



REBUILDING THE SHELTER FOR OUR FUTURE

CENTENNIAL CAMPAIGN ★ DELTA TAU DELTA

Delta Alpha Chapter at the University of Oklahoma

Alumni Relations Office ★ P.O. Box 80828, Atlanta, Georgia 30366 ★ 607-533-9200

CASE STATEMENT

OUR CHAPTER

The Delta Alpha Chapter of Delta Tau Delta Fraternity was formed on the University of Oklahoma campus nearly 100 years ago, and Delts continue to be strong and committed members of the OU Greek community. Hundreds of young Delts have lived and learned in our Shelter, and they formed friendships that will last a lifetime. We all are justifiably proud of the chapter we built together, and we are thankful for the role it played in developing who we are today.

As we approach Delta Alpha's centennial celebration, we should take this opportunity to reflect on what Delta Tau Delta Fraternity means to each of us and what it will mean to the men who follow in our footsteps. With that in mind, following the recent devastating fire that destroyed our Shelter, we look at the next chapter of Delta Alpha's impressive history: rebuilding our Shelter at 1320 College to provide young Delts with a valuable and fulfilling fraternity experience for many years to come.

OUR NEED

As most of you are aware, lightning struck the Shelter in the early hours of May 8 and completely destroyed the building. Fortunately, the men were not there due to COVID-19, so no one was injured. However, we now *must* build a new Shelter.

We have established a building committee comprising dedicated brothers who are working to design and construct a new Shelter. The committee is considering all options in order to build a safe, comfortable, and technologically advanced fraternity home that will enhance the educational experience of the undergraduates. The committee realizes the pressing need to keep up with the many other fraternities at OU that have built new houses, but the committee also will strive to incorporate into the new Shelter the core principles of Delta Tau Delta: truth, courage, faith, and power, which will result in a Shelter that will provide an enriching and memorable fraternity experience for our new young Delt brothers.

OUR GOAL

The purpose of this campaign is to secure the funds needed to rebuild our historic Shelter and to continue the Delta Alpha legacy for the future generations of Delts at the University of Oklahoma. The current trend of living in a fraternity or sorority house is to stay only one year. We do not see this trend shifting anytime soon, and we therefore are going to reduce the number of beds to approximately 55. We also are going to create additional common rooms where the brothers can gather formally and informally.

To meet this goal, the campaign needs to raise a total of \$3,250,000. When combined with the fire insurance proceeds and a limited amount of borrowed funds, the campaign will enable us to build the Shelter that all of us would desire and expect. We humbly ask that every brother, parent, and friend of Delta Tau Delta consider a multi-year pledge to the campaign. Your commitment will be greatly appreciated. With your support, we will build a house that the members of Delta Alpha will be proud to call their own for generations to come.

Please join us! As the brothers of Delta Alpha always say: "More Delt, Less Self!"



