



**the Laurus Group**

Fundraising | Consulting | Capital Campaigns

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**-For Immediate Release-**

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**The Laurus Group Announces New Addition To Staff**

October 1, 2008 Atlanta, GA - The Laurus Group is pleased to announce the newest addition to our staff.

Matt Jarrard has joined our staff as a Campaign Consultant and will be in our campaign services team working with house corporation capital campaigns. In addition, Matt will oversee the day to day operations and coordination of the Annual Fund for the Kappa Delta Rho Foundation as well as work with Foundation Director of Development Bill Paris, to ensure the successful completion of Kappa Delta Rho's Centennial Capital Campaign.

"Matt brings a tremendous amount of practical hands on experience including alumni and volunteer management, a critical component in capital campaigns," stated Bill Paris, Principal. "His energy and enthusiasm in working with volunteers is infectious and will serve the Kappa Delta Rho Foundation and our campaign clients very well."

Matt attended Franklin College in Franklin Indiana, where he earned a Bachelor of Arts degree in Broadcast Journalism. While in school, Matt joined the Kappa Delta Rho fraternity and later served as the Vice President for the Epsilon Chapter.

After graduation Matt worked for the Boy Scouts of America as a District Executive in both Indianapolis Indiana and Savannah Georgia. In this position Matt oversaw Scouting's fundraising, product sales, and membership growth strategies, in addition to volunteer management, recruitment, and development initiatives for a large geographic area.

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 and has helped clients raise over \$18 million through capital campaigns and alumni communication programs. For more information, please visit [www.thelaurusgroup.net](http://www.thelaurusgroup.net), or contact us at 770-903-3987.

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