



# PIKE FOUNDATION

THE

COURAGE TO BE MORE

CAMPAIGN

# COURAGE TO BE MORE

YOU Transform PIKE



PIKE Transforms Men



PIKES Transform the World



# CASE FOR SUPPORT

Since 1868, Pi Kappa Alpha has transformed the lives of numerous men, including you. Today, more than ever, men desire the fraternal experience. Unfortunately, some men are struggling and fraternities are under fire.

We have a bold plan that requires the *Courage To Be More*, focusing on:

**Leadership Development**  
**Lifelong Fraternal Experience**  
**Health & Safety**

Over 90% of the Fraternity experience is funded by our undergraduates. Your support is needed to alleviate the financial burden from our student members.

Join us to transform the Fraternity, the lives of countless men, and you!



# ONCE A PIKE

Pi Kappa Alpha was an amazing college experience for most of us. Some of our fondest memories and favorite stories can be traced back to the Fraternity and our brothers.

For some, it may feel like we've moved on and the Fraternity is no longer relevant. But if we dig deeper and reflect upon life's journey, the relationships, skills and values inherent in the Fraternity have a profound and enduring impact to this day.

Some of our closest friends are Pikes, and the social skills we learned in college are still used today in building new relationships.



# ALWAYS A PIKE

For many, a chapter brother or an alum served as a mentor or guiding beacon, that led to a job or business connection. The leadership skills you practice today were first influenced by the group of 18 to 22 year-old men who supported you as you took a leadership role among your peers for the first time.

*The enduring Fraternity values of friendship, love, and truth are engrained in the man you are today.*

So, while you may not regularly return to your college or chapter house, the essence of Pi Kappa Alpha has been with you all along and is still alive in your life today.



*Lifelong Friends*



*Mentors*



*Leadership Development*

# OUR BROTHERS TODAY

Just like your fraternity experience, right now, 15,000 young men on over 200 college campuses, are creating their memories and stories.

They are developing lifelong friendships, seeking out role models and mentors, learning leadership skills, and surrounding themselves with men of high standards who will shape their values in a profound and lasting way.

**Unfortunately, the anti-fraternity narrative continues within the mainstream media, and our very existence is being called into question.**



# ARE UNDER ATTACK

The hazing, substance abuse, and sexual violence that plague college campuses and headline national news and criminal lawsuits also closes a record number of chapters and, in some cases, ruins lives.

All the while, many men are struggling with mental health and addictions. Statistically, you likely know at least one man who's lost his life to suicide or addiction.

There is a void of male role models and a lacking support network for young men.

***Some men are struggling - at risk of being left behind - and are in desperate need of solutions.***





# THERE IS HOPE

On the contrary, numerous studies prove that:

- Fraternity men are more prepared for success in college and beyond
- Fraternity men create lifelong connections
- Fraternity men report stronger mental health and wellness

#### *\*Studies Referenced*

- *Fraternities & Values of Single Sex Experience, UT-PERC, 2021*
- *The Greek Experience Revisited, PIKE, 2020*
- *Perspectives on Fraternity and Sorority Life; Positive Youth Development, Everfi, 2021*
- *Fraternities and Sororities: Experiences and Outcomes in College, Work and Life, Gallup, 2021*
- *Mental Health and Wellness for Fraternity and Sorority Members; Biddix, Assalone and Grace, 2020*
- *Greek Values and Attitudes: A Comparison with Independents; Baier and Whipple, 2020*
- *Pi Kappa Alpha Connell Research Study, 2020*



# WE HAVE A PLAN

Young men need a great fraternity now more than ever. PIKE has a bold plan to be that Fraternity, but it will require the *Courage To Be More* and a strategic investment in three pivotal areas:



Leadership Development



Lifelong Fraternal Experience



Health & Safety



# LEADERSHIP DEVELOPMENT

We will implement best practices in chapter operations as well as personal and professional development, which will be deployed through chapter-based experiential learning, PIKE University conferences, and personalized educational pathways.

## **PIKE University Leadership Development Conferences**

- Fund 11 men minimum per chapter to attend conferences annually
- Increase access from 25% to 50% of the membership annually
- Create a consistent PIKE experience and brand throughout North America through enhanced operational excellence and chapter performance standards

## **True PIKE Experience Membership Development Program**

- Expand digital Learning Management System (LMS) access to 100% of our membership
- Launch robust personal and professional development curriculum from best-in-class content providers
- Create values-based leadership training to develop our men into the best version of themselves

**FUNDING NEEDS: \$10,000,000**



# LIFELONG FRATERNAL EXPERIENCE

We will provide resources and support for alumni volunteers, and continued opportunities for your involvement in mentoring, career connectivity, and fostering lifelong friendships.