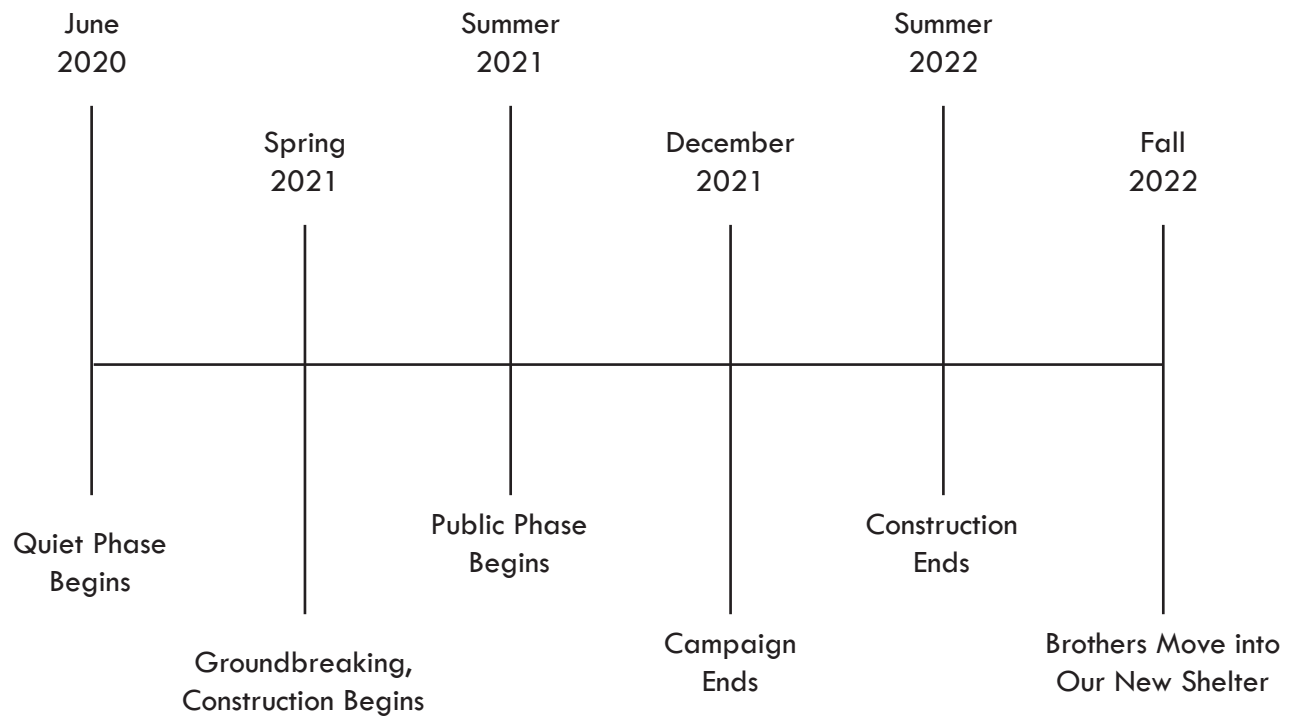
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TIMELINE





