## THETA CHI FRATERNITY
### Capital Campaign overview

<table>
<thead>
<tr>
<th><strong>Theta Chi tasks</strong></th>
<th><strong>Professional Fund-raiser tasks</strong></th>
<th><strong>goal</strong></th>
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<tbody>
<tr>
<td>define specific goals</td>
<td>conduct feasibility study</td>
<td>t</td>
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<tr>
<td>choose fund-raiser firm</td>
<td>present feasibility results</td>
<td>t + 9 mths</td>
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<tr>
<td>agree to proceed with Capital Campaign</td>
<td>select Lead Gift Officer (LGO)</td>
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<tr>
<td>prepare brochure for quiet phase</td>
<td>begin quiet phase</td>
<td>t + 10 mths</td>
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<tr>
<td>establish tax-deductible entity</td>
<td>begin training class agents</td>
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<tr>
<td>prepare marketing brochure</td>
<td>begin public phase</td>
<td>t + 19 mths</td>
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<tr>
<td>end Campaign</td>
<td>end Campaign</td>
<td>t + 21 mths</td>
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<tr>
<td>begin capital projects</td>
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THETA CHI FRATERNITY
Capital Campaign timeline

Jan-05  inception of project; begin search for professional fund-raiser
Jul-05  chose Affinity Connection as professional fund-raiser
Sep-05  begin feasibility study  (est. of $25K)
        - Affinity and TC select Lead Gift Officer  (LGO)
        _ LGO begins limited contact with wealthy alumni
Nov-05  main contact at Affinity resigns
Jan-06  TC changes LGO  (poor reception by our alumni)
Feb-06  TC finishes preliminary marketing brochure
Mar-06  Affinity begins phone calls to TC alumni
Jul-06  Affinity presents feasibility study results
        - called 148 of 1135 alumni; 84% supportive
        - Affinity is "confident" of a goal of $750K to $1M
Sep-06  TC agrees to go forward and signs agreement with Affinity
        - legal review of documents needed before this
        - $75K fee + $30K marketing + $7.5K travel
Nov-06  LGO begins "quiet" phase - visit all potential large donors
Feb-07  LGO disappears
May-07  Affinity and TC select new LGO
Jun-08  begin "public" phase - class agents contact many alumni
Jul-08  RPI signs agreements allowing setup of endowment fund
        - initial large donors able to send first gifts
        - TC able to get first reimbursement of upfront costs
Nov-08  TC celebrates Centennial with gala dinner
Jan-09  begin process of collecting gifts from 5-year donors
Sep-09  Affinity runs "mini" Campaign with TC volunteers
Jun-10  TC begins first Capital project  (expansion of parking lot)
May-11  TC begins second Capital project  (new kitchen)
May-13?  TC begins third Capital project?  (dorm renovations)
THETA CHI FRATERNITY
Capital Campaign notes

Major Decisions
select professional fundraiser or do it ourselves?
   (TC did it ourselves in 1988)
prioritize Capital projects; cost-out every project
what kind of tax-deductible vehicle?
   - through National Fraternity?
   - set up our own 501(c)3?
   - set it up through RPI?

Theta Chi starting point in January 2005
current house built in 1959
100th anniversary approaching in fall 2008
alumni board very robust and active for 20+ years
have local alumni in key positions
   - architectural firm with 3 alumni partners
   - construction firm owned by alumnus
   - CPA firm with alumnus as partner
excellent alumni address database
   - communicate with alumni 3 times/year
have experience working through RPI endowment funds
   - have scholarship fund with $225K+ donations

Takeaways
Affinity Connection was a disaster
   - back office incompetent
   - LGO fiasco
   - fixated on fees upfront (we had to negotiate)
TC underestimated how much work required ourselves
   - finding effective class agents
   - preparing cost estimates
   - preparing marketing brochures
   - followup over next 5 years with donors
process of setting up endowment funds with RPI
   - excruciatingly long - major donors had to wait
cost overruns or underestimations
2008 recession - lost 2 major donors