



# the Laurus Group

Fundraising | Consulting | Capital Campaigns

**-For Immediate Release-**

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**Atlanta, GA, November 30, 2011** – The Alpha Omicron Pi Properties & Corporation Services has retained The Laurus Group to conduct a Feasibility Study as they make plans to re-colonize their Phi Upsilon chapter at Purdue University.

As Alpha Omicron Pi plans for their return to Purdue, an important aspect of their planning includes chapter housing. Over the next 12-18 months, The Laurus Group will conduct a feasibility study with Phi Upsilon alumnae to provide insight into their overall fraternity experience, support for a capital campaign and level of interest for involvement with the re-colonized Phi Upsilon chapter. This study will provide Alpha Omicron Pi leadership with important information as they move forward with long term plans for success at Purdue, inclusive of a capital campaign for chapter housing.

“Alpha Omicron Pi International Fraternity is proud to partner with The Laurus Group in the development of an enhanced capital campaign initiative for the Phi Upsilon Chapter at Purdue University. With The Laurus Group’s precise attention to detail and expertise, AOII is excited to share the benefits of our partnership with our membership,” said Troy LeForge, Executive Director of Alpha Omicron Pi. “In the unique environment of Greek organizations, we’re confident that The Laurus Group will help to provide forward-thinking solutions to position Alpha Omicron Pi for the future.”

It is an exciting time for Alpha Omicron Pi as they return to the Purdue campus. The Laurus Group looks forward to working together to build their dream for Phi Upsilon chapter, a new place to call home in West Lafayette.

## **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](http://www.thelaurusgroup.net) or contact us 770-903-3987.