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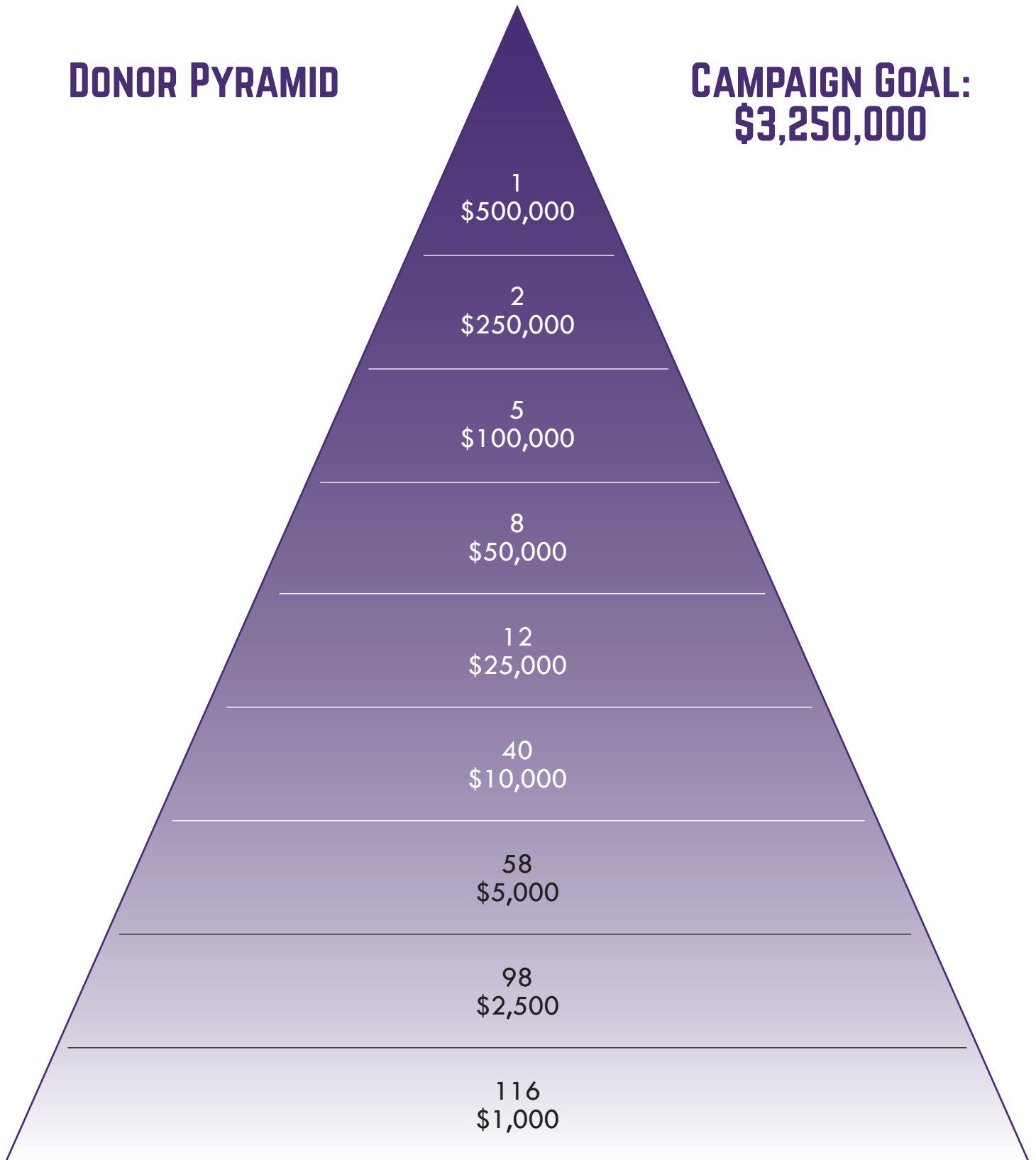
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DONOR PYRAMID

**CAMPAIGN GOAL:
\$3,250,000**





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LEADERSHIP

HOUSE CORPORATION BOARD:

Mike Johnston '88, President

Paul Jackson '91, Treasurer

Fred Gist '73, Vice President

Dan Vann '71, Secretary

Chris Burleson '71

Tyler Crowe '14

Jay Davis '92, CHAPTER ADVISOR

Sam Donley '18, ASSISTANT CHAPTER ADVISOR

STEERING COMMITTEE:

Dan Vann '71

Mike Burr '86

Fred Gist '73

Mike Johnston '88

Dan Evatt '74

Chris Cochran '89

Don Dillingham '84

Cade Campbell '10

Sal Moreno '22

BUILDING COMMITTEE:

Todd Crowl '80

Tyler Cotner '13

Allen Brady Cantrell '93

Koby Lawson '13

Matt Akins '13

Austin Colby '19



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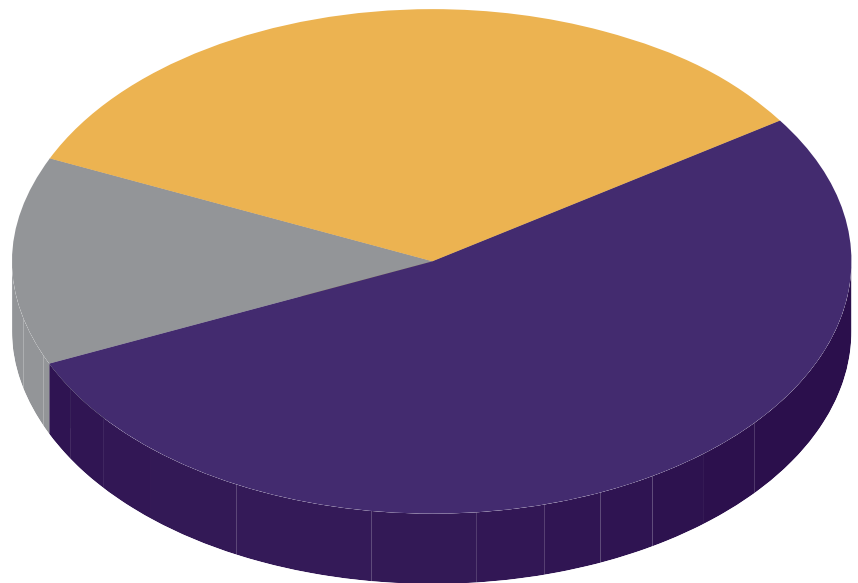
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FINANCIAL INFORMATION

