



ZETA SIGMA ♦ FLORIDA INSTITUTE OF TECHNOLOGY

OF MANY BROTHERS, WE ARE ONE™

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MAX KORNEK '09
GEORGE GARAY '09

CAMPAIGN COUNSEL
John Ross
OmegaFi
800.276.6342
jross@omegafi.com

December 19, 2014

[prefix] [full name]
[address 1]
[address 2]
[city] [state] [zip]

Thank you for hearing the messages and actively participating in the *Love of Fraternity Leads* campaign to build a new house for the Zeta Sigma Chapter of Pi Kappa Alpha at the Florida Institute of Technology. Our fraternity cannot continue to operate at such a premium level without support from brothers like you.

Brothers from across the country and across the generations of Zeta Sigma have pledged their support of our beloved fraternity - for that I am extremely thankful.

Our chapter differentiates itself from all others because of our unique and powerful focus on **WHY** our brotherhood matters. We know the value of identifying challenges, finding radical solutions and diligently taking action to preserve our legacy. This is the focus of every effort we undertake. As our campaign ends with the close of 2014, I urge you to reflect on **WHY** a new house is vital to the Zeta Sigma experience and essential to the long term success of our fraternity.

WHY is a new Pike House important? Because, it will...

- Solidify Zeta Sigma's stature as the premiere fraternity at FIT
- Build a vital and unrivaled recruiting component
- Provide a state-of-the-art facility on our highly desirable property
- Safely house 26-30 Pikes in perpetuity
- Allow for beloved Pike traditions (Brick Pile and Mug Room) to live on and expand for generations to come

We are \$434,292 away from reaching our goal of \$1.25 million to build a new chapter house for Zeta Sigma. We will break ground in early 2016 which will allow us to gather together for our 50th anniversary under the roof of the new Pike House.

Now is the time to commit to this important project!

Today, I encourage you to join over 119 Zeta Sigma alumni and current undergraduate members, recognized on the enclosed donor list, who have pledged their support to this historic campaign. By committing to a pledge of \$6,000 (\$1,200/year OR \$100/month over a five year pledge period), you will make a strong impact on the future of our chapter. Do not miss this opportunity to add your name to this exclusive group of brothers!

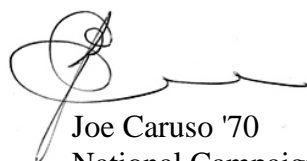
I understand \$6,000 is not possible for every brother to contribute. Please do not let this ambitious request keep you from making a commitment. Gifts of **\$3,000** (\$600/year OR \$50/month) and **\$1,500** (\$300/year OR \$25/month) are typically less than the cost of a monthly cable bill, gym membership or tank of gas. These gifts carry significant weight and provide you the satisfaction of knowing you made a difference!

To view chapter information, campaign statistics, building plans and progress in real time, please visit our website at www.zspikes.com. While you are there, please consider making a pledge using the "Support the Campaign" tab on the Home Page. All gifts to the campaign may be spread over a five year pledge period and payments may be made on whatever schedule works best for you. We can even set up recurring drafts from your checking account or charge to your credit card.

Knowing that so many men of our beloved Pi Kappa Alpha have had an enormous impact in business, engineering, science, medicine and the arts motivates me to realize **WHY** this effort is so important. It is also why I made a financial commitment to ensure its success. The Zeta Sigma ***Cause of Excellence*** was the incubator for each of us and has been a key factor in our success over the years.

Being part of a profound brotherhood keeps us loyal to each other and connects every generation of Zeta Sigma brothers forever. It is in that spirit, and the spirit of the Christmas season, that I urge you to consider **WHY** providing a new Pike house is so critical to our fraternity. I invite you to push yourself to the height of your generosity and join us in making a difference in the lives of hundreds of Pikes!

Phi Phi,

A handwritten signature in black ink, appearing to read 'Joe Caruso', with a stylized flourish extending to the right.

Joe Caruso '70
National Campaign Chairman
609.922.4300
OCCJCaruso@aol.com