



# the Laurus Group

Fundraising | Consulting | Capital Campaigns

**-For Immediate Release-**

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**Atlanta, GA, November 9, 2011** – The Alpha Epsilon chapter of Pi Kappa Phi- University of Florida has retained The Laurus Group to manage their Alumni Communication Program and conduct a Feasibility Study.

Partnership with The Laurus Group will provide Alpha Epsilon chapter with a customized communication program designed to inform, engage and increase involvement among their alumni. The Laurus Group offers a variety of products to provide consistent communication with alumni including: newsletters, e-newsletters, e-announcements, postcards, event invitations, and holiday cards. This communication program will be designed to meet the needs of the Alpha Epsilon chapter and their alumni, with their goals for success being paramount.

As Pi Kappa Phi makes plans for launching re-colonization at the University of Florida in 2012, Alpha Epsilon leadership is considering options to rebuild their current chapter house. Over the next six months, The Laurus Group will be conducting a feasibility study to provide information critical to this decision making process. This study will gather feedback from Alpha Epsilon alumni providing insight into their overall fraternity experience, support for a possible capital campaign and level of interest for involvement with the chapter.

"Our Housing Corporation chose Laurus to drive our feasibility program after an extensive selection process earlier this year. From the outset we have been impressed by their professionalism, their focus, and both the quality and the speed of their output," stated Bob Halcrow, Trustee of the Alpha Epsilon Housing Corporation. "On behalf of our board, we look forward to this critical partnership to help us bring Alpha Epsilon back to the University of Florida."

The Laurus Group is delighted to partner with the Alpha Epsilon chapter of Pi Kappa Phi as they plan for their return to the University of Florida.

## **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.

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