TOTAL COST: \$10,700,000

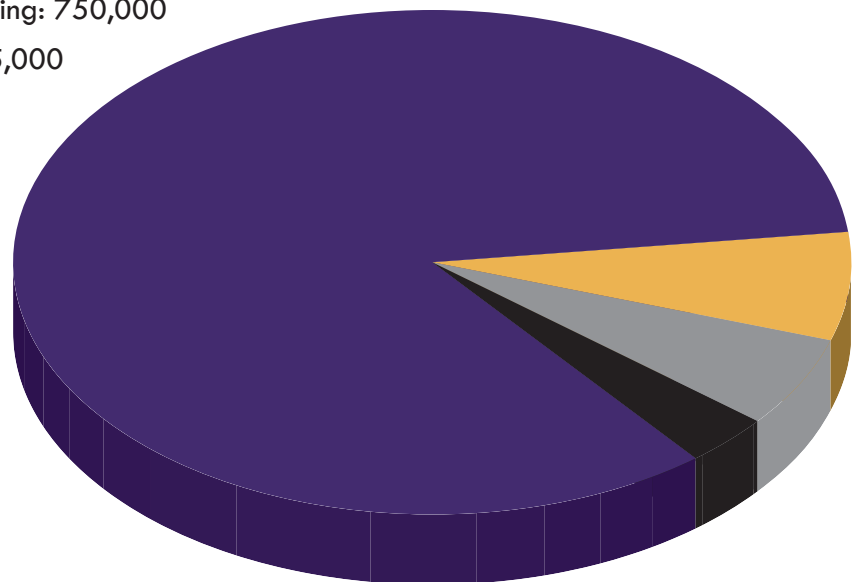
PROJECTED INCOME

- Campaign Contributions: \$3,250,000
- Insurance Settlement: \$5,000,000
- Loan: \$2,450,000



PROJECTED EXPENSES

- Construction Cost: \$9,085,000
- Architectural, Legal, Permitting, Fundraising: 750,000
- Furniture, Fixtures, and Equipment: \$565,000
- Construction Financing: \$300,000





