

The Computer Museum

300 Congress Street
Boston, MA 02210

(617) 426-2800

February 27, 1992

Mr. Gardner C. Hendrie
Sigma Partners
300 Commercial Street, #705
Boston, MA 02109

Dear Gardner:

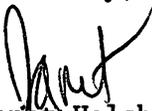
To meet our Capital Campaign goals for Q3 and Q4, we are counting on you for the following solicitations. Please let us know of any surprises, changes, deletions, or additions on the list.

Alex d'Arbeloff	with Gordon Bell or Larry Brewster
Reid Dennis	with Suhas Patil
Bill Poduska	with Dave Donaldson
Fontaine Richardson	with Larry Brewster or Andy Miller

The Campaign staff is here to help in any way we can. Please call us for assistance, for pledge cards or other Campaign- and Museum-related materials, for the Campaign "sales book", for moral support, for a reminder of why you agreed to do this in the first place, and/or for our grateful thanks.

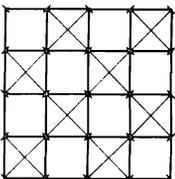
We appreciate your commitment of time and effort to make The Capital Campaign a tremendous success for the Museum.

Sincerely,


Janet Walsh
Capital Campaign Manager
(617) 426-2800 x333

cc: Lawrence S. Brewster
Oliver Strimpel

Does this look
right to you?
Call me if not -
Thanks. Jan



The Capital Campaign for The Computer Museum

CAMPAIGN LEADERSHIP AND VOLUNTEERS

Mitchell Kapor, *Honorary Chairman*
ON Technology, Inc.

Lawrence S. Brewster, *Chairman*
Aspen Technology, Inc.

Gwen Bell, *West Coast Coordinator*
The Computer Museum

Anthony D. Pell, *Chairman, Board Campaign Gifts*
Pell, Rudman & Co., Inc.

David M. Donaldson, *Chairman, Lead Gifts*
Ropes & Gray

John A. Miller, Jr., *Chairman, Major Gifts*
Miller Communications

Lynda Schubert Bodman, *Co-Chair, Corporate Gifts*
Schubert Associates

Theodore G. Johnson, *Co-Chair, Corporate Gifts*
Enrollment Collaborative, Inc.

Charles A. Zraket, *Co-Chair, Corporate Gifts*
Trustee, The MITRE Corporation

LEAD GIFTS COMMITTEE

C. Gordon Bell

Henry Burkhardt
Kendall Square Research Corporation

Gardner C. Hendrie
Sigma Partners

Suhas S. Patil
Cirrus Logic, Inc.

CORPORATE GIFTS COMMITTEE

Sam Albert
Sam Albert Associates

Richard P. Case
IBM Corporation

Howard Cox
Greylock Management Corporation

Peter Hirshberg
Apple Computer, Inc.

James Lawrence
LEK Consulting, Inc.

Michael Simmons
Bank of Boston

Irwin Sitkin

MAJOR GIFTS COMMITTEE

Esther Dyson
Release 1.0

Rick Frisbie
Battery Ventures

Prabhu Goel
Cadence Design Systems

Frederick M. Hoar
Miller Communications

Charles House
Informix Inc.

Jerry Levin
HyperDesk Corporation

Wendy Vatorie
Intel Corporation

Ralph Wagner
Keyfile

Fred Weiss
Pell, Rudman & Co., Inc.

A

Name	Target Amount	Account Rep./Comments
Snoyer, Robert (American Youth)	\$1,000,000	national education initiatives
de Castro, Edson	\$500,000	CGB, solicited 8/91 25-50 Intel
Gates, Bill (Microsoft)	\$500,000	MK
McGovern, Pat (IDG)	\$500,000	GB
Moore, Gordon	\$500,000	CGB, solicited 12/91 - Intel Museum
Olsen, Ken (Stratford Fdn.)	\$500,000	
Bechtolsheim, Andy (Sun)	\$250,000	GB
Joy, Bill (Sun)	\$250,000	GB
Manzi, Jim (Lotus)	\$250,000	Esther Dyson & Andy Miller
McNealy, Scott (Sun)	\$250,000	GB
Poduska, Bill (AVS)	\$250,000	ask Bill to Toys & Toys opening
Bachman, Charlie (Bachman Info.)	\$150,000	JMcK
Amdahl, Gene (Andor)	\$100,000	GB
Burkhardt, Henry (KSR)	\$100,000	
Doerr, John	\$100,000	CGB, solicited 7/91
Eubanks, Gordon (Symantec)	\$100,000	OS
Geschke, Charles (Adobe)	\$100,000	OGB
Hindle, Win (DEC)	\$100,000	JMcK
Liddle, Dave (Interval)	\$100,000	Ed Beave - GCH
Lynch, Dan (InterOp)	\$100,000	GB
Markkula, Mike (Apple)	\$100,000	
Shugart, Al (Seagate)	\$100,000	OGB
Sutherland, Ivan	\$100,000	GB, solicited 8/91
Warnock, John (Adobe)	\$100,000	GB
Akers, John (IBM)		
Allen, Paul (Asymetrix)		
Ashton, Alan (WordPerfect)		
Ballmer, Steve (Microsoft)		Charlie Zrackoff
Barger, J.P. (Dynatech)		
Bastian, Bruce (WordPerfect)		
Beranek, Leo		JMcK
Bosack, Len (Cisco Systems)		
Bowers, Ann		
Bruggere, Tom (Mentor Graphics)		
Canion, Rod		Andy Miller - get Museum / ask
Clark, Jim (Silicon Graphics)		
Cohn, Robert S. (Octel)		
Colvin, Neil (Phoenix Tech.)		GCH
Conner, Finis (Conner Peripherals)		Andy Miller - invite to play golf
de Vitry, Arnaud (DEC)		FE
Dell, Michael (Dell Computer)		
Dennis, Reid		GCH
Ellison, Larry (Oracle)		

TARGET 100

Exley, Chuck (NCR)		
Ferri, Paul (Matrix Partners)		
Fisher, George (Motorola)		
Fredkin, Ed (Capital Tech.)		
Galvin, Bob (Motorola)		
Gassee, Jean-Louis (Be Labs)		GB
Gaudette, Francis J. (Microsoft)		
Gould, Irving (Commodore)		
Grove, Andy (Intel)		
Hackworth, Michael (Cirrus)		
Hambrecht, Bill (H&Q)		
Hathaway, David (Venrock)		JMcK
Hearst, Will (San Fran. Examiner)		
Heller, Andy (HaL)		
Hewlett, Bill (H-P)		
House, Dave (Intel)		GH
Jamieson, Burgess (Sigma)		GH
Jeffries, Brad (Sigma)		GH
Jobs, Steve (NeXt)		
Kahn, Philippe (Borland)		Andy Miller
Kane, Louis (Au Bon Pain)		LB
Kertzman, Mitchell (Powersoft)		
Khosla, Vinod (Kleiner Perkins)		
Koch, Bill (Oxbow)		
Kuehler, Jack (IBM)		
Kvamme, Floyd (Kleiner Perkins)		JMcK
Lawrence, James (LEK Cons.)		JMcK
Lerner, Sandy (cisco)		
Levy, Steve (BBN)		
Lewis, John (Amdahl)		GCW
Mahoney, Dave (Banyan)		
Maples, Michael (Microsoft)		
Margolis, Paul (Marcam)		
Marquardt, Dave (Technology VI)		
McCracken, Ed (Silicon Graphics)		
Mead, Carver (Cal Tech)		OGB
Metcalfe, Bob (Infoworld)		
Miller, Rich (Wang Laboratories)		
Moore, John Jay (BMC Software)		
Noorda, Ray (Novell)		
Norton, Peter (Symantec)		
Packard, David (H-P)		
Parkinson, Joseph (Micron Tech.)		
Perot, Ross (Perot Systems)		
Pfeiffer, Eckhard (Compaq)		Andy Miller
Planitzer, Russell (Prime)		BCW with Paul Severino
Price, Robert M. (CDC)		
Prothro, Vin (Dallas Semiconductor)		
Qureshey, Safi (AST Research)		

