



BUILDING A STRONG

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# FOUNDATION

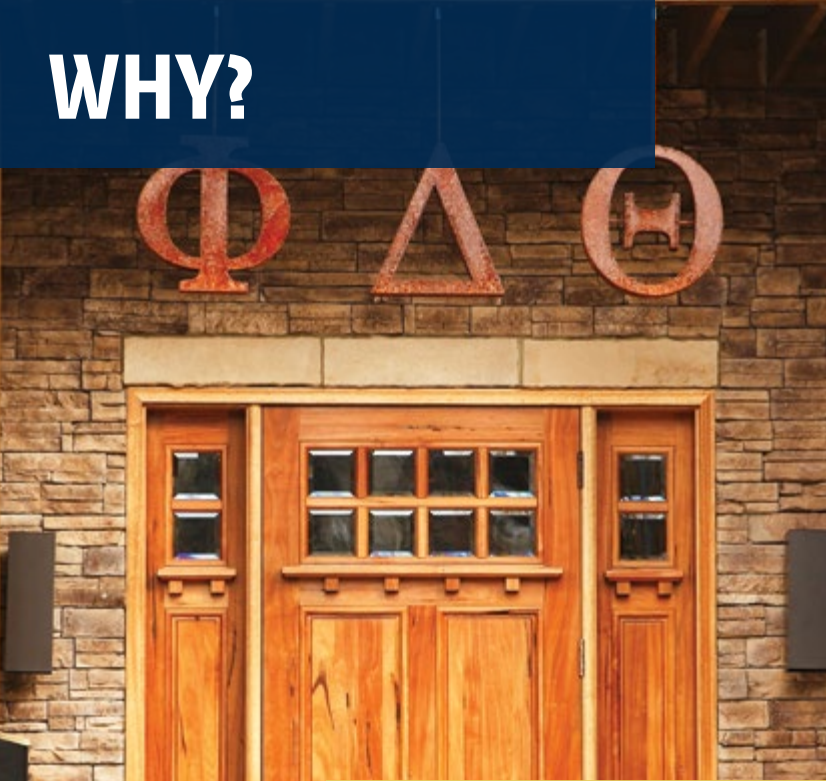
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FOR THE FUTURE OF CHAPTER HOUSING



PHI DELTA THETA  
Housing Campaign Services

# WHY?



## KEY DIFFERENTIATORS

### The General Headquarters Difference

Established to support the goal “to provide the safest and finest housing in the Fraternity World” from the Phi Delta Theta strategic plan, Phi Delt 2020.

**Housing Campaign Services** offers nearly 70 years of fundraising experience and success through the Phi Delta Theta Foundation.

**Housing Campaign Services** is equipped to assist house corporations (of any size or level of preparedness) with fundraising through a full suite of services that streamlines all fundraising efforts, and leverages the expertise of General Headquarters staff members throughout the organization. This includes the same fundraising and communication services found with any other provider, in addition to these exclusive offerings housing consultation, legal evaluation, event planning, readily available affinity and wealth screening for Phi Delt-specific giving, and centralized collection of all gifts. Above all, you are supported by dedicated staff members at General Headquarters who are also Brothers in The Bond and have a vested interest in making your campaign successful.



# CORE SERVICES



## Consulting

Our Director of Housing and Facilities will focus his energy on establishing a successful House Corporation structure that is both effective and efficient. From his strategic work with the local housing boards, and the ability to assist in a 20-year planning tool, his consulting services will be the foundation of a well-run house corporation. Once a solid House Corporation is in place, both the Director of Housing and Facilities, and a Phi Delta Theta Foundation Development Officer will lead in the training and leadership of the campaign board on-site via a retreat.

