



November 2, 2006

Kevin Graham  
Lookout Management  
23 Chestnut Hill  
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Dear Kevin:

I just wanted to send a quick note of thanks for the excellent work Lookout Management did with our Old Girls' survey. It was important for us to check in with our alumnae to make sure that we understood how they felt about their alma mater and get some insights into how best to keep them engaged with the school. For fundraising and communications purposes, this data was crucial.

You and your team did a great job and had terrific instincts for the audience we were surveying. The questionnaire asked the right questions, in the right tone, eliciting an excellent response. The results gave us great data to work with. We immediately put it into use and will have in our tool belt for a long time to come. As we launch a major endowment campaign, this research will form a big part of our communications strategy.

It was great working with you and I would not hesitate to call on you again should other research needs arise.

Many thanks,

Kim Gordon  
Head

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