TARGET 100

Richman, Herb (Southgate Cons.)		
Roach, John (Tandy)		
Robelen, Ben		PS, GCH
Rock, Arthur (Arthur Rock & Co.)		
Rosen, Ben (Sevin Rosen)		
Rosenthal, Mort (Corporate Soft.)		Andy Miller
Rosing, Wayne (Sun)		GB
Salwen, Howard (Proteon)		get Paul Severino for invite to his brain storming
Sculley, John (Apple)		
Shirley, Jon (retired Microsoft)		
Spindler, Michael (Apple)		
Stone, Jim (Plymouth Rock Assur.)		LB
Testa, Dick (Testa Hurwitz)		
Treybig, James (Tandem)		MS
Villers, Phillippe		
Wang, Charles (Computer Assoc.)		
Wang, Fred (and family)		Charlie Zrackett
Watson, Max (BMC Software)		
Young, John (H-P)		
Ziff, Bill (Ziff Davis)		

Rick Burns
 George Conant
 Russ Plunitzer
 Miller

(B)
TARGET 100

Name	Target Amount	Account Rep./Comments
Brown, Owen	\$25,000	
Crouse, Henry (DEC)	\$25,000	
Cutler, David	\$25,000	OGB
d'Arbeloff, Alex (Teradyne)	\$25,000	GCH Nick DeWolfe gives 1K/yr
Fine, Ken	\$25,000	OGB
Gaut, Norman	\$25,000	GB, solicited 12/91
Grillos, John	\$25,000	FH Robertson Stephens & U.S. x
Hoar, Fred	\$25,000	GB, solicited 10/91
Klein, Gus	\$25,000	OS, solicited 9/91
Knowles, Andy	\$25,000	GB, solicited 12/91
Marill, Tom and Marian	\$25,000	
Richardson, Fontaine (Eastech)	\$25,000	
Shoch, John (Asset Mgmt.)	\$25,000	GB
Tesler, Larry (Apple)	\$25,000	OGB
Bloch, Erich	\$15,000	GB, solicited 3/92
Glorioso, Bob (DEC)	\$20,000	GB, solicited 3/92
Johnson, Bill (DEC)	\$15,000	GB
Abelow, Allan (McKinsey)	\$10,000	GB
Clark, James (NCR)	\$9,000	TP, solicited 3/92
Feigenbaum, Ed	\$10,000	
Frisbie, Rick (Battery Ventures)	\$10,000	AM
Greene, Richard (Data Switch)	\$10,000	IS
Gupta, Gautam (IDEAssociates)	\$10,000	LB
Hopper, Max (American Airlines)	\$10,000	MS
Lacey, John	\$10,000	
Lucky, Bob (AT&T)	\$7,000	OS, solicited 1/92
Moody, Mike (Moody Stecker)	\$10,000	OGB
Papert, Seymour	\$7,500	OS, solicited 9/91
Selfridge, Kitty	\$10,000	JMcK
Sutter, James (Rockwell)	\$10,000	MS
Weiss, Fred (Pell Rudman)	\$10,000	
Adams, John IV (DEC)		
Alberding, Richard (H-P)		CH
Alexanderson, John (DEC)		
Alsop, Joe (Progress Software)		
Anderson, Harlan		OGB
Armstrong, John (IBM)		
Arndt, Roland		
Auerbach, Isaac		
Avery, Bill		
Bailey, Mike		
Baker, Clark		
Banning, John		
Baskett, Forrest		
Bedell, Eric (Parable)		

TARGET 100

Belden, G.C. Jr.		
Berkowitz, Robert (CimTelligence)		
Bertocchi, Al		
Birnbaum, Joel (H-P)		GB
Blohm, David (MathSoft)		
Borkin, Sheldon (Bachman)		
Boston, Joseph (Aspen Tech)		LB
Boyle, Brian (Apex)		CW
Bricklin, Dan (Slate)		
Brooks, Fred		GB
Burley, James		
Burnes, Rick (Charles River)		GH
Bushnell, Nolan		
Carlson, Walter		JMcK
Carr, Art (Bytex)		GB GCH
Cash, Jim (HBS)		JMcK
Cerf, Vinton		
Cheheyl, Steve (Wellfleet)		AM
Cocke, John		
Coit, Steve (MPAE)		
Cook, Scott (Intuit)		
Davison, Ian (Octocom)		
Decker, Hans (Siemens)		
Demmer, Bill (DEC)		
Diebold, John		
Dow, Jim (Microcom)		
Drane, Doug		
Egan, Richard (EMC Corp.)		
Evans, Larry (Aspen Tech)		LB
Fishman, Jerald (Analog Devices)		GB
Folsom, Barry James (Radius)		GB
Forrester, Jay		
Forster, Pat and Nancy		
Frankston, Bob (Slate)		
Fuller, Sam (DEC)		
Gaal, Steve (TA Associates)		
Gaubatz, Don (DEC)		
Geisberg, Sam (Parametric)		
Ghosh, Shikhar (EDS-PCC)		
Giordano, Rose Ann (DEC)		
Grady, John (XRE Corp.)		
Hanover, Alain (Viewlogic)		
Hawkinson, Lowell (Gensym)		
Hawkins, Trip (Electronic Arts)		
Heffner, Bill (DEC)		
Heinen, Roger (Apple)		
Held, Rob (Chipcom)		
Hennesey, John (Stanford/MIPS)		
Hoffstein, Gordon (PCs Compleat)		

TARGET 100

Hoover, William (Computer Sciences)		
Horowitz, Barry (MITRE)		
Lampson, Butler (DEC)		
LeBlois, Axel (Bull HN)		
Linde, Yoseph (Chipcom)		
Linsalata, Ralph		
Lloyd, Bob		
MacNamara, John		
McClure, Bruce (Synneretics)		
McCracken, Dan		
McFarlan, Wayne (HBS)		JMcK
McWilliams, Tom (Amdahl)		OGB
Merrill, Steve (Merrill Pickard)		
Miller, Avram (Intel)		
Miller, Bob (MIPS)		
Moler, Cleve (Mathworks)		
Morgan, Chris		
Morrill, Robert		
Nagel, David (Apple)		
Nassi, Ike (Apple)		
Nesbeda, Peter (Xyplex)		
Nolan, Dick (HBS)		JMcK
Powell, Casey (Sequent)		
Pratap, Sessa (CenterLine Soft.)		
Raikes, Jeffrey (Microsoft)		
Rodgers, Dave (Sequent)		OGB
Roizen, Heidi (T/Maker)		
Ross, Doug (Softech)		GB
Ruderman, Mort		OGB
Seely-Brown, John (Xerox PARC)		
Shields, Jack (Prime)		OGB
Smith, Jack (DEC)		
Sole, James (Bitstream)		
Stadler, Steve (Finanz)		
Stata, Ray (Analog)		
Strecker, Bill (DEC)		
Tibbetts, Joe (Price Waterhouse)		
Vadasz, Les (Intel)		
Vicidomino, Joseph		
Walske, Steve (Parametric)		
Watson, Steve		
White, Gene (Amdahl)		IS
Wozniak, Steve (Unuson)		
Yocam, Del (Momenta)		
Yu, Albert (Intel)		

