



BUILD THE BRIDGE

C A M P A I G N

for those to follow

LETTER FROM OUR LEADERSHIP

For 184 years, Beta Theta Pi has shaped the lives of hundreds of thousands of men. Our values—mutual assistance, intellectual growth, trust, responsible conduct and integrity—are the cornerstones of the Beta experience.

The landscape of today's student experience, however, has changed significantly. Every year, fewer men are choosing to go to college and, for those that do, retention and graduation rates are falling. In a world where 1 in 4 enter college with a diagnosed mental concern, it's apparent young men are facing challenges unlike anything we have seen in modern memory.

Today's men need Beta Theta Pi.

We know the Beta experience provides connection and community, propelling members to succeed in college and throughout their lives. Through friendships, mentorship and development, it bonds them—to each other, to their campus, and to the Fraternity—creating a network of support and fostering an array of unique opportunities that transform their lives.

The Beta experience matters, which is why we need your help to ensure it not only lasts, but that it also strengthens and evolves to continue to provide the life-changing experience our brothers deserve.

With your partnership and support, we can ensure that, through Beta Theta Pi, brothers today and in the future become the men they are meant to be.

We invite you to familiarize yourself with the Fraternity's priorities and strategic approach to fulfill Beta's purpose—"to develop men of principle for a principled life."

Yours in ___kai___,



S. Wayne Kay, Virginia Tech '73
Campaign Co-chairman

Michael G Feinstein, MIT '82
Campaign Co-chairman



Cover: James Madison Betas enjoy their annual brotherhood retreat.

Above: William Manhart, Nebraska '24, displays his Beta pride while studying in Oxford, England.

STUDIES SHOW

the fraternity experience is more relevant to today's college student than ever before.



Fraternities are an *accelerator for success in college and beyond.*

Students spend 90% of their time outside the classroom. Beta Theta Pi capitalizes on those hours by preparing men for success in college and in their futures far beyond what their non-affiliated peers experience. A study of thousands of fraternity alumni with diverse backgrounds shows this holds true regardless of an individual's socioeconomic status entering college.⁵

Because of higher expectations, as well as the support and network fraternities provide, members experience greater gains in learning² and graduate at higher rates than their peers. 83% of members say confidence in their leadership skills increased because of fraternity membership,⁴ so it is no surprise those same alumni are twice as likely to believe their college experience prepared them well for life after college.⁵

When 66% of students say they are not optimistic they will get a job after college that matches their career goals, research shows fraternity alumni find jobs more quickly after graduation and are more engaged in the workplace. They are also more likely to thrive in every aspect of wellbeing – career, community, financial, physical and social wellbeing.⁵

Fraternities *create lifelong connection to the campus, community and friends.*

Research shows fraternity membership connects men to their alma mater in a way nonmembers simply don't experience. Brothers are more engaged inside and outside of the classroom than their peers⁶—they report feeling more supported by their faculty,⁶ and nearly half serve in leadership roles across campus.⁴ They're also more connected to their local communities, with research showing they spend significantly more time volunteering than non-affiliated students.⁸

This connection can create a strong sense of belonging, leading members to have more positive mental health and less anxiety and depression than other students.² Our Beta brothers report strong confidence in their ability to cope with stress.³ They feel comfortable having tough conversations and learning from each other, and when they seek help, data shows members are twice as likely to reach out to a fraternity brother than anyone else.⁴

Fraternity members *experience stronger mental health.*

While more than half of today's college men say they've experienced loneliness in the last month and rates of depression are increasing,¹ Beta Theta Pi empowers students to create a strong support system. This family—this home—Beta provides is uniquely important on a college campus and offers help and guidance when a young man needs it most. For a generation tied to their phones and laptops, the Fraternity provides authentic connection and shows today's men how to build friendships and relationships.

DATA AT-A-GLANCE



Fraternity men experience more positive mental health and less anxiety than other students.



Fraternity men experience greater gains in learning and graduate at higher rates than their peers.



Fraternity men spend more time volunteering than non-affiliated students, creating a greater sense of connection and belonging.