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RENDERINGS



Aerial Perspective



East Main Elevation



Interior Perspective of Main Entry
and Dining Hall



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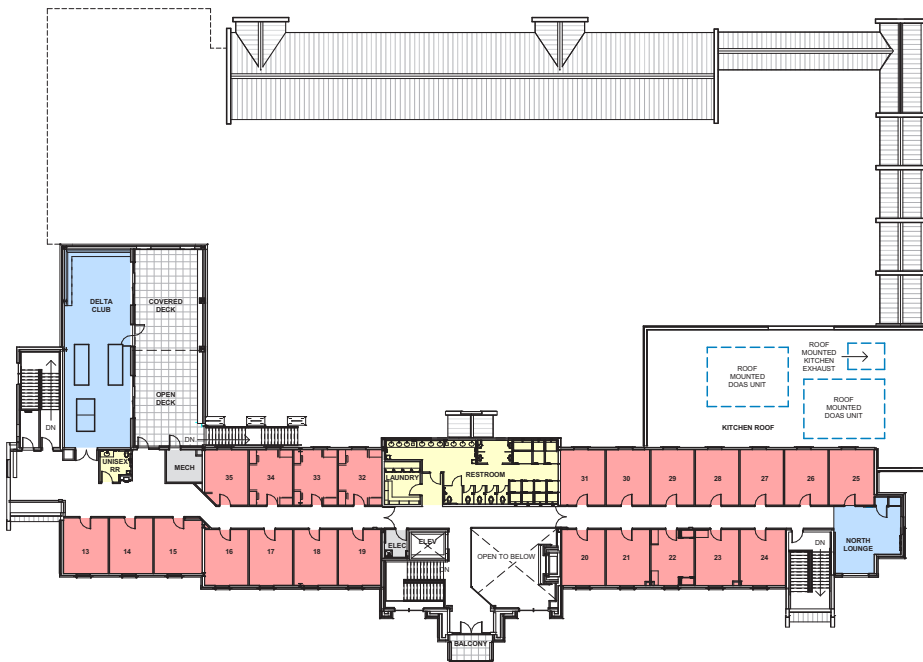
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Ground Floor Plan

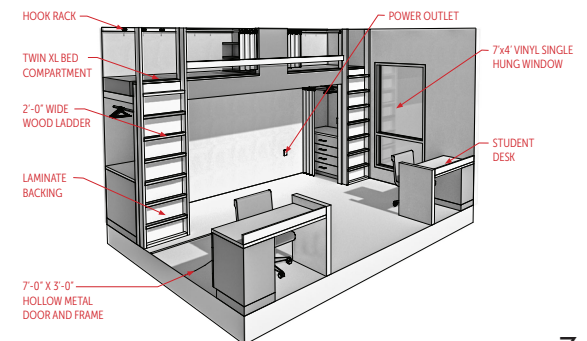
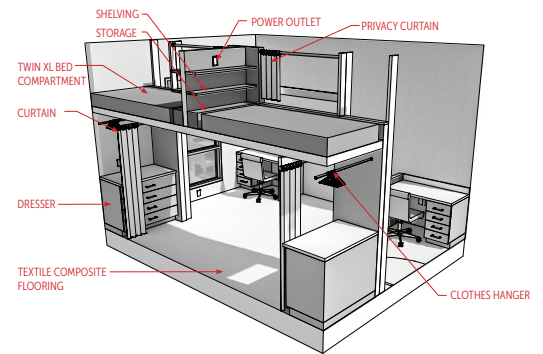


- RESIDENTIAL UNIT
- UTILITY
- AMENITY
- BUILDING SUPPORT

Second Floor Plan



Resident Room





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ROOM NAMING GUIDELINES

The Steering Committee reserves the right to approve all room naming requests.

Room naming opportunities are available based on the date a pledge is confirmed. Therefore, please list your **top three choices in order of priority**.

There will be a plaque placed inside or at the entrance to each naming area, as determined by the campaign steering committee. The plaques will be placed so that they are easily seen.

Names on plaques should be kept to a maximum of 24 letters and must be approved by the steering committee.

If a group of more than two would like to name a room, please submit your request with the rankings form, with the exception of the bedrooms. The standing rule is up to three donors may name the bedroom opportunities. The steering committee will consider all other submissions.

ROOM PLAQUE EXAMPLES

*In Honor of John Doe Smith '94 (living or deceased) * by Mister Smith '96*

*In Memory of John Doe Smith '94 (deceased only) **

The John Doe Smith Study Room

The Doe Family Living Room

The Smith Family Dining Room

***Graduation year will be used after the alumni's name.**

The phrases for naming the Shelter and the John Nichols Library are set as Delta Tau Delta Shelter or John Nichols Library endowed by John Smith.