Corporate Matrix

	A	B	C	D	E	F	G	H	I
1	Funding Source	St.	Member	Yrs.	I-K	Other Support	Pending Requests	Requests Anticipate	CC Contact
2									
3	3Com	CA				\$4,096, CC, 1985			
4	3Com (cont)	CA				\$25,000, CDC, 1992			
5	3M	MN							Brewster
6	AAAI	CA				\$20,000, Kits, 91	Corporate Membership		
7	AAAI (cont)	CA				\$2,500, Bowl, IN-KIND			
8	AAAI (cont)	CA				\$20,000, SM, 87			
9	AAAI (cont)	CA				\$30,000, SM, 1992			
10	Abbott Labs								Brewster
11	Aberdeen Group	MA	\$1,000	1 A					
12	Acer Corporation	CA	\$1,000	2 A					
13	Acius	CA						CDC Potential funder	
14	ACM	NY				\$50,000, Bowl, 90, 91, 92	\$50,000/yr, Bowl, 93-94		Bell
15	Adams Harkness Hill		\$1,000	1 A					
16	Addison-Wesley	MA	\$3,000	2 A				CDC Potential funder	
17	Adobe Systems Inc.	CA	\$5,000	2 A			REFUSED Bowl, 1992	CDC Potential funder	
18	AEG	MA							
19	Aldus	WA						CDC Potential funder	
20	Alex. Brown & Sons					\$7,500, Bowl, 1992			
21	Alliant Computer	MA	\$1,000	2 A					
22	Allied Signal Aftermarket Gr	RI							
23	Alltel Corporation	CH							
24	Alpha Software	MA	\$1,000	1				CDC Potential funder	
25	AM International	IL							
26	AMD	MA				\$2500, Bowl, 1991, 92			
27	AMD (cont.)	MA				\$10000, Bowl, 1988-90	\$50000, CDC, 1991		
28	Amdahl Corp.	CA	\$3,000	5 A				Networked, CC prospe	Sitkin
29	American Airlines	TX				in kind, Bowl	REFUSED Bowl, 1992	Networked, CC prospe	Hopper
30	American Express	NY							
31	American Info. Tech.								
32	American Mngmt Systems	VA				\$4,000, CC, 1985-88			McKenney
33	American President								
34	ARD	MA							
35	Ameritech	IL							
36	Amoco Corporation	IL							
37	AMP	PA							
38	Anacomp Inc.	IN							
39	Analog Devices	MA	\$1,000	6 A	X				

Corporate Matrix

	A	B	C	D	E	F	G	H	I
→ 40	Andersen Consulting	MA	\$1,000	2		\$9000, Bowl, 1991			
41	Apple	CA			X	\$25,000, Bowl, 1991-92	REFUSED CDC		
42	Apple (cont.)	CA			x	\$50,000, PAC, 1991			
43	Apple (cont.)	CA			x	\$50,000, TWTC, 1990			
44	Apple, ATG	CA				\$5000, Bowl, 1991			
45	Apple, Eastern	MA				\$5000, Bowl, 1991			
46	Apple, Eastern (cont.)	MA				\$2500, Bowl, 1990			
47	Apple, Eastern (cont.)	MA				\$5000, Bowl, 1988			
48	Applied Technology Inv.	MA	\$1,000	3A					
49	Aries Technology	MA	\$1,000	1					
50	Arnold White & Durkee	TX	\$1,000	1A					
51	Arthur D. Little	MA				\$2,500, WK, 1991	Corp. Membership, 1991		
52	Arthur D. Little (cont.)	MA				\$2,500, Bowl, 1990			
53	Asea Brown Boveri								Brewster
54	ASK Computer	CA	\$1,000	1					
→ 55	Aspen Technology	MA	\$1,000	2A					Brewster
56	Asset Management					\$2,500, Bowl, 1992			
57	AST Research	CA					Corp. Membership, 1991		
→ 58	AT&T Computer Sys.	MA	\$5,000	2A		\$10000, Bowl, 1991	REFUSED Bowl 1992		Lucky
59	AT&T Computer (cont.)	MA				\$10,000, TWTC, 1990			
60	AT&T Computer (cont.)	MA				\$5000, Bowl, 1989			
61	AT&T Computer (cont.)	MA				\$50,000, CC, 1985-1986			
62	Atex Publishing	MA				\$5000, Bowl, 1990			
63	Atlantic Richfield								Brewster
64	ATV Capital	MA	\$1,000	1A					
65	AutoDesk	CA						CDC Potential funder	
66	Automatic Data Processing	NJ	\$3,000	3A					
67	Avid Technology	MA	\$1,000	1A					
68	Avnet	NY							
69	Bachman Information Sys	MA	\$1,000	1		\$2,500, Bowl, 1992			Bachman
70	Bank of Boston	MA	\$3,000	5A		\$9,000, Bowl, 1991,92			Zraket
71	Bank of Boston (cont)	MA				\$1,500, Brkfst Spons., 1991			Simmons
72	Bank of Boston (cont)	MA				\$30,000, CC, 1992-94			
73	Bank of N.E. (now Fleet)	MA	\$1,000	4					
74	Banc One Corporation								
75	BankAmerica	CA				\$50,000,CC,1985-1988			Bell
76	Bankers Trust	NY							
77	Banyan	MA	\$1,000	4A					
78	BASF	MA				\$9000, Bowl, 1990-92			

