



ZETA SIGMA ♦ FLORIDA INSTITUTE OF TECHNOLOGY

OF MANY BROTHERS, WE ARE ONE™

November 1, 2014

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Dear Brother,

If I asked you to imagine the most amazing fraternity house in the country, where would your mind immediately wander? You may think back to your days in the Grand Ole' Lady and recollect the times you shared as an undergraduate Zeta Sigma at FIT. Undoubtedly, you recall the view of the Indian River from the back porch and agree our lot on Riverview Drive is unparalleled. But, can you confidently say it is the best house you could imagine?

Now, envision sitting on the back porch of a state-of-the-art chapter house that rivals the best in the country, peering out over the water with a breeze in the air as you reconnect with Pike brothers and feel the pride of a job well done. Brother, our dream fraternity house will soon become a reality!

I am constantly reminded of why I remain so loyal to Pike at FIT even after my days as an undergraduate have long passed by. In my heart, I know the shared moments and experiences I had in the Pike house helped build a foundation that shaped my personal and professional relationships over the last 45 years.

Over the past few months, my connection to Zeta Sigma has been reenergized and I am more impressed than ever by the caliber of our brotherhood. **I am proud to announce the *Love of Fraternity Leads* campaign has raised \$800,158 from 108 generous brothers!**

As you read this letter, the House Corporation and alumni leadership are having conversations with local contractors and financial institutions that will see the new Pike house built in time for our 50th Anniversary.

We are well positioned to hit our mark by the end of the year; however we can only do it with your help. Simply put, if we can raise an additional \$449,842, we will surpass our ambitious goal and declare this campaign a success. I need you to help us seize this opportunity!

Our work is not yet finished. Today, I ask you to make a gift to our campaign by completing the pledge form I have included with this letter and returning it in the envelope provided. If you prefer to discuss your pledge with me or a member of the ASK Team (listed on the left-hand side of the page) please contact me using the information in my signature.

Included with this letter is a copy of the campaign brochure. Please take some time and look through it - you'll learn more about the importance of this effort and how our campaign is structured. You'll see that our plans for a new chapter house for Pike at FIT will honor our past and secure our future.

Also included with this letter are the names of the 108 men that have given to this historic effort thus far. I want to add your name to this list. In addition to being recognized on our campaign website and fraternity communication, all donors will be recognized on a plaque installed in the new house which will serve as a lasting tribute for the next 100 years and beyond to brothers who have committed to Pike's future.

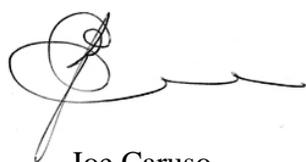
Donors who contribute \$10,000 or more will qualify to have their names added to a room in the new chapter house. Even more importantly, gifts at this level are vital to reaching our ultimate goal.

Pledges may be made over a five-year pledge period and may be paid monthly, quarterly or annually. For example, a \$10,000 pledge can be paid in five annual installments of \$2,000 or monthly payments of \$167.

I understand not everyone has the capacity to make a pledge of this magnitude. If you are able, please consider a gift of \$6,000 (\$100/month), \$3,000 (\$50/month) or \$1,500 (\$25/month). Gifts at these levels go a long way to help us accomplish the ultimate goal of solidifying Zeta Sigma's prominent housing future. No matter your situation, we will work to accommodate a payment schedule that will allow you to be part of this historic and meaningful project.

Whatever the amount, I ask that you give thoughtful consideration to the impact Zeta Sigma has had on your life...the lessons learned as well as the lasting relationships and professional network we all enjoyed by virtue of our time in the chapter...and make a pledge that will pass that impact on to future generations of Pike brothers.

Phi Phi,

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

Joe Caruso
National Campaign Chairman
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P.S. We cannot afford to let this opportunity pass us by. Please consider acting today! Your gift of \$10,000, \$6,000, \$3,000 or \$1,500 is vital. To view campaign information and real time campaign statistics, visit the Capital Campaign tab on our website at www.zspikes.com. Together, we can solidify Pi Kappa Alpha's long-term future at Florida Tech.