



FOR IMMEDIATE RELEASE

Phi Gamma Delta and Columns Fundraising are pleased to announce our new partnership. On recommendation of 1848 Housing, the Archons have designated Columns Fundraising as Phi Gamma Delta's preferred fundraising company. Columns is one of the leading providers in the Greek fundraising industry and has a successful track record of working with Phi Gamma Delta house corporations, and those other national fraternities and sororities.

"The days of do-it-yourself fundraising is pretty much a thing of the past," says Steve Bocher, Chairman of 1848 Housing. "I am not sure if it is the competition for giving or the increased magnitude of what needs to be raised but trying to do this on your own is not prudent." As with all of our preferred vendors, house corporations are not required to use Columns Fundraising, but if they are interested in looking into this type of service Columns is who we are directing that our house corporations first contact.

"Whether you are raising several hundreds of thousands or millions of dollars, we know that you cannot get this done by assuming everyone in the chapter will pitch in an equal fraction of the amount to reach the total. It is proven that this almost never works! In fact, experience suggests that a handful of brothers will contribute the vast majority of the funds and that the "ask" requires careful and professional handling" adds Bocher.

"A successful fundraising program does not happen overnight and will typically take 18 – 24 months or more, depending upon volunteer involvement," says Mark Wilkison (Vermont '83), Principal & Partner of Columns Fundraising." "The process begins by testing potential graduate support with the implementation of a feasibility study. We conduct personal interviews with a carefully-selected group of brothers and survey a larger audience in order to ascertain their perceptions about your chapter. We aggregate the information gleaned from these confidential interviews, along with survey responses, to determine the probability of a successful campaign. The result of this initial step is a Feasibility Study Report which gives your house corporation a precise understanding of exactly how your graduates perceive the relevance and importance of the proposed project. And then if everything looks good, the hard work of raising the funds starts!"

The reality of fundraising for renovation or rebuilding projects in Phi Gamma Delta is not a question of if, but when, for our house corporations. Understanding the timing and complexity of doing this successfully is critically important to Phi Gamma Delta which is why we have identified Columns Fundraising as one of the best in class providers. Even if you think your needs are several years out, we

encourage you to connect with Columns now so that you can insure that you have a good foundation when you need to conduct your campaign.

Information about Columns Fundraising and the services they offer can be found at www.columnsfundraising.com.

If you would like further information on their services please contact:

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1848 Housing is committed to helping Phi Gamma Delta pursue housing excellence. Please visit our www.phigam.org/housing for information and resources on housing-related topics.