Corporate Matrix

	A	B	C	D	E	F	G	H	I
79	Batterymarch Financial	MA	\$1,000	2A					
80	Baxter Healthcare								
81	Bayer								Brewster
82	BCE Inc.								
83	Becton Dickinson	MA							
84	Berkshire Hathaway								
85	Bethlehem Steel	PA							
86	Bingham, Dana & Gould	MA	\$3,000 cc	3A					Davis
87	Bitstream	MA	\$1,000	5A				CDC Potential funder	
88	Black & Decker								
89	Boeing	WA						Networked prospect	
90	Boise Cascade								
91	Bolt, Beranek & Newman	MA	\$1,000	6A				CDC Potential funder	
92	Borg-Warner Corporation	IL							
93	Boris Color Labs	MA			X				
94	Borland	CA				\$5,000, Bowl, 1991	\$100,000,CDC		
95	BOSE Corporation	MA			X				
96	Boston Company	MA					\$15000, WK, 1991		
97	Boston Edison FDN	MA					\$10000, TSP, 1991	Clubhouse, CC, 1992	Zraket
98	Boston FDN	MA					\$50000, WK, 1991		
99	Boston Gas Company	MA				\$500, TSP, 1991			
100	Boston Globe FDN	MA	\$1,000	5		\$2640, Intern, 1991	\$25000, WK, 1991		
101	Boston Globe FDN	MA				\$25,000,CC,1985-86			
102	British Telecom	LON							
103	Broderbund	CA					\$25,000,CDC		
104	Bull HN Info. Systems	MA	\$1,000	4A			\$50,000,Video		
105	Burlington Holdings	NY							
106	Business Week	CA				\$2000, Bowl, 1991		\$2000, Bowl 1992	
107	Businessland Inc.	MA							
108	Curtiss Butler and Assoc.				X				
109	Bytex Corp.	MA					Corp. membership, 1991		
110	C.S. Draper Labs	MA	\$3,000	3A		\$2,000,CC,1985			Zraket
111	C.S. Draper Labs	MA				\$10,000, CC, 1993			
112	Cabot Corporation	MA	\$1,000	1A					LSB/CAZ
113	Cadence	CA	\$3,000	1	X				
114	Cahners	MA					Corp. membership, 1991	CDC Potential funder	
115	Canadian National Railways	CAN	\$1,000	1A					
116	Canon	TKO							
117	Carter Hawley Hale	CA	\$1,000	1		\$1,000,CC,1989			

Corporate Matrix

	A	B	C	D	E	F	G	H	I
118	Casio	NJ							
119	Caterpillar, Inc.	IL							
120	CD-Rom Publishers							CDC Potential funder	
121	Centel Corp.	IL							
122	Central Point Software	OR						CDC Potential funder	
123	OGE								
124	Charles River Ventures	MA	\$1,000	1A					
125	Chase Manhattan	NY	\$1,000	1					
126	Chedd-Angiers Production	MA			X				
127	Chips & Technology	CA						CDC Potential funder	
128	Chipsoft	CA				\$500, Bowl, 1992			
129	Choate Hall & Stewart	MA	\$1,000	1A					
130	CIO Publishing Corporation					\$2,500, Bowl, 1992			
131	Cirrus Logic	CA				\$2,500, Bowl, 1991	Corp. membership, 1991	CDC Potential funder	Patil
132	Cirrus Logic (cont.)	CA				\$10,000, TWTC, 1990			
133	Citicorp	NY							
134	Citizen	CA							
135	Clearpoint Research	MA	\$1,000	1A					
136	Codex	MA				\$1000, TSP, 1991			
137	Cognos	MA	\$1,000	1A					
138	Comdisco Inc.	IL							
139	Commerce Clearing								
140	Commodore International	PA						CDC Potential funder	
→ 141	Compaq	TX	\$5,000	1A				CDC Potential funder	Miller
142	CompuAdd	TX						CDC Potential funder	
143	Compuserve	CH	\$1,000	2A				CDC Potential funder	
144	Computer Assoc.	MA							
145	Computer Corp. of America	MA				Corp. membership, 1991			
146	Computer Factory	NY						CDC Potential funder	
147	Computer Science Capital	NY							Albert
148	Computer Sciences Corp.	CA							Johnson
149	ComputerLand	CA				\$50,000, CC, 1986-87		CDC Potential funder	
150	CONNECT, Inc.	CA	\$1,000	1					
151	Conner Peripherals	CA						CDC Potential funder	
152	Contel Corp.								
153	Control Data	MN				\$90,000, CC, 1985-7			
→ 154	Coopers & Lybrand	MA	\$3,000	5A		\$5000, Bowl, 1988			Zraket
155	Coopers & Lybrand (cont)	MA				\$1,500, Brkfst, 1991			
156	Corning, Inc.	NY							

Corporate Matrix

	A	B	C	D	E	F	G	H	I
157	Corporate Software	MA	\$1,000	2A				CDC Potential funder	Strimpel
158	Cray Research	MN							
159	Crown Industries	NJ			X				
160	Cunningham Communication					\$2500, Bowl, 1992			
161	Cypress	CA						CDC Potential funder	
162	Daewoo								
163	Data General	MA	\$3,000	5A		\$1,000, Annual, 1989		CDC Potential funder	
164	Data General (corp.)	MA				\$100,000,CC,1984-87			
165	Data Switch	CT	\$1,000	2A					Greene/Si
166	Davox Corp.	MA	\$1,000	2		\$1,000,CC,1989			
167	DECUS	MA	\$3,000	6A					
168	Dell Computer	TX				Corp. membership, 1991		CDC Potential funder	
169	Deloitte & Touche	MA	\$1,000	5A		\$1000, Bowl, 1990			
170	Design Communications Inc				X				
171	DGA Assoc.	MA							
172	Diebold	NY							
173	Digital Equipment	MA	\$50k	3A	X	\$22500, Bowl, 1992			Saviers
174	Digital Equipment (cont)	MA			X	\$10000, Bowl, 1991			Smart
175	Digital Equipment (cont)	MA			X	\$50000, GOS, 1991			Strimpel
176	Digital Equipment (cont)	MA			X	\$75000, CDC, 1991			
177	Digital Equipment (cont)	MA			X	\$100,000, PAC, 1991		CDC Potential funder	
178	DiVA	CA						CDC Potential funder	
179	Dover Corp.	MA							
180	Dow Chemical	MI	\$1,000	3A		\$3,000,CC,1989			Brewster
181	Dow Jones	NY						CDC Potential funder	
182	Duke Power								
183	Dun & Bradstreet Software	GA							Albert
184	DuPont	DE							Brewster
185	E-Systems	TX							
186	Eastman Kodak	NY							
187	Eaton Corp.	CH					\$30,000, CC		
188	EDS Communications Division	MA	\$1,000	1A					
189	Egghead	WA						CDC Potential funder	
190	Electronic Arts	CA							
191	Electronic Data Systems	TX							
192	Electronic Visual					\$2,000, GG, 1989		CDC Potential funder	
193	Eli Lilly & Co. Fdn.	IN							
194	EMC Corporation	MA	\$1,000	1					
195	Emerson Electric	MO							

Corporate Matrix

	A	B	C	D	E	F	G	H	I
196	Energy Corporation								
197	Enhance Memory Prod.		\$1,000		1A				
198	Epson	CA						CDC Potential funder	
199	Equifax Inc.								
200	Ericsson	MA							
201	Ernst & Young	MA	\$1,000	4A					
202	Etra	NJ	\$1,000	1					
203	F.W. Dixon	MA	\$1,000	1					
204	Farmers Group								
205	Farrallon	CA						CDC Potential funder	
206	Federal Express	TN							
207	Fenwick Partners		\$1,000	4A		\$1000, Bowl, 1990			
208	Ferranti International								
209	Fiat								
→ 210	Fidelity	MA					\$50,000, CC	CC prospect	Bodman
211	Fifth Generation Systems	LA						CDC Potential funder	
212	First Boston	MA	\$1,000	1A					
213	First Financial	GA							
214	First Union								
→ 215	Fleet/Norstar	MA	\$1,000	1A				Corp. Membership,	
216	Fluent	MA			X	\$5,000, Bowl, 1991-92			Nelson
217	Ford Motor	MI				\$4,096,CC,1985-1988			
218	Franklin Computer NJ	NJ						CDC Potential Funder	
219	Freeport-McMoran								
220	Fujitsu	CA	\$3,000	1A					
221	Gallery Theatre Lighting				X				
222	GenCorp Inc.								Brewster
→ 223	General Cinema	MA						Clubhouse	Pell/McKer
224	General Dynamics								
225	General Electric	CT							
226	General Signal	CT							
227	General Systems					\$2,048,CC,1985-86			
228	Gensym Corporation	MA	\$1,000	3A		\$2500, Bowl, 1992 (Johnson)			Johnson?
229	Georgia-Pacific	GA				\$1,000,CC,1989			
→ 230	Gillette	MA	\$3,000	4A					
231	GM Hughes Electric	MI							
232	Goldman Sachs	NY	\$1,000	5					
233	Goldstar	CA						CDC Potential funder	
234	Good Displays				X				

