



# the Laurus Group

Fundraising | Consulting | Capital Campaigns

**-For Immediate Release-**

For more information:

Mary Sterling Barlow

The Laurus Group

[mbarlow@thelaurusgroup.net](mailto:mbarlow@thelaurusgroup.net)

770-903-3987

**Atlanta , GA, October 26, 2011** – The Beta Lambda chapter of Tau Kappa Epsilon – Auburn University has retained The Laurus Group to manage their Alumni Communication Program and conduct a Feasibility Study.

The Laurus Group will work closely with Beta Lambda chapter to customize an alumni communication program providing important information about upcoming events and activities and increasing alumni involvement with their chapter. As consistency in communication continues to be essential to successful relationship building with alumni, The Laurus Group will offer a variety of both traditional and electronic communication products for Beta Lambda to choose from as part of their communication program.

As Tau Kappa Epsilon considers future renovation plans for their chapter house at Auburn University, The Laurus Group will conduct a feasibility study with Beta Lambda alumni to gain a better understanding of how to plan successfully for that future. This feasibility study will provide feedback from alumni regarding their overall fraternity experience, support for a possible fundraising project, and level of interest in involvement with Beta Lambda chapter.

“On behalf of the Board of Advisors and Board of Directors for Beta Lambda chapter of Tau Kappa Epsilon at Auburn University, we are proud to be associated with The Laurus Group and look forward to working with them in the future in our efforts to establish a regular communication program with our alumni as we move toward our Capital Campaign,” stated Benny Bliss, President. “Our research showed that while there are several organizations that offer similar services, The Laurus Group was the best fit to help us achieve our goals.”

It is an exciting time to be a member of the Beta Lambda chapter of Tau Kappa Epsilon and the Laurus Group is delighted to partner with them as they plan for their future success.

## **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.

**P.O. Box 80828 Atlanta, Georgia 30366 770-903-3987 770-903-3988 (f) [www.thelaurusgroup.net](http://www.thelaurusgroup.net)**