

Esteemed Classmates & Members of the Campaign Leadership Council:

I trust this communicate finds you and yours safe and healthy. There is an old Chinese proverb that translates to “*May you live in interesting times*”. Considering the events of the past few months, many of us may opt for less interesting going forward!

In our last Campaign update, Dirk and I indicated we’d be back to you sometime before, during or after Commissioning Week for the Class of 2020. We are now planning to draft and send an ALL CLASS Campaign epistle calling on the memories of our first ever June Week [1970] and our departure for our respective Youngster Cruises. Prior to sending out that “ALLCLASS”, we wanted you to have a sense of progress to date as well as a sense of our challenges in meeting or exceeding all of our goals. All numbers below reflect all gifts/commitments made through April 30, 2020. [NOTE: On March 14th, Dirk and I directed the USNA Foundation to suspend all solicitations of our Classmates until further notice, considering the challenges many of our friends, families, neighbors and citizens were facing – and continue to face – with respect to COVID19].

First, some good news :

- We have **raised over \$1.5 million** against our \$2 million objective for the designated Class Projects (**78% of goal!**)
- Of that, **\$533,000 has been directed to the Naval Academy Fund** (178% of goal!) and **\$426,000 toward Athletic Excellence/Heinz Lenz Fellowship** (85% of goal!)
- Additionally, **total gifts/commitments campaign to date (including documented estate commitments) now exceeds \$2.2 million, toward our total giving goal of \$3 million**
- And, the final “good news” item is that **since our graduation 47 years ago, we as a Class have raised/given nearly \$5.6 million to our *alma mater***. Therefore, we have the potential to reach or exceed \$7.3 million all time giving by the time we gather together in Annapolis in Fall of 2023!

Here are areas requiring greater focus and potential challenges to success:

- Two of our four strategic pillars (**Academic Excellence -Center for Academic Excellence**; and **Leadership/Character Excellence – The Stockdale Center**) are **at or below 50% of goal (\$291,000 and \$308,000 respectively)**
- **Total donors to the four pillars** (which includes the aforementioned Naval Academy Fund) are **281 (38% participation)**
- **Total donors during the campaign fund-raising period to date are 308 (41.5%)**
- Regardless, of which donor number you prefer, **we are well below our objective of 73% Classmate participation**

And there is one other area requiring our collective focus as the leaders of the Class Reunion Campaign – our own giving as a Campaign Leadership Council. We had asked that each of us do the following prior to the end of May:

1. Make a five year commitment at or above the minimum annual donation required for the President's Circle Society (e.g. \$2500/annum)
2. Find that area within "The Margin of Excellence" for which you have the greatest passion, and then consider making a multi-year campaign pledge [we suggested a marker of \$50,000]. This can include your annual giving pledge, and any other pledges/gifts already made within the campaign counting period, as well as a documented estate commitment.

To those of you who responded and are now modeling the way for the rest of us, Thank You. Our belief system is that if we lead as a Council, our Classmates will follow. Therefore, we look forward to a time in the very near future when we can announce our collective leadership commitment to the rest of the Class.

In closing, although much has been accomplished, much work remains – the 73% participation goal is particularly daunting. We are working with the Foundation in creating a "virtual summer school" focused on the Margin of Excellence. We anticipate 3-4 webinars being offered featuring USNA Leaders, as well as a highly informative and educational session regarding "Legacy Giving". For now, please consider your own commitment(s) and please also continue to email or call Dirk and me with your ideas and feedback. Just as we stood shoulder to shoulder on June 30, 1969 and first called each other "Classmate", we stand shoulder to shoulder now in assuring the legacy of the GREAT Class of 1973 will continue.

Every Gift Counts...Every Classmate Matters!

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George & Dirk

George '73