Corporate Matrix

	A	B	C	D	E	F	G	H	I
235	Goodyear Tire	MA							Brewster
236	Great Northern	MA							
237	Great Western Financial	CA							
238	GreenTree Assoc.	MA	\$1,000	1					
239	Greylock Management	MA	\$1,000	4A					Cox
240	Groupe Bull	FRA						Video Potential	
241	Grumman Corp.								
242	Guarino Design Group				X				
243	GTE Laboratories	MA	\$1,000	5A					
244	H.K. Graphics	MA	\$1,000	2A					
245	HaL Computer	CA				\$2,500, Bowl, 1991-92			Sitkin
246	Halliburton Services	TX	\$1,000	2A					
247	Harris	FL							
248	Hayes Microcomputer	GA				\$1,000, Annual, 1989		CDC Potential funder	
249	Hearst Foundation	NY				\$25,000, Kits, 1991			
250	Heldrick & Struggles	MA	\$1,000	1A		\$1,500, Brkfst, 91			Morse
251	Hill & Barlow		\$1,000	1A					
252	Hitachi	NY						CDC Potential funder	
253	Honda	CA						Clubhouse	
→ 254	Houghton Mifflin Co.	MA				\$3,072, CC, 1985-88	\$10000, TSP, 1991		
→ 255	HP (Apollo Computer)	CA	\$1,000	2		\$75,000, CC, 1985-9	\$100,000, CDC		G. Bell
256	HP (Apollo) (cont.)	CA				\$60,000, Exh, 86-88			
257	Hyundai							CDC Potential funder	
258	IBM	NY	\$15k	5A	X	\$2,500, Bowl, 1991-92	\$100,000, CDC		Case
259	IBM (cont.)	NY			X	\$100,000, PAC, 1991			
260	IDC					\$2,500, Bowl, 1991			McGovern
261	IDE Associates	MA	\$1,000	1A					Brewster
262	IDG	MA	\$5,000	2A		\$2500, Bowl, 1991-92		CDC Potential funder	McGovern
263	IDG (cont.)	MA				\$5000, Bowl, 1988-90			
264	IDG (cont.)	MA				\$28,000, CC, 1985-87			
265	IEEE Computer Society	DC	\$10k	6A		\$10,000, 92			
266	Index Group	MA	\$1,000	5A					McKenney
267	Index Technology	MA	\$1,000	2		\$7,500, CC, 1985-87			
268	Informix	CA					REFUSED Bowl 1992		House
269	InfoWorld	MA				\$2,500, Bowl, 1992			Metcalfe
270	Ingersoll-Rand								
271	Innovis Interactive Tech.	WA	\$1,000	3A				*part of Weyerhaeuser	
272	Intel	CA	\$1,000	2	X	\$9000, Bowl, 1991, 92	REFUSED CDC		G. Bell
273	Intel (cont.)	CA			X	\$19265, VR, 1991			

Corporate Matrix

	A	B	C	D	E	F	G	H	I
274	Intel (cont.)	CA			X	\$115,000, TWTC, 1990			
275	Intelligent Electronics, Inc.	PA							
276	InterBase Software Corp.	MA	\$1,000	2A				*part of Borland	
277	Intergraph Corporation	AL							
→ 278	Intermetrics	MA	\$1,000	5A		\$2,500, Bowl, 1992	\$20,000, CC proposal		Pettinella
279	Intuit	CA						CDC Potential funder	
280	IPL Systems	MA	\$3,000	1A					
281	Iris Associates					\$2,500, Bowl, 1992			
282	Italtel								
283	ITT Corp.	NY							
284	J.C. Penney	NY				\$1,000,CC,1989			
285	J.P. Morgan & Company	NY							
286	Robert C. Jervis				X				
→ 287	John Hancock	MA	\$1,000	1A			\$10000, TSP, 1991		
288	Johnson & Johnson	NJ							
289	Jostens	CA	\$1,000	1		Corp. membership, 1991		CDC Potential funder	
290	Karen C. Cohen Assoc.	MA	\$1,000	2A					
291	Keane, Inc.	MA	\$1,000	1A					
292	Kemper Corporation	IL							
293	Kensington Microware	CA				\$25,000, TWTC, 1990	\$25,000,CDC		Strimpel
294	Keycorp	NY							
295	Kimball AV				X				
296	KPMG Peat Marwick	MA	\$1,000	5					
297	Kubota Pacific	CA				\$10000, Bowl, 1990	REFUSED Bowl, 1992		G. Bell
298	Kurzweil Foundation	MA							
299	Kyocera	CA							
300	Lafarge Corporation								
301	Leading Edge	MA						CDC Potential funder	
302	Learning Company, The	CA						CDC Potential funder	
303	Liberty Mutual	MA	\$3,000	5A		\$5,000,CC,1986-87		Clubhouse	
304	Litton Industries	CA							
305	Lockheed Corp.	CA							
306	Logitech	CA						CDC, \$ and equipment	
307	Loral Corporation	VA							
→ 308	Lotus Development	MA	\$3,000	5A		\$50,000, CDC, 1992	\$50,000, CDC, 1992		Strimpel
309	Lotus Development (cont.)	MA				\$50,000, PAC, 1991			
310	Lotus Development (cont.)	MA				\$25000, TWTC, 1990			
311	Lotus Development (cont.)	MA				\$10000, Bowl, 1990	\$50,000, WK, 1991		
312	LSI Logic	CA							

