

**Thirteen years later ...  
you continue to answer the call.**

Dear Brother Sample,  
Thank you for your commitment to the betterment of Beta Theta Pi!  
I commend your courage to lead as a generous contributor to the development of more men of principle.  
You are furthering our mission to educate and engage every Beta in a lifelong pursuit of personal excellence.  
**We are, first and foremost, a family of true brothers ready to answer Beta's call.**  
In the coming months, we hope you will say "Yes" to generously supporting the 2018-19 Beta Leadership Fund.  
Yours in \_\_\_\_kai\_\_\_\_,  
Jonathan J. Brant, Miami '75  
Director, Beta Theta Pi Foundation

800.800.BETA | beta.org/gift

**BETA THETA PI  
FOUNDATION**  
Brennan Hall | 5134 Bonham Road  
PO Box 6277 | Oxford, Ohio 45056

Nonprofit Org.  
U.S. Postage  
**PAID**  
WDI

is new.

**BETA THETA PI  
FOUNDATION**  
418945  
**Yes, I'll add a personalized brick to the beautiful walkway on the grounds of the Beta Theta Pi Foundation and Administrative Office in time for the 175th General Convention!**  
☐ \$250.00 (order form is enclosed)  
**Here's my gift to the 2013-14 Beta Leadership Fund to develop more men of principle for a principled life!**  
☐ \$\_\_\_\_\_ 2013-14 BLF gift  
From the parent of:  
John Q. Sample

☐ I have enclosed a check made payable to **Beta Theta Pi Foundation.**  
☐ Please charge my gift of \$\_\_\_\_\_ to:  
☐ VISA ☐ MasterCard ☐ American Express ☐ Discover  
Account No. \_\_\_\_\_ Security Code \_\_\_\_\_  
Expiration Date \_\_\_\_\_  
Signature \_\_\_\_\_  
☐ My employer has a matching gift program (form enclosed).  
☐ I have remembered the Beta Theta Pi Foundation in my will.  
☐ Please send me information on estate planning and other methods of charitable giving to Beta Theta Pi.  
**SAVE A STAMP**—make your donation online at [www.betathetapi.org/gift](http://www.betathetapi.org/gift)  
Gifts to the Beta Theta Pi Foundation are tax-deductible to the extent allowed by law. No goods or services have been provided.

294-0021  
PO Box 6277 | 800.800.BETA | 513.523.7591 | [www.betathetapi.org](http://www.betathetapi.org)

**BETA THETA PI  
FOUNDATION**  
C000001

October 14, 2013

To the parent of:  
John Q. Sample  
Gabriel Group  
3190 Rider Trail South  
Earth City, MO 63045

Dear Beta Parent,

We are honored to write you with news about what we believe will be heralded as a historic year in Beta Theta Pi's long and distinguished history. John Jr's fraternity is observing the 175th anniversary of its founding!

If your son has never had the opportunity to attend a Beta Convention, none promises to match the size and scope of our 175th, set to commence August 7, 2014, at our Miami University birthplace in Oxford, Ohio. It is my hope he'll join the numerous Eta Zeta chapter brothers expected to attend. Once there, he'll have the opportunity to meet and connect with hundreds more Betas — of all ages and from every walk of life — who are joining us for ....

Whether or not he can be there in person, you can ensure he'll be there in spirit by reserving his personalized, commemorative Beta brick as described herein.

This is a gift he'll remember forever, one that will mark the legacy of his Beta journey. The handsome paver will be etched with your son's name, chapter and roll number, then installed in the Eta Zeta section on the grounds of Beta Theta Pi's Foundation and Administrative Office in Oxford, Ohio.


At the same time, your dollars go to work for the Beta Leadership Fund, the annual appeal responsible for developing men of principle through award-winning educational programs. These are the very same initiatives that have touched off a renaissance of academic and leadership achievements over the past decade. John Jr is a fortunate beneficiary of this measurable success at his own chapter!

Thank you for reserving his permanent place in the Beta Walkway and helping to fund those efforts that can fuel his achievement for a lifetime.

Gratefully yours,  
*Jonathan*  
Jonathan J. Brant, Miami '75  
Director—Beta Theta Pi Foundation

P.S. Beta Theta Pi is not just for four years! For countless alumni, it profoundly influence their path — for life! Thanks for support!

Brennan Hall | 5134 Bonham Road | PO Box 6277 | Oxford, Ohio 45056 | 800.800.BETA



**Commemorative Brick Order Form**

With a gift of \$350 to the Beta Leadership Fund, you will secure your place in Beta history with an engraved, commemorative brick placed in your chapter's section of the walkway at the beautiful Beta Theta Pi Foundation and Administrative Office.