## **Alumni Involvement**

- Ensure 100% of our chapters have an alumni advisory board, alumni association, and where applicable a house corporation, and have necessary volunteer training resources
- Provide all undergraduate members and alumni with an opportunity for one-on-one mentoring
- Launch a professional networking platform to facilitate business connections, career opportunities, and alumni events

## **Alumni Communications**

- Increase *Shield & Diamond* magazine circulation from just 10% to 50% of our alumni
- Launch professional, chapter-based newsletters for every chapter
- Preserve and protect the Fraternity's history and artifacts for generations to come, while increasing access and awareness of our founding values

**FUNDING NEEDS: \$10,000,000**



# HEALTH & SAFETY

We will boldly address hazing and risk management issues that cause chapter closures. We will aid our members in living a healthy life by prioritizing their mental health, preventing substance misuse/addictions, and eradicating sexual violence. We will train our men on bystander/upstander intervention to foster accountability and living their oath to be their brother's keeper.

## **Individual Health, Wellness & Safety**

- Provide resources and support to combat the mental health and addictions crisis
- Educate and empower our members on conflict resolution
- Foster interpersonal relationships that promote brotherhood and the development into healthy men

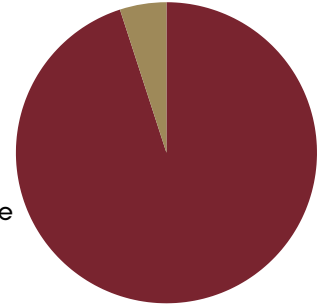
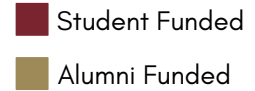
## **Chapter Risk Management**

- Eradicate hazing so that ZERO chapters are closed for improper conduct
- Create a culture of health and safety to limit risky behaviors
- Educate and train 100% of our members on upstander intervention and accountability to promote being their brother's keeper

**FUNDING NEEDS: \$10,000,000**



# BUILDING A STRONGER FOUNDATION TOGETHER



*Over 90% of the fraternity experience is funded by our undergraduates.*

This results in increased dues and fees to launch new programs and initiatives. While Pi Kappa Alpha is a first-tier International Fraternity, based solely on dollars raised, we've historically been a second-tier Foundation. **The time for change is now.**

Our peer fraternities raise significantly more dollars from their alumni than PIKE. We need to drastically elevate our support to remain competitive and to implement this transformational plan without placing the financial burden on our undergraduate brothers.



# YOU ARE NEEDED!

Pi Kappa Alpha is uniquely positioned to develop young men into their best versions and poised to deliver the premier fraternity experience at your chapter and across our 200+ campuses.

With your support, this vision becomes a reality for PIKE.





## JOIN US!

For over 150 years PIKE has provided a transformational experience for you and the men who join our ranks. PIKE transforms men, they go on to transform the world. It's at the core of who we are.

A great fraternity is needed now, more than ever.

**Now is the time to live our founding values.  
Now is the time for *Courage To Be More!***

# FUNDING NEEDS

**\$30,000,000 FUNDRAISING GOAL**

GIFTS NEEDED	GIFT SIZE	PER YEAR/ 5-YRS	RANGE TOTAL
1	\$5,000,000	\$1,000,000	\$5,000,000
1	\$2,500,000	\$500,000	\$2,500,000
5	\$1,000,000	\$200,000	\$5,000,000
8	\$500,000	\$100,000	\$4,000,000
10	\$250,000	\$50,000	\$2,500,000
20	\$100,000	\$20,000	\$2,000,000
LEADERSHIP GIFTS			
50	\$50,000	\$10,000	\$2,500,000
100	\$25,000	\$5,000	\$2,500,000
150	\$10,000	\$2,000	\$1,500,000
500	\$5,000	\$1,000	\$2,500,000



# GIFT OPTIONS

Please consider making a three-pronged donation:

1. **President's Council:** Join at \$1,000 annually to support our ongoing operations and programs
2. **Campaign Gift:** Commit to a pledge spread over 5 years to launch these new strategic initiatives
3. **Planned Gift:** Include the Foundation in an estate gift to endow the future

*Donations can be made by check, credit card, ACH, stock, Donor Advised Funds, IRA RMD/QCD, real estate/vehicles, cryptocurrency, corporate matching gifts, will/bequests, and trusts.*

***Go to [www.pikes.org/Campaign](http://www.pikes.org/Campaign) or scan the QR code to explore available options.***



**PI KAPPA ALPHA  
FOUNDATION**

8347 West Range Cove | Memphis, TN 38125

901.748.1868 | [Foundation@pikes.org](mailto:Foundation@pikes.org)