Corporate Matrix

	A	B	C	D	E	F	G	H	I
313	Mack Trucks								
314	Macmillan Publishing								
315	MacWorld					\$2,500, Bowl, 1992			
316	Maintech	MA							
317	MapInfo	NY							
318	Marriott Long Wharf	MA	\$1,000	1A					
319	Marshall Industries	CA							
320	Martin Marietta	MD							
321	Masco Corp.								
322	MASS Microsystems	CA	\$1,000	1					
323	Maspar	CA				\$10,000, Bowl, 1992			
324	Mathsoft	MA	\$1,000	1A				CDC Potential funder	Johnson
325	Mathworks, Inc.	MA	\$5,000	3A			REFUSED Bowl 1992		
326	Matra								
327	Matrix USA	MA	\$500	1					
328	Matsushita	NJ			X	\$60000, PAC, 1991		CDC Potential funder	
329	Maxell	CA				\$37,000, TWTC, 1988-90		CDC Potential funder	
330	Maxis	CA	\$1,000	1A				CDC Potential funder	
331	McDonnell-Douglas Corp.	MD							
332	McGraw-Hill	NY	\$2,500	6A				CC prospect	G. Bell
333	MCI Communications	NY						Networked prospect	
334	McKinsey & Co.	MA	\$1,000	2A		\$5,000, Bowl, 1992			
335	Mead Corporation								
336	Meditech	MA	\$2,000	4A		\$5,000, CC, 1985-89			Cox
337	Mellon Bank Corp.	PA							
338	Memorex Telex	OK							
339	Mentor Graphics	OR	\$1,000	2					
340	Mercer, William M. Inc.	MA	\$1,000	1A					
341	Merck & Co.	NJ							Johnson
342	Merrill Pickard	MA				\$10,000, Bowl, 1988-92			
343	Metaphor Systems - IBM	CA				\$10,000, Bowl, 1991			
344	Micro-Mentor	MA	\$1,000	2A		\$1,000, Annual, 1989			
345	MicroAge	AZ						CDC Potential funder	
346	Microamerica Inc.								
347	Microcom	MA	\$1,000	1A					
348	Micron Technology	ID							
349	Microsoft	WA	\$5,000	5A	X	\$5,000, Bowl, 1990, 91, 92			Strimpel
350	Microsoft (cont.)	WA			X	\$4,096, CC, 1985-87		CDC potential funder	
351	Midlantic Banks								

Corporate Matrix

	A	B	C	D	E	F	G	H	I
352	Miller Communications	MA	\$1,000	1A					Miller
353	Miller Freeman	MA	\$1,000	1					
354	Milliken & Co.	SC	\$1,000	2		\$1,000,CC,1989			
355	Millipore FDN	MA	\$1,000	6A					
356	Miniscribe Corp.								
357	Minolta								
358	MIPS	CA							
→ 359	MITRE	MA	\$5,000	2A		\$60,000, CC, 1992-94			Zraket
360	MITRE (cont.)	MA				\$5000, Bowl, 1990			
361	MITRE (cont.)	MA				\$30000. PAC, 1990,91			
362	MITRE (cont.)	MA				\$60,000,CC,1984-89			
363	Mitsubishi Elec.	CA							
364	Mitsubishi Research	MA	\$1,000	1A					Zraket
365	Mobil Corporation	VA	\$1,000	3A					Brewster
366	Molex Inc.								
367	Monsanto Co.	MD							Brewster
368	Moody Stecker Company	MA	\$500	2A					
369	Moore Corp. Ltd.								
370	Motorola, Inc.	IL						CDC Potential funder	
371	Murata Business Systems	TX							
372	Nashua Corp.	NH							
373	National City Corporation	OH							
374	National Semiconductor	CA							
375	Nationwide Mutual	OH							
376	NCNB Corp.	NC							
377	NCR - ATT	OH						Networked prospect	Clark
378	NEC	MA	\$3,000	6A		\$20,000,CC,1986		CDC Potential funder	Kobayashi
379	Netframe Systems	CA				\$2,500, Bowl, 1992			
380	Network General		\$1,000	1A		\$2,500, Bowl, 1992			
381	Network World					\$2,500, Bowl, 1992			
382	New Directions	MA	\$1,000	2A					
→ 383	New England Telephone	MA						\$25k, Clubhouse, 1991	
384	New England, The	MA	\$3,000	3A			REFUSED CC		Strimpel
385	NeXT	CA							
386	Nintendo	CA						CDC Potential funder	
387	Nippondenso							\$100000, Net, 1992	
388	Nokia Data, AB	FIN							
389	Nortek, Inc.								
390	North American Philips	NY							

Corporate Matrix

	A	B	C	D	E	F	G	H	I
391	Northeast Utilities								
392	Northern Telecom	CAN							
393	Northrop Corp.								
394	Norwest Corp.	MN							
395	Northwestern Mutual	WI							
396	Novell	UT				Corp. membership, 1991		CDC Potential Funder	
397	NTT	JAP							
398	NYNEX	NY	\$3,000	3A				CC prospect	Skrzypcza
399	NYNEX (cont.)	NY					\$35,000, EAP, 1991		
400	Octel	CA					REFUSED Bowl 1992		
401	OKI Electronic	JAP							
402	Olivetti	NY							
403	Omron Electronics Co.	IL							
404	Open Software Fdn.	MA	\$1,000	1A					Zraket
405	Oracle Corp.	CA				\$2,500, Bowl, 1991			
406	Owens-Corning								
407	Pacific Telecom	CA							
408	Pacific Telesis	CA							McKenney
409	Paine Webber	NY							
410	MacroMind/Paracomp	CA							
411	Parametric Technology	MA	\$1,000	1A					
412	PC Support							CDC Potential funder	
413	PC Week					\$2,500, Bowl, 1992			
414	PCWorld					\$2,500, Bowl, 1992			
415	Peachtree Software	GA							
416	Pell, Rudman	MA	\$1,000	2A		\$1,000, Bowl, 1991			Pell
417	Philips NV								
418	PictureTel	MA					REFUSED Bowl 1992		
419	PictureTel (cont.)	MA					Corp. membership, 1991		
420	Pioneer	MA							
421	Pitney Bowes	DE							
422	Polaroid FDN	MA	\$1,500	1					
423	Price Waterhouse	MA	\$1,000	3A		\$9000, Bowl, 1988-92		CC prospect	Kaplan
424	Prime Computer	MA	\$3,000	6A		\$5000, Bowl, 1990		CDC Potential funder	
425	Programmed Intel.	GA?	\$1,000	1					
426	Progress Software		\$1,000	1A					
427	Putz Strode Tendam					\$3,000,CC,1989			
428	Quantum	IL						CDC Potential funder	
429	Racal Electronics	UK							

Corporate Matrix

	A	B	C	D	E	F	G	H	I
430	Radius	CA			X	\$10,000, Bowl, 1992	CDC, equipment		
431	Rand Corp.								
432	Raytheon	MA	\$10k	5		\$60,000, CC & Clubhouse, 1992-94			Zraket
433	Reebok	MA						2.5-\$10K, Bowl, 1993	
434	Research Board, The	NY	\$1,000	3A					Sitkin
435	Reynolds and Reynolds	CH							
436	Ricoh	NJ							
437	RJR Nabisco	DC							
438	Robertson, Stephens	CA				\$10,000, Bowl, 1991-92			
439	Rockwell	CA				\$5,000, GOS, 1992			Sutter
440	Buck Rogers (consult.)	CT							Albert
441	Ropes & Gray	MA	\$1,000	6A		\$1,500, Brkfst, 1990			Donaldson
442	Ropes & Gray (cont.)	MA				\$2,500, Bowl, 1992			
443	Rourke & Co.		\$1,000	1A		\$2,500, Bowl, 1992			
444	Russell Reynolds	MA	\$1,000	3					
445	Samsung							CDC Potential funder	
446	Sanyo	UT							
447	Sara Lee Corp.								
448	Schering-Plough								
449	Schlumberger Technologies	MI							
450	Schubert Associates	MA	\$1,000	5A					Bodman
451	SCI Systems	AL							
452	Scientific Atlanta	GA							
453	Seagate	CA						CDC Potential funder	
454	Sears	IL						CDC Potential funder	
455	Security Pacific	CA							
456	Sega							CDC Potential funder	
457	Seiko	CA							
458	Sense8	CA			X				
459	Sequent Computer	OR				\$5,000,CC,1987			
460	Sharp	NJ							
461	Shawmut Bank	MA	\$1,000	5					
462	Shiva		\$1,000	1A					
463	SHL Systemhouse	CAN							
464	Siemens	NY					Corporate member, 1991		
465	Sierra On-Line	CA						CDC Potential funder	
466	Sigma Partners	MA				\$2,500, Bowl, 1991-92			Hendrie
467	Signet Banking								
468	Silicon Beach	CA						CDC Potential funder	

