most engaging Mini-Reunions of this past year.

MINI-REUNION HIGHLIGHT 1

Title: Annual '68 Western ski trip

Date: 2/28/2018

Type: Multi-Day Single Location

Number of Classmate Attendees: 1-25

Number of Guest Attendees: 1-25

How did you market this event? Class newsletter; Alumni Magazine class notes column; established ski trip interest group email list; word of mouth/recruit friends.

Did you co-sponsor this Mini-Reunion with another Dartmouth class/organization? No

Please provide a brief description of this event: Well-established (20th annual) ski trip to a major Western ski resort. We rent at least two large houses, ski together, enjoy other activities (x-country skiing, snowshoeing, flyfishing); dine out as a group several times, have catered dinners at rental houses, and play cutthroat card games!

Would you offer this Mini-Reunion again? What would you do differently?

Yes, we offer this mini-reunion every year. It has become so popular we also conduct a similar annual Eastern ski trip at a major resort. At this point I doubt we would do anything differently -- we have the formula down pat.

Did this Mini-Reunion attract classmates that you have not seen at previous Mini-Reunions? If so, why do you think this happened?

Yes. Increased attendance because we stress it is NOT a mini-reunion solely for super-skiers; the emphasis is on reconnecting, having fun, discussing Dartmouth developments and issues.

MINI-REUNION HIGHLIGHT 2

Title: Cruising the River Danube

Date: 4/14/2018

Type: Multi-Day Multi-Location

Number of Classmate Attendees: 1-25

Number of Guest Attendees: 1-25

How did you market this event? Class newsletter, Alumni Magazine class notes, river cruising interest group emails, class-wide iModules emails.

Did you co-sponsor this Mini-Reunion with another Dartmouth class/organization? No

Please provide a brief description of this event: Cruising the Danube River for 5 days, culminating in 3 days touring Budapest, Hungary.

Would you offer this Mini-Reunion again? What would you do differently?

Yes, it has become an annual event. And again, we wouldn't change much -- have the formula down pat.

Did this Mini-Reunion attract classmates that you have not seen at previous Mini-Reunions? If so, why do you think this happened? Yes. The word got out that it is a fabulous time!

MINI-REUNION HIGHLIGHT 3

Title:

Date:

Type:

Number of Classmate Attendees:

Number of Guest Attendees:

How did you market this event?

Did you co-sponsor this Mini-Reunion with another Dartmouth class/organization?

Please provide a brief description of this event:

Would you offer this Mini-Reunion again? What would you do differently?

Did this Mini-Reunion attract classmates that you have not seen at previous Mini-Reunions? If so, why do you think this happened?

Other Information

Please describe an innovation or significant accomplishment from this past fiscal year that may be shared with others as a *best practice*: Simply to see if a one-day no-frills mini-reunion was a viable concept, we held a "Boys' Ski Day" at Stratton Mountain, VT in

March 2018. No overnight, no dinner, simply a day of Dartmouth guys meeting in the morning, skiing around, then departing at the end of the ski day. Turns out it is viable, and we think we can extend the concept to taking in a ball game, a play, a concert, etc. Mini-reunions need not be large carefully orchestrated multi-day destination events!

In what areas and in what ways might you benefit from guidance from peers and/or staff? We would like some creative ideas and guidance on more cultural or intellectual themes for mini-reunions. Many of our recent mini's have had active, outdoor orientations, and we want to reach those classmates who might prefer more sedate themes. Any and all ideas, especially success-sharing, will be most welcome.

MAJOR REUNION CHAIR

What reunion did you celebrate this year? 50th Reunion

Number of classmates returned: 220

Number of total reunion guests returned: 388

What would you like to share with future reunion heads as a best practice or highlight from this year? Several innovations: (1) An electronic "yearbook" called "Who Are You?" that included a personal "interview questionnaire", an essay opportunity, and lists of personal "Top Fives" across a broad range of topics. As an incentive to complete the survey, and as an effort to make the reunion more affordable for classmates, we offered up to a 20% discount off the regular reunion tariff for those participating in the survey. (2) We put on a show! Not a full-scale play production, but a play reading by three of our our gifted class thespians. Very well-attended, much appreciated, and a big draw for the reunion. (3) We conducted six "special interest presentations" by individual classmates on "hobby horse" topics in which they had built expertise on their own over the years. Fascinating material, and another big draw. (4) We created a Virtual Art Gallery, with digital submissions from 18 classmates and 2 spouses. The Virtual Art Gallery was displayed as a continuous slide show throughout the reunion, and will remain as a part of our Class Website into the future.

