



the Laurus Group

Fundraising | Consulting | Capital Campaigns

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Phi Delta Theta at The University of Southern California hires The Laurus Group to handle their Annual Communication Program

June 26, 2007 - Atlanta, Georgia. Phi Delta Theta Fraternity at The University of Southern California has retained the Laurus Group, LLC to work with them to handle their data management, annual communication and annual fundraising program.

“We’re really excited to be able to assist the Cal Delta alumni corporation of Phi Delta Theta to develop their alumni program,” said Brian Bates, Principal of The Laurus Group. “The board recently completed a feasibility study and their alumni clearly indicated they wanted to see a more cohesive, consistent, and professional communication program. It’s gratifying to see the board responding in a proactive way and positioning themselves for the long term!”

The Laurus Group is a full-service fundraising and annual communication consulting firm specializing in fraternity/sorority organizations. Founded in 2005, The Laurus Group team has over 35 years of fundraising and fraternity/sorority experience and has helped clients raise nearly \$15 million through capital campaigns and alumni communication programs.