**CONTACT INFORMATION**  
Name \_\_\_\_\_  
Spouse \_\_\_\_\_  
School & Grad Year \_\_\_\_\_  
Address \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
City \_\_\_\_\_  
Home Phone \_\_\_\_\_  
Mobile Phone \_\_\_\_\_ Work Phone \_\_\_\_\_  
Email \_\_\_\_\_

**PAYMENT DETAILS**  
☐ One-time payment of \$350 ☐ Three monthly installments of \$116.67

**PAYMENT METHOD**  
☐ Check (enclosed)  
☐ Credit Card (details below)  
☐ American Express ☐ MasterCard ☐ VISA ☐ Discover  
Account Number \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_/\_\_\_\_  
Security Code \_\_\_\_\_  
(3 to 4 digit code from front or back of card) Signature \_\_\_\_\_

**BRICK ENGRAVING**  
You may use up to 15 characters (including spaces) on each line:  
First Name and Initial(s) \_\_\_\_\_  
Last Name \_\_\_\_\_  
Beta will include a third line on the brick that will include your chapter's Greek letters, roll number and year of graduation.

**BETA LEADERSHIP FUND**  
The Beta Leadership Fund (BLF) is the annual fund of the Foundation, which supports Beta's award-winning leadership programs and the internationally acclaimed Men of Principle initiative.

Beta Theta Pi Foundation and Administrative Office  
Brennan Hall | 5134 Bonham Road | Oxford, Ohio 45056 | 800.800.BETA

71347-192



**OTHERS BEFORE SELF**

"Charles Dickens once said, 'No one is useless in this world who lightens the burdens of another.' When applying this insightful quote to my life, it's the motivation to go out and help others in need. In turn, I develop myself and who I strive to be as a millennial, college student and a Beta brother. Having this mindset exposes the power of extra-ordinary self-sacrifice and giving of oneself. It is an extremely significant idea to proactively put others first..."

Steven Repas,  
Ohio State '17  
Loving Cup Luncheon  
Speaker at the 176th  
General Convention

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Brennan Hall | 5134 Bonham Road  
PO Box 6277 | Oxford, Ohio 45056

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St. Louis, MO  
Permit No. 1018

**3 Give young Betas life-changing experiences**



**BETA THETA PI  
FOUNDATION**

Beta Theta Pi boasts one of the largest and most successful development programs within the Greek community. As part of Beta Theta Pi's fundraising "personnel" for over 20 years, Gabriel Group serves as an extension of their Foundation staff and represents one of the longest serving and most experienced members of the Foundation team. By serving in this capacity, Gabriel Group has freed up and continues to free up valuable staff time to cultivate and solicit major and planned gifts while also increasing Annual Fund revenue.

**We've put a lot of stock in their future.**

(Here's your chance to do the same.)

**BETA THETA PI  
FOUNDATION**

Tax ID Number  
80-0296934

**Contacts:**  
**Jonathan Brant**  
Director

**Ryan King**  
Director of  
Advancement

**Laura Lednik**  
Director of Development

**Joe Budde**  
Director of Business  
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Merrill Lynch,  
800.456.6416 or  
513.792.1180

Beta Theta Pi Foundation  
5134 Bonham Road  
P.O. Box 6277  
Oxford, OH 45056  
800.800.2382  
FAX 513.523.2381  
[beta@beta.org](mailto:beta@beta.org)

aimed at developing men of principle, we've placed a lot of stock in their future.

Every time you make a gift benefiting our young successors, you do the same.

Transferring appreciated securities makes sound financial sense within your plan to support the Beta Leadership Fund, and now is the perfect time to consider such a contribution. Members of the Foundation staff are happy to talk with you personally about these opportunities. Just give us a call at 800.800.BETA (2382). We're eager to take your call and answer any questions you may have.

Giving back is one of the best ways we earn our badge every day.

Yours in \_\_\_\_kai\_\_\_\_,  
*Jonathan*  
Jonathan J. Brant, Miami '75  
Director — Beta Theta Pi Foundation

P.S. It's safe, easy and fast to transfer securities to Beta Theta Pi Foundation. All the information you need to complete the transaction is at the right.

developing men of principle for a principled life



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FOUNDATION**  
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John Q. Sample  
Gabriel Group  
3190 Rider Trail South  
Earth City, MO 63045-1518

Mark your son's permanent place in Beta history with a gift he'll never forget!