If known, please enter the incoming slate of elected officers: New officers: David Peck, President; Roger Witten, VP; Dick Olson, Secretary; Bill Rich, Mini-Reunion Chair; Mark Waterhouse, NL Editor; Parker Beverage, Head Agent. Incumbents continue in all other offices.

DCF HEAD AGENTS

DCF and other gift information in grey fields on this screen will be completed by the Development Office in mid-July. Please enter any comments you may wish to add at the bottom of this page and mark this section complete.

Total amount raised this year: \$2,892,114

of participants: 382

DCF Base: 676

**The DCF Base is calculated to include all living undergraduate alumni who have a preferred mailing address, excluding incapacitated, adopted, lost, and not interested.*

Percentage of participation (Participants/DCF Base): 56.5%

The 1769 Society recognizes donors who give \$2,500 or more to Dartmouth through the Dartmouth College Fund during the past year. Recognition levels for younger classes are graduated.

Comments about DCF / Other Giving: Thanks to impressive class leadership, the tireless work of numerous class solicitors, the generosity of nearly 400 classmates, and of course, the continued, unstinting support of Janet Rosa back on campus, we achieved ambitious fundraising goals in our 50th Reunion year. We far surpassed our dollar goal, and we made gifts to the College at nearly a 57% participation rate. Realistically, our aspirations for the coming year cannot be as lofty. Yet, we remain mindful of the \$3-billion Call to Lead campaign and must continue to work hard to support the College financially. A key fundraising message to our class this year will be that any and all classmates should step forward to help meet this mammoth fundraising challenge. Our strategy in the near term will include: retaining the commitment of those 1-2% at the top of our donor pyramid;

sustaining the dedication of the 87 Ripley Society members in our class; maintaining to the greatest extent possible the level of enthusiasm and generosity shown by the many "multipliers" who gave gifts this year that were significantly larger than in years past; and paying special attention to the nearly 90 classmates who contributed at the 1769 Society level for our 50th Reunion. At our meeting this coming fall, the Class of 1968 Executive Committee will establish specific contribution goals for FY-2019, i.e., participation rate and dollars to be raised, and will communicate these goals both to the College and to members of our class. We look forward to working with Sarah Baptie in the months and years ahead, even as we shall miss the good work of Janet Rosa.

Please describe an innovation or significant accomplishment from this past fiscal year that may be shared with others as a *best practice*: The Class of 1968 organized a

Reunion Giving Committee of 19 classmates to solicit large (e.g., Alumni Scholar Gifts) while maintaining its usual DCF band of about 40 volunteer Solicitors to work on getting participation levels up as much as possible. The following paraphrases an email sent out by our co-participation chair: The Class of 1968 completed a monumentally successful annual campaign in honor of our 50th Reunion year, and much of the credit goes to solicitors who worked so hard encouraging and recruiting prospects, and who also stepped up to the plate as donors. Our dollar goal was \$2.52 million. The final total we raised was \$2.892 million, \$372,000 above our goal, the largest amount the Class of 1968 has ever raised and the 5th highest 50th Reunion total ever. Our participation goal was 57%, or 385 classmate donors. We came ever so close to that goal, taking in 382 gifts which was 99.22% of our goal. In order to accomplish our goals, we needed to accomplish three benchmarks. First, we would have to get a lot of multiplier gifts; we ended up with 131 multiplier gifts of from 3 times last year's gift to 100 times last year's gift. Second, we needed to reduce the % of LYBUNTS who didn't make a gift to 4% from the 8% annual average over the past four campaigns. The % of LYBUNTS who did not give ended up at 3.9%. Third, we needed to get 30 gifts from the large group of classmates who had "No Solicitor." assigned. We got 31 gifts from that group of guys who were either Never Givers or 5+-year Lapses. 34% of all '68s gave multiplier gifts of 3x or more. For our solicitor group, that was 48% (23/40). 39% of classmates gave a gift of \$1000 or more. For solicitors that was 73% (29/40). The average gift per classmate was \$7,611. For solicitors it was \$20,540.