STUDIES REFERENCED

¹American College Health Association; ²Mental Health and Wellness for Fraternity and Sorority Members; Biddix, Assalone and Grace; ³Beta Theta Pi Brotherhood Assessment 2018, 2019, 2020; ⁴Fraternities and Values of Single Sex Experience, Postsecondary Education Research Center; ⁵2021 Alumni Report, Gallup; ⁶The Greek Experience Revisited, Pike; ⁷Greek Values and Attitudes: A Comparison with Independents; Baier and Whipple; ⁸Perspectives on Fraternity and Sorority Life; Positive Youth Development, Everfi



South Dakota Betas hang out during their annual spring barbecue, underscoring the importance of informal brotherhood events.

BETA PROFILE

1839
FRATERNITY
FOUNDING

139
ACTIVE
CHAPTERS

9,704
STUDENT
BROTHERS

141,412
LIVING
ALUMNI

230,894
LIFETIME
MEMBERS

CORE VALUES

MUTUAL ASSISTANCE | INTELLECTUAL GROWTH | TRUST | RESPONSIBLE CONDUCT | INTEGRITY



1997 vs. 2023

Average Chapter GPA



Average Chapter Size



Volunteer Leadership per Chapter



In recent years, we reflected on how we measure the success of our Fraternity, and specifically the experience a Beta Theta Pi chapter provides. To strengthen and propel each chapter, we wanted to understand what drives brotherhood and belonging, development, engagement and a positive culture. We worked with a national research firm to develop the annual Beta Brotherhood Assessment to support the strategic priorities of the Fraternity.

More than 80% of today's Beta collegiate brothers have participated in the Beta Brotherhood Assessment, a survey that has allowed the Fraternity to better understand the culture of a chapter and identify concerns and best practices. The resulting data empowers chapter and volunteer leadership – supported by the Beta staff – to establish data-driven goals to enhance the chapter experience with greater results.

It takes resources to do purposeful work in the lives of young men. In a time when we must focus on affordability at the chapter level, the generosity of alumni and friends will make it possible to provide a lifechanging Beta experience without placing the burden on the shoulders of our collegiate brothers. In the last 15 years, the Upon These Principles and Promises to Keep capital campaigns provided Beta with critical funding to develop and enhance our world-class programming. They laid the foundation, and now we must help broaden the access and reach of the Beta experience.

Now is the time to look forward and secure our future. Now is the time to ensure the Beta experience continues to shape the lives of our brothers, just as it has since 1839. Now is the time to invest in Beta Theta Pi.

BUILDING THE BRIDGE THROUGH...



Utah Betas celebrate bid day, adding to "the long illustrious line" of men of principle.

"Beta has been the single biggest catalyst of personal growth and development as a man, leader and friend. Without this scholarship, my ability to remain an active member would have come into question."

– Chris Dudenhoefer, *Miami '21*

"We don't want 'Men of Principle' to simply become 'Men of Privilege.'"

– Former District Chief and U.S. Senator Doug Jones, *Alabama '76*

MAKING THE BETA EXPERIENCE AFFORDABLE AND ACCESSIBLE



GOAL

Provide students with support to ensure financial concerns are not a barrier to the Beta experience. Reduce the cost of membership while maintaining world class programming.

WHAT IT MEANS FOR INDIVIDUAL MEMBERS

Today's collegiate Beta brothers are balancing unprecedented financial challenges. The cost of college has quadrupled in the last 40 years while wage growth has only increased 20%. Nearly 65% of our collegiate brothers pay some or all of their dues and tuition, and many work jobs in addition to balancing their academic and extracurricular commitments.

The cost of Beta membership is the biggest hurdle to joining and thriving within our Fraternity. One in five students who considers joining a fraternity decides not to because of financial concerns, and 30% of Beta brothers leave the Fraternity before graduation citing financial concerns as their main reason.

To attract the best and brightest and retain our brothers through graduation, we must reduce the financial burden for current and future members. This is critical to ensuring worthy men – regardless of financial background – fully experience all Beta has to offer, fostering their success in college and beyond.

WHAT IT MEANS TO THE ORGANIZATION

In addition to mounting financial pressures, enrollment trends also present challenges to our brotherhood. In the spring of 2021, men represented just 40.5% of collegiate students. Declining male enrollment shows no sign of stopping with one million fewer men applying this year than women. Over the next several years most colleges will see an additional 10-15% decline in male enrollment, with growing numbers coming from first-generation or non-traditional backgrounds that have historically joined Greek life at a lower rate.

