

## Campaign Leadership

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### ***Chairmen***

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Bill Dana '76

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Mark Kratina Jr. '99

Aaron Wiegert '01

Mark Antonson '04

Date

First Name Last Name

Address

City, St Zip

Dear Nickname,

Thank you for the opportunity to discuss your support of the *125 Years of Excellence—Continuing Our Tradition* Campaign. As you now know, a group of Alpha Tau alumni has been working for the past year to raise \$3 million to fund a much-needed renovation of our chapter house. You were among the first 130 alumni to receive an early introduction to this project and given an opportunity to be an initial contributor. More than 85 alumni and all undergraduates have demonstrated tremendous leadership with commitments totaling near \$1.7 million.

We appreciate your consideration of a contribution to this important effort. The campaign will be announced in September to all Alpha Tau alumni—approximately 1,350 men. We need to raise an additional \$300,000 to reach our \$2 million quiet phase goal. Your personal participation is important to the success of this campaign. Enclosed you will find an updated contributors list. We hope you will choose to add your name alongside this growing list of alumni leadership.

**We would appreciate your signed pledge form returned before September 10.** Remember the following:

- Contributions can be paid over a five-year period.
- Pledges may be 100% tax deductible if made through the University of Nebraska Foundation (Beta Theta Pi Charitable Fund).
- If a tax deduction is not needed, non-tax deductions can be made directly to the Beta Theta Pi Alumni Association of Nebraska. This would cover expenses such as parking improvements, furniture and fixtures, landscaping, kitchen equipment, campaign expenses and debt retirement.
- Donors of \$2,500 or more will be recognized on a prominently displayed plaque in the foyer. Naming opportunities are available for contributions of \$25,000 and above.
- Attached are documents relating to Chapter recognition and awards, and Men of Principle (which is the Mission Statement for all of Beta Theta Pi).
- You may want to consider borrowing a portion of your pledge and making a single donation now. Carefully review the enclosed information from Arbor Bank to assist in this decision.

Alpha Tau has always aspired to recruit the best and brightest young men. Alpha Tau provides a safe place to build meaningful relationships and hone leadership skills, and to fully prepare them for successful lives. This campaign presents a unique opportunity in our lives as alumni to help sustain this lofty mission. Beta's success is not derived from the coattails of a select few but rather the cumulative efforts of a talented and motivated brotherhood. With the anticipated renovation to be completed in 2013, the physical plant will have an improved foundation of concrete and steel. The foundation of excellence and brotherhood guided by the Men of Principle will ensure that the AT Chapter at the University of Nebraska will continue to thrive for many years. Thanks again, for your time and consideration of this important effort.

Should you have any questions, please contact one of us or our campaign coordinator, Jenni Waring, at (785) 550-0360 or [jwaring@penningtonco.com](mailto:jwaring@penningtonco.com).

Yours in \_\_\_kai\_\_\_,



Bruce McKeag '65  
Co-Chairman



Bill Dana '76  
Co-Chairman