What are your goals as head agent for next year? We look forward to working with Sarah Baptie, our new partner from the Alumni Office. We have enjoyed working with Janet Rosa, and wish her well in her well deserved retirement. Working with the Alumni Office, our new Executive Committee will develop an annual DCF plan as well as support the new Capital Plan.

In what areas and in what ways might you benefit from guidance from peers and/or staff? None.

GIFT PLANNING CHAIR

The Bartlett Tower Society (or BTS) is Dartmouth's recognition society to honor those individuals who have named Dartmouth in their estate plans. Someone becomes a BTS member by informing the College that he/she has named Dartmouth as a beneficiary in a will, revocable trust, a life insurance policy, retirement plan, or a life income plan (e.g., an annuity or trust).

Gift Planning information in grey fields on this screen will be completed by the Development Office in mid-July. Please enter any comments you may wish to add at the bottom of this page and mark this section complete.

This class total includes living Dartmouth alumni who are Bartlett Tower Society members.

of active participants: 40

of deceased participants: 1

of new participants for fiscal year: 11

Percentage of participation (Active Participants/Original Class Size): 5.92%

Which of these Gift Planning "best practices" did you engage in this fiscal year:

Published information in class newsletter, Class letter/email solicitation

Please describe an innovation or significant accomplishment from this past fiscal year that may be shared with others as a *best practice*: Significant coordination with Reunion Giving Committee timing solicitations to coincide with reunion activities and mailings. Solicited by class segment-BTS members, Ripley Society members, Executive Committee members, Past and Present Alumni Interviewers, All Others. Distributed multiple introductory mailings followed by reminders of timing and details.

What are your goals as gift planning chair for next year? Continue to increase the number of BTS members to a total of 68.

In what areas and in what ways might you benefit from guidance from peers and/or staff? Since we lost our Gift Planning Office liason part-way through our campaign, the need for someone to be there throughout a campaign is critical.

CLASS PROJECTS

For the purpose of the Class Activity Report, a class project is defined as a contribution made directly from the class treasury to Dartmouth College to support College activities.

This year, your class has made Project contributions of \$5,500.00

How does your class select Class Projects to pursue? Focus on 1-2 existing projects, Have an endowed fund to which we contribute

Please describe an innovation or significant accomplishment from this past fiscal year that may be shared with others as a *best practice*: The above dollar figure does not include the \$1.8 million endowed fund in support of the Freshman trips which we delivered to the College at our 50th reunion in June. This amount was raised over more than 10 years from classmates' contributions and investment alongside the College endowment. Regarding the Class Connections Program, this year we scheduled a ski day at Okemo to coincide with a '68 mini-reunion. We had over 30 2018s sign up to join us. Unfortunately, the scheduled date saw a tropical rainstorm inundate the northeast, turning the roads icy and dangerous, and the slopes largely un-skiable. We reluctantly cancelled the event, but would urge other classes to think about scheduling a similar event. We also co-sponsored a program with The Hill Winds Society and the Office of Professional

Development that presented to graduating seniors a look at what issues to prepare for as they transitioned from Dartmouth to jobs/graduate school/internships in the real world. It was an interesting presentation but would have benefited with more preparation and broader participation from the Class of 2018 Our final Class Connections Program was the Commencement Weekend Barbecue on Friday, June 8th, that was funded by the College. While the weather was terrific and the '68s turned out in large numbers, the turnout for the 2018s was disappointing. With families arriving in town on Friday and the other activities planned for the graduating class, I'm not sure that this barbecue is the best use of the College's resources.

What are your goals for projects for next year? At this point, our new Executive Committee has not met; we plan to gather at both the Class Officer's Weekend and then in late October, also in Hanover. At that point, we will be discussing our future efforts as a Class, both for potential continuing projects, such as the DEN and potential new projects. We will be welcoming, and working with, our newly adopted Class member, Jennifer Sargent, who spoke at our Reunion, who mentioned she has ideas we could potentially followup with. Our new Committee will be inviting our emeritus Executive Committee members, to join us as eminences gris, to build on the wisdom and experience of the group who led such a successful reunion.

In what areas and in what ways might you benefit from guidance from peers and/or staff? We absolutely welcome suggestions and guidance from our sister classes and from staff, especially as a new Executive Committee. As always, we will welcome staff to our future Executive Committee meetings