



the Laurus Group

Fundraising | Consulting | Capital Campaigns

-For Immediate Release-

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Atlanta, GA, November 11, 2011 – The Eta chapter of Alpha Delta Pi – University of Alabama has retained The Laurus Group to conduct a Feasibility Study.

As Alpha Delta Pi begins planning for their new home at The University of Alabama, they will be working closely with The Laurus Group to conduct a feasibility study. This study will be conducted by The Laurus Group with Eta alumnae. It will provide Alpha Delta Pi leadership with essential information regarding financial and volunteer resources as they move forward with plans for their new chapter house at the University of Alabama.

“Eta chapter of Alpha Delta Pi is pleased to be working with The Laurus Group in our fundraising endeavors as we begin plans to build the new chapter house at the University of Alabama,” stated Betty Yeager, Eta Chapter House Corporation President. “We look forward to a successful outcome in our partnership, as we begin this important work for our chapter.”

It is an exciting time for the Eta chapter of Alpha Delta Pi and The Laurus Group is delighted to work with them as they plan for their beautiful new home in Tuscaloosa.

About The Laurus Group

The Laurus Group is a full-service fundraising and annual communication consulting firm specializing in fraternal organizations. Founded in 2005, The Laurus Group team has over 40 years of fundraising and fraternal experience; helping clients raise over \$18 million through capital campaigns and alumni communication programs. The Laurus Group team is committed to setting the standard for excellence in service, support and success in professional fundraising and communication.

For more information, please visit www.thelaurusgroup.net or contact us 770-903-3987.