Corporate Matrix

	A	B	C	D	E	F	G	H	I
469	Silicon Valley Bank	MA	\$1,000	2A					G. Bell
470	Sipco Inc.								
471	Slate Corporation					\$2,500, Bowl, 1992			
472	Softsel Computer								
473	Software Publishing	CA					2.5-10K,Bowl,92 refused		
474	SoftwareHouse	MA	\$1,000	1				CDC Potential funder	
475	Sony	NY						CDC Potential funder	Johnson
476	Southern New England Telecc	MA							Sitkin
477	Sovran Financial								
478	Spaceball Technologies Inc.				X				
479	Spinnaker Software	MA				\$2500, Bowl, 1992			
480	Standard Register								
481	State Street Bank	MA				\$10000, TSP, 1991			
482	Storage Technology	CO							Sitkin
483	Stratus	MA	\$5,000	8A		\$9000, Bowl, 1990-92		Networked prospect	Hendrie
484	Stratus (cont.)	MA				\$4,000,CC,1986			
485	Summagraphics Corp.	CT	\$1,000	2A					
486	Sun	CA	\$3,000	3		\$2500, Bowl, 1992		CDC Potential funder	
487	Sun (cont.)	CA	\$5,000	AF		\$10000, Bowl, 1990			
488	Sun (cont.)	CA				\$15000, Bowl, 1988			
489	SuperMac Technology	CA			X				
490	Symantec	CA	\$5,000	1A				CDC Potential funder	
491	Alan P. Symonds				X				
492	Synernetics	MA	\$500	2A			REFUSED Bowl 1992		
493	Systematics	AR							
494	TA Associates	MA	\$1,000	1A					
495	Tandem	CA							Sitkin
496	Tandon	CA						CDC Potential funder	
497	Tandy (Grid)	TX	\$1,000	1A				CDC Potential funder	
498	Target Productions				X				
499	TASC	MA	\$3,000	5A					
500	TDK	JAP							
501	Technology Research Group	MA	\$1,000	3A		\$2500, Bowl, 1992			
502	Technology Research (cont)					\$5000, Bowl, 1988			
503	Tektronix	OR							
504	Telcom USA inc.	GA							
505	Telerate Inc.								
506	Temple Barker Sloan	CA					\$2.5K, Bowl, 1992		
507	Temple-Inland								

Corporate Matrix

	A	B	C	D	E	F	G	H	I
508	Testa Hurwitz	MA	\$1,000	1A		\$2500, Bowl, 1992			
509	Texas Instruments	TX						CDC Potential funder	
510	Textron Inc.								
511	Thinx Software					\$10,000, Bowl, 1990			
512	Thomson								
513	Timkin Company								
514	Toshiba	NY						CDC Potential funder	
515	Toyota USA FDN	CA							
516	TransTechnology						\$2.5-\$10K, Bowl, 1992		
517	Travelers Insurance	CT	\$3,000	7A		\$30,000, PAC, 1989			
518	Travelers (cont.)	CT				\$5,000,1401 exhibit,1986			
519	Travelers (cont.)	CT				\$25,000, CC, 1985			
520	TRW	CH							Sitkin
521	Ungermann Bass	MA	\$1,000	2A					
522	Union Texas Petrol	TX							
523	Unisys	MI				\$30,000, PAC, 1989-91			
524	United Stationers								
525	United Technologies	CT	\$3,000	2A					
526	United Telecommunications	MD							
527	Unocal Corp.								Brewster
528	US Bancorp	OR							
529	US West Inc.	CO							
530	USR Group	CA				\$1,000, Annual, 1991			
531	Valley National	AZ							
532	Varian Associates	MA					Corporate member, 1991		
533	Venrock	NY				\$5000, Bowl, 1988			
534	VideoLogic	MA	\$1,000	2A				CDC Potential funder	
535	Viewlogic Systems	MA	\$1,000	1A					
536	VISIX	VA				\$9000, Bowl, 1990-92			
537	Walker Richer	WA							
538	Wang Laboratories	MA				\$80,000,CC,1986-89			
539	Warner Communications								
540	Warren, Gorman & Lamont							CDC Potential funder	
541	Wavetracer	MA	\$1,000	2A					
542	Wellfleet	MA	\$3,000	3A		\$2,500, Bowl, 1991			Severino
543	Wellfleet (cont)					\$10,000, Bowl, 1992			
544	Western Digital	CA							
545	Western Union	CA							
546	Westinghouse Electric	PA							

Corporate Matrix

	A	B	C	D	E	F	G	H	I
547	Wolfram Research	IL	\$1,000	1 A		.		CDC Potential funder	
548	WordPerfect	CA						CDC Potential funder	
549	WordStar Int.	CA						CDC Potential funder	
→ 550	Xerox	CT	\$10k	6 A		\$900, Bowl, 1988	REFUSED Bowl 1992		
551	Xerox (cont.)	CT				\$10,000,SM,1988			
552	Xerox (cont.)	CT				\$100,000,CC,1988			
553	XRE Corporation					\$2500, Bowl, 1992			
554	Yellow Freight	KS							
555	Yokogawa								
→ 556	Ziff Davis Publishing	NY	\$3,000	4 A		\$2500, Bowl, 1992		CDC Potential funder	
557	Ziff Davis (cont.)	NY				\$5000, Bowl, 1988			

The
Computer
Museum

300 Congress Street
Boston, MA 02210

(617) 426-2800

Capital Campaign

THE COMPUTER MUSEUM

M E M O R A N D U M

April 8, 1992

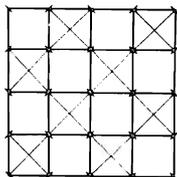
To: Capital Campaign Steering Committee

From: Janet Walsh
Capital Campaign Manager

Susan Pekock
Development Assistant

Subject: Follow-up

Enclosed are the minutes and action items from today's Capital Campaign Steering Committee meeting.



Capital Campaign Steering Committee Meeting 4/8/92
Minutes

Board members in attendance: Gwen Bell, Larry Brewster, Gardner Hendrie, Ted Johnson, Andy Miller

Staff members in attendance: Oliver Strimpel, Janet Walsh, Susan Pekock

Agenda:

Review of Capital Campaign to date
Prospect Action Planning

Review and Discussion:

Capital Campaign: To date pledges total \$1.4 million. The target year end goal is \$2.2 million. The actual year end goal is projected at \$1.5 - 1.8 million. The \$700,000 cash target can probably be met.

Campaign Issues: The Campaign Working Group met Monday, April 6, 1992 to discuss possible structural adjustments to sustain momentum and improve the success rate of the asking as we move into the next phase of the Campaign. Larry Brewster summarized for the Board Members in attendance his memorandum, "Capital Campaign Assessment - 'Crossroads' Decisions", and there was general consensus among the attendees to pursue this plan. (see attached).

