



the Laurus Group

Fundraising | Consulting | Capital Campaigns

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**BETA THETA PI AT UNIVERSITY OF FLORIDA RETAINS
THE LAURUS GROUP FOR \$1.5 MILLION CAMPAIGN**

October 2, 2008 - Atlanta, Georgia. Beta Theta Pi Fraternity at the University of Florida has retained The Laurus Group to work with their House Corporation to conduct a \$1.5 million campaign to rebuild their home on the USC Campus.

“This is an exciting time for Beta Theta Pi on the UF campus,” said company principal, Bill Paris. “Beta is planning a complete interior renovation of the existing structure including an expansion of the facility. To be part of the team that was selected for this project is an honor and we look forward to helping them move forward.”

In addition to the campaign, The Laurus Group also manages their alumni communication program, a key component in ensuring alumni remain engaged and up-to-speed on chapter and alumni activities.

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 40 years of fundraising and fraternity/sorority experience and has helped clients raise over \$18 million through capital campaigns and alumni communication programs.