The competition for quality new members will only increase within Greek life. **To survive and thrive, Beta must have the resources required to identify talented men from all walks of life and provide them an experience that is both competitive and compatible with their needs and evolving circumstances.** An accessible and affordable Beta experience will not only help our chapters remain healthy and competitive within their community, but will also lead to a membership that reflects the growing diversity and richness of our host institutions.

IMPACT AT-A-GLANCE



Launch a scholarship program offering \$1,000 new member scholarships to lower the barrier of entry in the first (and most expensive) term of collegiate membership



Launch an educational grant program for chapters struggling to send young leaders to some of Betas award-winning leadership programs



Increase need-based scholarships to retain more collegiate brothers through graduation and assist in times of hardship



REQUIRED INVESTMENT
\$13.0 million –

Realized through a combination of unrestricted gifts to launch new programs and endowment gifts to sustain them over the long term.

BUILDING THE BRIDGE THROUGH...



Arkansas Betas rush to meet NFL Owner Shad Khan, *Illinois '70*, at the 178th General Convention.

"I would love to meet men in a similar career or just hear about their lives and what Beta means to them. We don't know how to find them or what to do."

– Current Chapter Officer and Keystone Attendee

ENSURING BROTHERS ARE BROTHERS FOR LIFE



GOAL

Provide every Beta Theta Pi brother, collegian and alumnus alike with access to resources and programs to fulfill Beta's mission of developing men of principle for a principled life.

WHAT IT MEANS TO THE INDIVIDUAL MEMBER

For Beta brothers, there is nothing more important than connection. From the first time they walk up the sidewalk to the Beta house or meet their brothers on campus, freshmen and sophomores look for friendship and support as they begin their college experience. Juniors and seniors seek opportunities for personal growth and mentorship as they prepare for life after graduation. Young alumni desire to build on their skills gained during their time on campus and establish a professional network. Established alumni yearn to share the knowledge they have gained throughout their professional experience with the next generation of Beta leaders.

For the last 25 years, our leadership programs have helped men connect to the Fraternity and each other in a way that fosters success in college and beyond. **It's time to extend the reach of our programs, so every Beta – collegiate or alumni – can benefit from their core lessons.** Whether it's as a mentor or mentee, growing a professional network through fraternal connections, attending an area alumni event or volunteering with a local chapter, the opportunity to strengthen the connection to Beta in a personalized and meaningful way will be available to every brother. By providing opportunities that meet the needs of our brothers each step along the way, we will fulfill the promise of our ritual when it tells us that "brothers are brothers for life."

WHAT IT MEANS TO THE ORGANIZATION

Despite a growing alumni base totaling more than 140,000 living members, less than 5% of our brothers are engaged as volunteers and/or donors. **There is a tremendous pool of untapped resources and energy within our ranks as well as a consistent cry from our alumni brothers for greater communication and connection throughout their Beta journey.** The need is clear for robust programming and resources that reflect a true investment into our lifelong experience.

The development and funding of a first-in-class alumni engagement program will pay dividends to our current generation of brothers and assure the Fraternity sustains and grows our alumni capacity for future volunteers and donors. **Beta must create opportunities for any alumnus to engage in mentoring and networking, while also providing high-caliber training for volunteers as we continue to build bridges for future men of principle.**

IMPACT AT-A-GLANCE



Create programming for brothers nearing graduation and young alumni to reinforce the value of the Fraternity during the transition to their professional lives



Launch a professional mentoring program for collegiate and alumni members



Invest in a digital networking platform to virtually connect all Beta brothers



Enhance programs and resources to support Beta's alumni associations



REQUIRED INVESTMENT
\$5.8 million

Realized through a combination of unrestricted gifts to launch new programs and endowment gifts to sustain them over the long term.



Epitomizing their chapter motto, "We seek the height," the Beta Spirit is alive and well at the University of Denver.

BUILDING THE BRIDGE THROUGH...

"Each of the initiatives not only have merit, but they are essential to the Beta experience given the current climate, enrollment trends and needs of our students and alumni."

