

DATE

FullName
AddressLine1
AddressLine2
City, State Zip
Country

Dear Nickname,

During the holiday season we are reminded to count our blessings. We, personally, are thankful for our family, friends, and fraternity. We are grateful for the bonds we share as brothers and for the alumni, including you, who have contributed to the *125 Years of Excellence—Continuing Our Tradition* campaign. As you think about what is important to you, we would like to share some numbers that are meaningful to Alpha Tau: **1888**, the year Beta Theta Pi was founded at Nebraska; **126**, the number of years our chapter has changed the lives of young men; and **1515**, the street number we will always remember as home. Numbers will remain significant throughout our campaign. While you are familiar with our campaign goal to raise **\$3 million**, we would like to share two numbers that stand out in our minds.

In our spring 2014 mailing, we had raised \$2,710,000; our current total is almost \$2,858,000. Initial reaction to our campaign two years ago was enthusiastic. Morale remains high today among those on our committee and in the active chapter too. We are not, however, at our goal. **The minimal increase the past six months proves more work needs to be done.**

There are two versions of this letter being sent. This one to you, and a second to alumni who have yet to contribute. The common theme between the two: we need to wrap up our campaign successfully. To date, 902 alumni have not yet contributed to the campaign. While this figure (72% of alumni) is lower than most other successful campaigns, it offers a large base that has not yet been tapped. **HELP US.** To the 341 generous brothers, including you, who have made a commitment and our totals what they are—**THANK YOU!** If your hearts and pocketbooks can contribute more, thank you for that consideration, as well. You can also help by contacting a brother who has not made a donation and ask him about our campaign and his willingness to help us wind down our efforts. Hopefully with your encouragement we can add them to our list of donors.

As you think about your tax planning between now and December 31, remember that donations made to the University of Nebraska Foundation (Beta Theta Pi Charitable Fund) may be 100% tax deductible. Donations made to the Beta Theta Pi Alumni Association of Nebraska are not tax deductible, but help us cover other expenses as outlined in prior communications.

We fully-realize there are many charities that are asking for your money at year's end. Charity begins at home, and our college home at 1515 R Street could use your help as we wind down our campaign. The chapter helped develop *Men of Principle*, and helped you be the success you are. Attaining all our goals, including reaching our \$3 million goal, will help to conclude our efforts in this chapter of our Beta lives.

Nickname, we are proud to count you among these numbers. As you reflect on this holiday season and on the ways your life has been blessed, we again hope you will remember Alpha Tau Chapter by offering your additional support. Simply fill out and return the enclosed pledge form today to help us meet our **\$3 million** goal, and reach out to your brothers to share why you think supporting this once-in-a-lifetime campaign is so important. We wish you and your family a happy holiday season!

Yours in ___kai___,
Campaign Chairmen

Bruce McKeag '65
(402) 488-3379
bm93558@windstream.net

Bill Dana '76
(402) 968-7977
bdana@cbre.com