

December 4, 2012

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

Dear Brother «LastName»,

As we prepare to celebrate Alpha Tau's 125th birthday, we recognize that some numbers are significant to us as Betas. For example: 1839, the year Beta Theta Pi was founded; 1888, the year Alpha Tau was founded at Nebraska; and 1926, the first year brothers lived in our beautiful chapter house on 1515 R Street.

We have been fascinated with numbers during this campaign. Some numbers you have seen before, such as our \$3,000,000 campaign goal and project cost. Others are interesting little facts recently learned. We thought we'd share some of these fun figures of the campaign.

250: The number of generous brothers and friends who have donated to our campaign. They comprise 155 alumni, 94 active members, and one friend. The ages range from active members who pledged in 2012 to a brother who pledged in 1943.

\$2,045,118: The amount donors have given to the campaign. Remember, gifts to the campaign through the University of Nebraska Foundation are *100% tax deductible*; and gifts given through the Beta Theta Pi Alumni Association of Nebraska, though not tax deductible, are greatly needed to minimize the debt on this project.

\$41.67: Dollars per month for five years (a total of \$2,500) to have your name on a prominently and permanently displayed plaque in the chapter house, in recognition of your leadership gift to this campaign. Pledges may be spread over a five-year period, helping maximize your support.

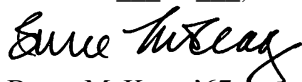
1951, 1960, 1962, 1963, 1970, 1972, 1974, 1976, 1977, 1981: The initiation classes with the top 10 highest giving percentages. The initiation class of 1976 leads the way, with 45% of the members giving to the campaign. Congratulations! *Help your class increase its giving participation. A gift at any level will make an impact!*

2: The number of phases to the renovation project. Thanks to our generous donors, we were able to begin phase 1 in June. This will be the first major renovation to the chapter house in 49 years. The active members are excited to show off the newly renovated home for future fall recruitments.

∞: The symbol for infinity. That is the potential lasting effect of any size gift to the *125 Years of Excellence-Continuing Our Tradition* campaign. Perhaps a world leader, a scientist who finds a cure for a disease, or a teacher may be nurtured and supported in the chapter house we called home during our college years.

We want you to be a part of these numbers that are impacting the future of Alpha Tau! Send in your contribution today. All gift levels are appreciated and needed!

Yours in ___ kai ___,



Bruce McKeag '67
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Bill Dana '76
Co-Chairman
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