– Beta Alumnus During Campaign Feasibility Study

THE BUILD THE BRIDGE CAMPAIGN



The future of Beta Theta Pi requires boldness in addressing the Fraternity's immediate needs. The Build the Bridge Campaign not only satisfies those needs but builds upon current strengths to continue developing men of principle.

Remember the ways in which Beta has enriched your life through the guidance of those who preceded you. We have a responsibility to invest in our Fraternity's ability to shape the lives of our members. Your commitment to Beta will provide men with bonds of friendship, resources and once-in-a-lifetime opportunities that propel them as leaders of our ever-changing communities.



High Point Betas celebrate their all-time largest new member class since the chapter's establishment in 2012.



REQUIRED INVESTMENT

Making the Beta Experience
Affordable and Accessible

\$13.0 MILLION

Ensuring Brothers
Are Brothers for Life

\$5.8 MILLION

Beta Leadership Fund
Ongoing Needs (over five years)

\$6.4 MILLION

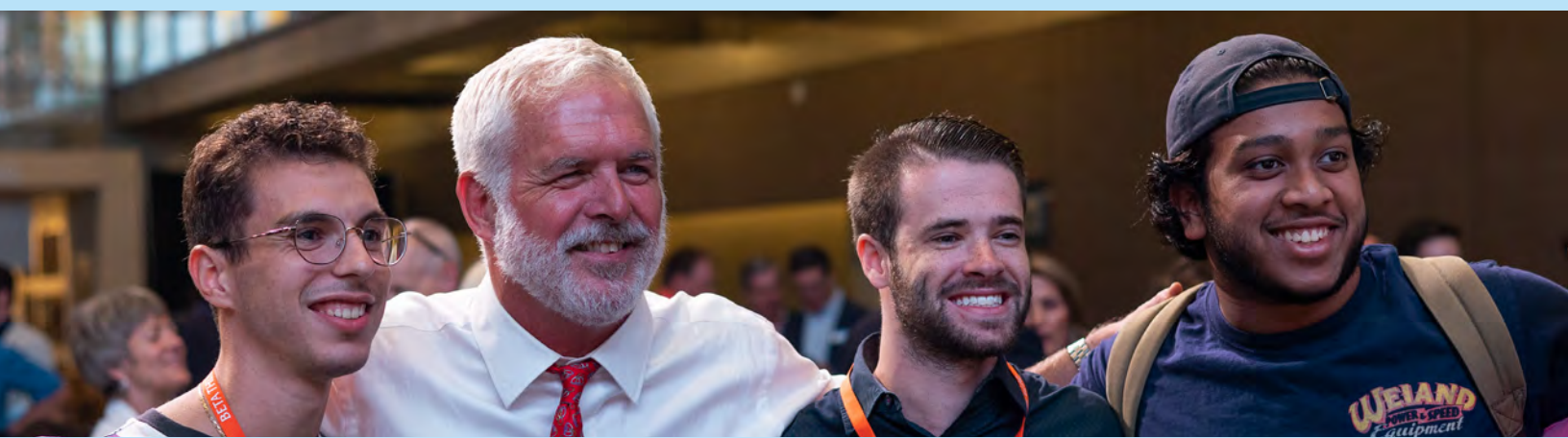
TOTAL NEED

\$25.2 MILLION



developing men of principle for a principled life

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THE BRIDGE BUILDER

by Miss Will Allen Dromgoole

An old man going a lone highway,
Came in the evening, cold and gray,
To a chasm vast, both deep and wide,
Through which was flowing a sullen tide.
The old man crossed in the twilight dim;
The swollen stream was as naught to him;
But he stopped when safe on the farther side,
And built a bridge to span the tide.

"Old man," said a fellow pilgrim near,
"You are wasting your strength in labor here;
Your journey will end with the closing day,
You never again will pass this way.
You've crossed the chasm deep and wide.
Why build you this bridge at eventide?"

The laborer lifted his old gray head,
"Good friend, in the path I have come," he said,
"There followeth after me today
A youth whose feet must pass this way.
This chasm which has been naught to me,
To that young man may a pitfall be.
He, too, must cross in the twilight dim.
Good friend, I am building this bridge for him."

Above: Grammy-winning Songwriter and Oxford Cup Honoree Rivers Rutherford, Mississippi '89, embraces The College of New Jersey Betas during the 183rd General Convention.