ROOM NAMING OPPORTUNITIES:

Naming Right	Donation Amount	Available	Reserved
Shelter Naming	\$1,000,000	1	
Dining Hall	\$500,000	1	
Kitchen	\$275,000	0	1
John Nichols Library	\$275,000	1	
Two Story Entry Lounge	\$275,000	1	
Brotherhood Club	\$200,000	1	
Football Field	\$100,000	1	
Basketball Court	\$100,000	0	1
Fire Pit Area	\$75,000	1	
Outdoor Covered Porch	\$75,000	1	
Sand Volleyball	\$75,000	1	
Upper Open Deck	\$50,000	1	
Upper Covered Deck	\$50,000	1	
Conference Room	\$50,000	0	1
Mom's Apartment	\$50,000	0	1
North Lounge	\$35,000	1	
Covered Walkway	\$25,000	0	1
Ground Floor Single Bedrooms	\$25,000	6	
Executive Council Bedrooms	\$25,000	5	1
Exterior Brick Wall	\$25,000	1	
Upstairs Double Bedrooms	\$25,000	23	
Balcony *	\$15,000	1	
Trophy Case *	\$10,000	1	
Fireplace *	\$10,000	0	1

*notes a limit of one donor to name

First Floor
 Second Floor



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ROOM NAMING RANKINGS

Based on the Naming Right guidelines and opportunities, please complete the following:

Name: _____

Date: _____

TOP 3 CHOICES IN ORDER OF PRIORITY

Please provide room number as listed on floor plan. The steering committee will do their best to accommodate your top choices.

1. _____

2. _____

3. _____

NAME OF ROOM

Please indicate how you would like it to appear on the plaque, pending final approval by the steering committee.

Please note that house plans are subject to change and room naming order will be based on the date of your pledge and will follow a “first come, first served” basis.

If you have any questions about room selections, please contact Haley Chrismon, account manager, at **607-533-9200** or **hchrismon@elevateims.com**.



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DONOR SOCIETIES

DELTA ALPHA SOCIETY

\$500,000 or more

JOHN NICHOLS CLUB

\$250,000–\$499,999

CENTENNIAL SOCIETY

\$100,000–\$249,999

SOONER SOCIETY

\$50,000–\$99,999

1922 SOCIETY

\$25,000–\$49,999

FOUNDER'S CIRCLE

\$15,000–\$24,999

EXCELLENCE CLUB

\$10,000–\$14,999

COLLEGE STREET SOCIETY

\$5,000–\$9,999

ROYAL PURPLE CIRCLE

\$2,500–\$4,999

THE FRIENDLY DELT CLUB

\$1,000–\$2,499

LEGACY SOCIETY

\$999 and under



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FREQUENTLY ASKED QUESTIONS

WHY ARE WE CONDUCTING A CAPITAL CAMPAIGN TO REBUILD OUR SHELTER?

Delta Tau Delta is celebrating its 100th year at the University of Oklahoma. That is no small feat, and we are all proud of the rich history and accomplishments of the chapter. Now is the time to look toward the future. By rebuilding our facility, we are not only positioning ourselves for the future of the chapter but are also remaining competitive among the other fraternities on campus, who have already updated and replaced their chapter houses. This capital campaign will ensure that the necessary funds are available to make this project possible.

WHAT ARE THE COSTS ASSOCIATED WITH THE PROJECT?

The total cost for the project is estimated to be \$10,700,000. We have currently set a fundraising goal of \$3,250,000, which will be paired with the borrowed funds and the insurance settlement from the shelter fire to finance the entire project.

WHY IS FUNDRAISING NEEDED WHEN WE SHOULD BE RECEIVING AN INSURANCE SETTLEMENT?

The insurance settlement is not final but is anticipated to cover the value of the current house, which is well short of the replacement cost for a new Shelter. Our plans include an in-depth rebuild, improving upon the old shelter in amenities and layout. The insurance settlement will be paired with the total raised in the campaign.

HOW LONG ARE PLEDGES TO THE CAMPAIGN PAYABLE?