1) TARGET 100: It was agreed to develop a list of **TARGET 100** - prospects capable of delivering 6-figure donations. Focus will be on fewer, pre-qualified, long-term prospects. This list of **TARGET 100** prospects will be updated and distributed on an interim basis and will include:

- 1) Target (individual prospect)
- 2) Account Representative / Relationship Manager - ("strategizer") should have significant knowledge about the target, recommend an action plan, make all the phone calls, and ensure goals are met through closure on a pledge.

Each Relationship Manager will be responsible for 5-6 prospects.

- 3) Asker(s) - (not necessarily the same as the Account Representative)
- 4) Action Items in the cultivation and solicitation process
- 5) Target Dates

Capital Campaign Steering Committee Meeting 4/8/92
Minutes
Page Two

2) Major Gifts: Typically defined by personal gifts of \$25,000 and above. The Campaign's focus will now be on the TARGET 100.

3) Corporate Gifts: The Corporate Committee will continue to identify and cultivate corporate prospects for the Campaign, and to direct non-Campaign prospects toward membership, exhibit and program support. The goal will be increased from \$500,000 to \$900,000 (30 \$30,000 gifts) .

4) Expanding the Active Volunteer Base: The complicated process of recruiting was discussed. It was agreed that the gift should be solicited before the request to volunteer. Bell suggested identifying current Annual Fund donors to be volunteer committee members.

5) Quarterly Goals: Management of goals will be in terms of efforts and progress with cultivation plans from TARGET 100. Financial goals will be adjusted from a quarterly to a bi-annual basis.

Prospect Action Planning:

Specific Assignment and Action Plans will be developed in an evening brainstorming session for each prospect on the TARGET 100 list.

Volunteers and potential volunteers to be involved in this identification phase:

Volunteers

Gwen Bell
Ed Belove
Lynda Bodman
Larry Brewster
Dave Donaldson
Gardner Hendrie
Ted Johnson
Jim McKenney
Andy Miller
Dave Nelson
Tony Pell
Paul Severino
Charles Zraket

Staff

Oliver Strimpel
Janet Walsh
Susan Pekock

The Computer Museum

300 Congress Street
Boston, MA 02210

(617) 426-2800

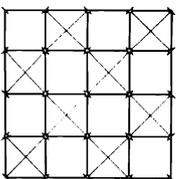
Capital Campaign Steering Committee Meeting 4/8/92 Action Items

Prospect Action Planning:

A brainstorming session will be held on Monday, April 27th or Tuesday, April 28th from 5 p.m. to 10 p.m. in the Museum's auditorium. Those who cannot attend will be encouraged to participate via conference call.

Next Steps:

- Campaign Staff to confirm date, location and attendees.
- Campaign Staff to develop TARGET 100 list as a starting point.
- Volunteers to come prepared with additions to the TARGET 100.



MEMORANDUM

TO: The Capital Campaign Steering Committee

FROM: Larry Brewster

DATE: April 7, 1992

SUBJ: CAPITAL CAMPAIGN ASSESSMENT - "CROSSROADS" DECISIONS FOR TOMORROW'S MEETING

We have had a very successful Campaign thus far, raising over \$1.4MM in pledges. With only 9 months into The Campaign, this performance has provided important momentum for the future. However, we are at a crossroads, as we now must expand beyond the insiders among our board and trustees to those who increasingly can relate to the mission of The Museum but have limited experience with the organization. I would appreciate your thoughts on the following.

CRITICAL ISSUES

As we approach the 4th quarter of the first full fiscal year of The Campaign, I feel we are not in a position to achieve the pledge target of \$2.2MM for several important reasons.

First, we did not receive the return on pledge solicitations originally anticipated as our asking moved from within the fold of board and trustee solicitations. Generally, it will require more time to cultivate individuals who are outside of the board and who represent good future prospects if the "bonding" with The Museum is handled effectively. Nevertheless, we have good news in that I still forecast achieving our cash target of \$700,000 based on commitments already in place.

Resources are not being applied for optimum leverage. We use too much energy on the infrastructure for smaller gifts or on poorly qualified larger gift prospects. We need to spend more time focused on the larger gift prospects to assure they are appropriately qualified and then cultivated. We need to set our goals to move at the pace of the target large gift prospects rather than "self-inflicted" quarterly objectives.

Our rating and screening of prospects needs refinement. We need to do a better job at predicting the realistic possibilities from various categories of prospective givers.

Finally, the team of solicitors is too small and too concentrated. A total of 15 individuals have been involved in completing the solicitations thus far with the greater percentage of the solicitations having been accomplished by 4 individuals.

CONCLUSIONS

As a result of the above situation, I met with Oliver, Gwen, Janet, and Tony Pell yesterday to brainstorm on some basic structural adjustments to The Campaign that could improve our rate of success. The following conclusions and recommendations came out of those discussions. We would appreciate your feedback on these points tomorrow, as we view these as a basis for moving forward in The Campaign.

(1) Focus Resources on Prospects Capable of Delivering 6-Figure Donations

Let's focus our resources on the prospects, once qualified, representing the higher donation potential. With only one effective FTE available for dedicated campaign work, we need to target our energy. This would include updating the ratings of our existing prospects who come from the computer industry. In addition, we would add from our networking and secondary research additional prospects from the computer industry. Finally, we would add other wealthy individuals outside of the computer industry but highly excited by the educational mission of The Museum. This latter group we would also identify using a combination of networking and secondary research. This group would be called the TARGET 100. We would develop a file on each prospect, make specific solicitor assignments and develop an action plan for each. Each month, we would review the action plans for the various prospects. The prospect action plans will include specific cultivation actions for that prospect over a period of months with the individual responsible for executing such contacts. Janet would focus her activities on this population.

(2) Board Development

We need to work with the nominating committee to introduce a few new board members who can contribute to the networking and donations of the TARGET 100.

(3) Redirect Resources From The Major Gifts Category

We find ourselves spending significant resources to generate Major Gifts. We would like to redirect these resources to the TARGET 100 and, as a result, would discontinue the Major Gifts Committee as it now exists and engage its members to assist with 6-figure prospects. We would only have the Corporate Gifts Committee.

(4) Increased Donations From Corporations

We have had a good start with our corporate giving. We believe there is upside on the corporate target from \$500,000 of the \$5MM goal to \$900,000. This would represent getting 30 companies to commit to an average of \$30,000 over the 3-year Capital Campaign.

(5) Relax Quarterly Goals

For FY93, we would adjust our approach to financial goals. We would discontinue focusing on the quarterly basis for both pledges and cash and move this to a 6-month basis. Therefore, we will have a 6-month objective ending December 31, 1992 and an annual objective concluding June 30, 1993. We would have monthly objectives related to specific activities. These activities would include the following.

- Solicitations per month.
- Active volunteer count at the end of each month. This would represent someone who has made at least 1 solicitation in the last 3 months or 1 cultivation in the last 30 days.

As long as we, through this methodology, can cover the mortgage payment (\$80,000) and Capital Campaign expenses for FY93 (\$225,000), Oliver will be comfortable.

YOUR FEEDBACK

We would appreciate your comments and thoughts on the above. I look forward to seeing you tomorrow.

Regards.