



**the Laurus Group**

Fundraising | Consulting | Capital Campaigns

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**-For Immediate Release-**

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## **TKE Atlanta Alumni Association Retains The Laurus Group for Annual Program**

October 12, 2005 - Atlanta, Georgia – In an effort to increase alumni participation in local activities and encourage TKE alumni to support the association through the annual fund program, the TKE Atlanta Alumni Association has retained The Laurus Group to manage their alumni communication program along with fundraising programs to support their regional scholarship fund.

There are over 2,400 TKE alumni living in the Atlanta metro region. These alumni represent over 180 different TKE chapters from across the country. “In most cases, their home chapter is so far away that it makes it difficult to play an active role in chapter events,” stated Frank Sanders, Georgia’s Grand Province Advisor. “The Atlanta Alumni Association provides an opportunity for them to reconnect with the fraternity. In addition, we provide events that are family inclusive, realizing that it is important to include their loved ones in activities as well.”

In addition to the annual communication program which will include mailed newsletters as well as online news, The Laurus Group will assist in raising additional funds for the Georgia Province Scholarship of Excellence. The scholarship fund, designed to recognize an outstanding TKE undergraduate member attending school within the Georgia Province is in its infancy. According to David Adcock, scholarship chairman, “partnering with The Laurus Group adds flexibility to track and manage gifts as well as doing targeted solicitations that we would not have the ability to do otherwise.”

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 15 years of fundraising and fraternal experience and has helped clients raise over \$10 million through capital campaigns and alumni communication programs.

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