Pledges to the campaign are made over a multiyear period. We generally request a five-year period, but if you desire, you can do it in a shorter period of time, and that's welcome, because it helps with cash flow and accelerates the project start date. However, we need each brother to make the very best-stretch pledge possible over whatever period they use. This is our chance to position Delta Tau Delta for the next 100 years at the University of Oklahoma.

HOW CAN I MAKE A GIFT?

Gifts may be made by cash, check, or stock. Gifts can also be made by credit or debit card, but because a fee will need to be paid to the card provider, we request that you take that into account in your pledge.

CONTINUED



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FREQUENTLY ASKED QUESTIONS (CONTINUED)

WILL MY DONATION BE TAX DEDUCTIBLE?

There is an option for tax-deductible giving. All pledges of \$25,000 or greater (over five years) will be routed through the Delta Tau Delta Educational Foundation. These gifts will be utilized for all construction costs associated with educational space in the new house.

MY COMPANY HAS A MATCHING GIFT PROGRAM; CAN I APPLY IT TO MY PLEDGE?

If your company has a matching gift program, you may receive donor credit for both your pledge amount and the amount of your company's matching gift. Please contact our account manager, Haley Chrismon, at hchrismon@elevateims.com or by phone at 607-533-9200 for assistance with this process.

CAN I MAKE A STOCK GIFT?

You may utilize appreciated stock to fulfill your campaign pledge commitment. If you wish to make this type of gift, please contact our account manager, Haley Chrismon at hchrismon@elevateims.com or by phone at 607-533-9200 for assistance with this process.

CAN I GIVE AN IN-KIND GIFT TO THE SHELTER?

In-kind gifts will be reviewed and evaluated on a case-by-case basis by the steering committee.



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PLEDGE AGREEMENT

I, _____, accept the invitation to join my brothers and hereby do pledge and agree to contribute as part of the *Rebuilding the Shelter for Our Future* campaign:

- A TAX-DEDUCTIBLE pledge (gift must be greater than or equal to \$25,000)** in the amount of \$ _____.
Checks will be made payable to "Delta Tau Delta Educational Foundation."
- A NON-TAX-DEDUCTIBLE pledge (gift can be of any amount but is not tax-deductible)** in the amount of \$ _____.
Checks will be made payable to "Delta Alpha Chapter House Corporation."

My gift will be paid in the following manner:

- One-time payment
- Annually
- Semi-annually
- Quarterly (Jan/Apr/Jul/Oct)
- Monthly (credit/debit card gifts only)
- Stock (publicly traded)
- Other: _____

Plan to be paid over _____
years
(maximum 5 years)

I am affiliated with a company that has a matching gift program. Employer: _____

Start Date (please select one): January April July October 20_____

Signature: _____ Date: _____

Print Name: _____ Graduation Year: _____

Preferred Address: _____

City: _____ State: _____ Zip: _____

Primary Phone: _____ E-mail: _____

Gift to be made: In my name (as printed above) Anonymously
 In honor of: _____ In memory of: _____

Payment Method: Check Credit Card Stock (publicly-traded only)

Tax-Deductible Gifts (\$25,000 and up):
 Make checks payable to: Delta Tau Delta Educational Foundation
 Write "Delta Alpha Campaign" in the memo line
 Federal Tax Identification Number : 31-1020203

Non-Tax-Deductible Gifts:
 Make checks payable to: Delta Alpha Chapter House Corporation
Pledge reminders will be sent quarterly.

Visa Mastercard American Express Discover

Card #: _____

Exp. Date: _____ CVV: _____

Signature: _____

Card will be charged per your payment schedule.

Please send this Pledge Agreement to:
 DELTA ALPHA CHAPTER OF DELTA TAU DELTA
 Campaign Headquarters
 P.O. Box 80828 | Atlanta, GA 30366-0828

For further information, please contact:
 Haley Chrismon, Account Manager
 T: 607-533-9200 ext. 30328 F: 607-533-9218
 E: hchrismon@elevateims.com