

DATE

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

Dear Brother «LastName»,

We hope this finds you well and ready for a wonderful and relaxing holiday season. There are many things to be thankful for this year. One thing we are very thankful for is the alumni who are making the *125 Years of Excellence – Continuing Our Tradition* campaign a tremendous success. Thanks to you, we have over \$2.6 million in signed pledges, and 2013 has been a very prosperous year for Alpha Tau.

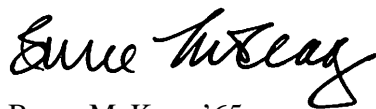
We are sure you, and just about every other Alpha Tau alumnus, are thankful for your affiliation with Beta Theta Pi. The fraternity has likely meant different things to different members, but we can all be thankful that we have this common bond between us. If we desire for future young men to have the same wonderful experiences, we must pay it forward.

As you read in the latest newsletter, our active chapter recruited 32 new members this fall, which added to the already strong brotherhood of active members. Not only are the active brothers working hard to build chapter membership, but they're appreciative of the work we as alumni are doing to improve the facility. They are a great group of young men and deserve your support.

«Nickname», thank you for the generosity you have already shown; you've been instrumental in carrying the campaign to this point. As you reflect during this holiday season on the ways your life has been enhanced by Beta, we hope that you will remember your chapter by paying it forward.

Your gift has helped us become closer to our goal, and for that we are grateful. However, your continued financial support is still very important to this campaign and will ensure the Alpha Tau is around for many generations. I ask you to use the enclosed pledge form to add another year to your existing pledge or to make an additional gift to *125 Years of Excellence – Continuing Our Tradition*. Please remember that all donors pledging \$2,500 or more will be recognized on a donor wall in the chapter house. Please also wish a brother a happy holiday and encourage him to make a gift to the Alpha Tau. Thank you for everything you have done, and I wish you and your family a wonderful holiday season!

Yours in \_\_\_kai\_\_\_,  
Campaign Chairmen



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