## Volunteer Fundraising Support

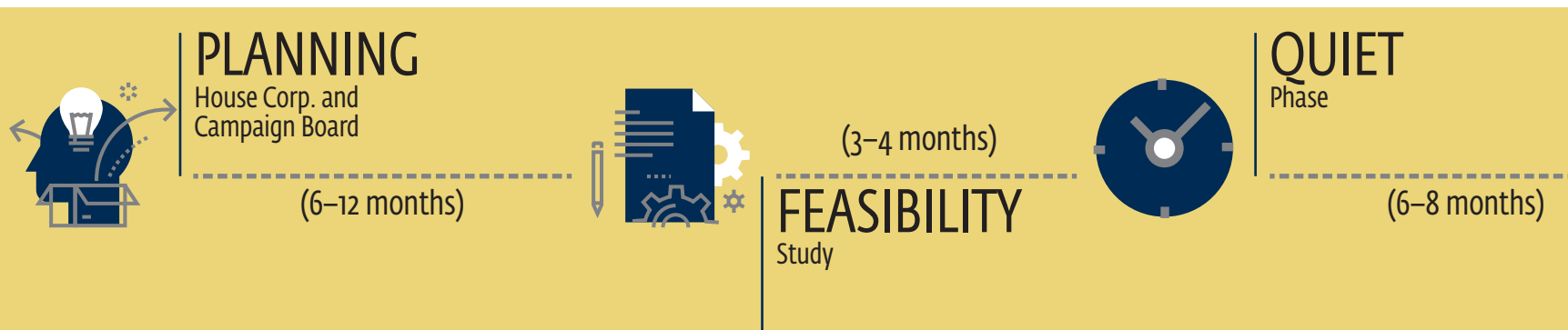
Once the volunteer campaign board is established, the Director of Housing and Facilities, and the Phi Delta Theta Foundation Development Officer will facilitate a retreat. This retreat will cultivate the vision of the campaign and begin the planning process. Our team will gather all necessary environmental data to assist in decision-making during the retreat. Throughout the retreat, important questions will be answered with the assistance of trusted vendors and staff knowledge, including the legal educational space evaluation. At the end of the retreat, the campaign board will have a clear picture of how the campaign will be executed.

In addition to establishing a successful House Corporation & Campaign Board, the Director of Housing and Facilities will assist in design and

construction management. Facilitating conversations and connecting with industry professionals will save the Board valuable time in the pre-campaign planning phase. This will include developing a scope of work, producing renderings, contractor management, and overall project management.

## Feasibility Study

The Phi Delta Theta Foundation Development Officer will lead and conduct the campaign feasibility study after the initial retreat of the campaign board, House Corporation, and undergraduate chapter. This retreat will flush out all ideas and opportunities while gathering support from all parties. The first step of the feasibility study will be a complete wealth scan of the chapter's alumni base via the Foundation's plethora of prospect research resources and information gathering tools. The Foundation team



will survey and interview lead potential donors while electronically surveying all alumni. From this 90-day process, the campaign board, with the expertise of the Foundation staff, will determine the best course of action with the goal of proceeding with a capital campaign or further alumni engagement. A comprehensive feasibility study and report will be presented to both boards.

### Front-Line Fundraising

After the feasibility study report, the Foundation staff will lead the campaign board in securing lead gifts of major and mid-level donor prospects with, and/or without, volunteer assistance. We will develop the overall campaign strategy and direct its implementation while providing house corporations with full General Headquarters

administrative support, including comprehensive gift acknowledgment and donor recognition. Throughout the campaign, the board will assist in making solicitations while the staff will coordinate and manage the chapter's alumni and donors throughout the campaign. This process will last six-eight months. General Headquarters will ensure all communication and solicitation pieces are prioritized and scheduled.

### Communications

A General Headquarters led team will assess and develop the local chapter's current and future communication needs. A dedicated General Headquarters staff member will produce and write chapter newsletters (paper and electronic) and future campaign updates and solicitations. This will also

include a website, enhanced social media strategy, and complete data scan that will provide invaluable updates to the chapter's alumni contact information.

### Event Planning

General Headquarters will assist in event planning to properly celebrate the campaign and recognize donors. This will include event registration, program planning, and special collateral and signage to honor your greatest contributors.

### Collections

Both tax-deductible and non tax-deductible pledges and gifts will be processed and tracked, and donors will receive acknowledgments thanking them for their generous support. Funds are also easily accessible and maintained.



(6-24 months)

**LAUNCH**  
& Public



**PLEDGE**  
Period

(5 years)

[phide.lt/housingcampaignservices](https://phide.lt/housingcampaignservices)



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