

## Campaign Leadership

### *Honorary Chairmen*

Carl Mammel '52  
Grant Gregory '60  
Dave Karnes '68

### *Chairmen*

Bruce McKeag '65  
Bill Dana '76

### *Board Members*

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Craig Pohlman '74  
Dave Nikunen '80  
Mark Kratina Jr. '99  
Aaron Wiegert '01  
Mark Antonson '04

October 17, 2012

«FullName»  
«AddressLine1»  
«AddressLine2»  
«City», «State» «Zipcode»  
«Country»

Dear Brother «LastName»,

We hope you enjoyed the recent edition of the *The Dragon's Tale* announcing the Alpha Tau Campaign. We have set our aim high, both for our fundraising goal and for the standards to which our active chapter is holding themselves accountable. *The Dragon's Tale* may have even caused you to reflect on your college days and the role Beta Theta Pi has played in your life. It is the positive influence of the Fraternity—both then and now—that forms the foundation for this special project.

Through the generosity and loyalty of alumni and friends we have raised over \$1.8 million to fund the much-needed renovation of our chapter home as described in the enclosed brochure. It is an impressive start, and now we are asking you to join us in this effort. We need the support of all brothers if we are to meet our \$3 million goal and complete the project as envisioned.

Your personal participation is important to the success of this campaign. Just as the generosity of the men who came before us provided the opportunities we enjoyed, we are now being called upon to pay it forward for the next generation of Alpha Tau brothers. We have made our personal commitment to this very vital project and **respectfully ask you consider a pledge of \$5,000** (\$1,000 a year for five years).


**We would appreciate your signed pledge form returned today!** Please 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 deductible gifts 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, the mission statement for all of Beta Theta Pi.

Beta 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. The foundation of excellence and brotherhood guided by the Men of Principle will ensure that the AT Chapter 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) 843-1661 or [jwaring@penningtonco.com](mailto:jwaring@penningtonco.com).

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



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Bill Dana '76  
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