



# IGNITE THE CHARGE

## THE CAMPAIGN FOR DU'S FUTURE

When young men hear **THE CHARGE** given during Initiation, we **IGNITE** their passion for Delta Upsilon and our Four Founding Principles. It is time to forever ensure Friendship, Character, Culture and Justice advance our men, our Fraternity and our world.

# A PROVEN TRACK RECORD

The last 15 years represent one of the most remarkable periods in Delta Upsilon's history. At a time when some questioned the relevance of the college fraternity, our progress in membership, academics, leadership development and alumni support has solidified North America's oldest non-secret Fraternity as *the premier brotherhood experience for college men*.

Through years of cutting-edge leadership programming, increased local chapter support, and bold *Building Better Men* initiatives, Delta Upsilon has seen an indisputable rise to prominence. Although our organizational progress has been impressive, the crowning achievement of the last 15 years has been our undergraduates' undying loyalty to DU's Four Founding Principles. **Friendship, Character, Culture and Justice** are the ideals that our men, our Fraternity and our world need now more than ever.

2006	DU'S PROGRESS →	2021
28 men	Average DU chapter size	51 men
2.97	DU Fraternity-wide GPA	3.27
5 men	Educational program participants per chapter	12 men
\$393	Average gift to the DU Educational Foundation	\$733

## WHY THIS CAMPAIGN?



**INDIVIDUAL DEVELOPMENT** – Our members cite their individual growth and development as a major benefit of the DU experience, but currently only 38% of costs for our developmental programming are being funded by the DUEF. This is putting significant financial strain on the backs of undergraduates and local DU chapters every year, and lack of funding is often why young DUs don't take advantage of the critical educational programs and resources being offered.

**CHAPTER ENHANCEMENT** – It is clear our programs and initiatives—which are rooted in DU's Founding Principles—make our local chapters better when fully utilized. Our best DU chapters send 30+ students to programs annually and utilize all *Building Better Men* resources. However, DU currently only averages 12 program participants per chapter. A thriving Delta Upsilon in the future begins with a commitment to supporting students and volunteers at the local level.



**FRATERNAL RELEVANCE & INNOVATION** – Today's students are hungry for a collegiate experience that affords them authentic friendships and opportunities for growth—qualities rarely found in the typical classroom. Solidifying DU as a vital collegiate experience requires significant investment to evolve our current programming and to develop new initiatives that will ensure our founding ideals nurture and inspire the college men of tomorrow.





# IGNITE THE CHARGE

## I. THE CHARGE OF ...

### INDIVIDUAL DEVELOPMENT - \$2.4 MILLION

The hallmark of the Fraternity's *Building Better Men* mission is our ongoing investment in the hearts and minds of our undergraduates. Every year, bright and capable young men aspire to attend our award-winning educational programs, which are rooted in DU's Four Founding Principles and proven leadership development curriculum.

#### \$2.4 MILLION WILL **IGNITE THE CHARGE OF INDIVIDUAL DEVELOPMENT** BY:

- ✦ Funding the annual Presidents Academy for all DU Chapter Presidents.
- ✦ Launching a second session of the Delta Upsilon Emerging Leadership Experience (DUEL) at Williams College.
- ✦ Creating an ongoing member development program with local chapter activities, self-paced exploration, and online education sessions using modern technology.
- ✦ Funding 1,500+ educational program experiences annually, which removes the financial burden on local chapters and undergraduates.



## II. THE CHARGE OF...

### CHAPTER ENHANCEMENT - \$2.3 MILLION

Many DU educational programs are offered throughout North America, but this campaign will bring more of our *Building Better Men* resources to the local chapter level. Building a thriving DU chapter requires regional Executive Board training, ongoing volunteer coaching and annual chapter retreats designed specifically to meet local needs.

#### \$2.3 MILLION WILL **IGNITE THE CHARGE OF CHAPTER ENHANCEMENT** BY:

- ✦ Establishing an endowment to ensure 25 DU chapters receive customized Building Better Men Retreats each year.
- ✦ Funding scholarships for five Regional Leadership Academies benefiting all individual chapter officers and executive committees, annually.
- ✦ Ensuring local chapter advisors learn effective coaching and operational best-practices at the Advisors Academy.
- ✦ Launching Chapter Legacy Plans to allow alumni to endow 15 or more educational program scholarships exclusively for their DU chapter.



### III. THE CHARGE OF ...

## FRATERNAL RELEVANCE & INNOVATION - \$1.3 MILLION

Solidifying Delta Upsilon as a relevant and innovative organization in the decades ahead requires both the evolution of our current *Building Better Men* resources and the execution of forward-thinking research and initiatives. The vitality of the college fraternity hinges on DU and like-minded organizations that prove to the world we are meeting the needs of college men in unmatched ways.



### \$1.3 MILLION WILL **IGNITE THE CHARGE OF FRATERNAL RELEVANCE & INNOVATION** BY:

- Launching a new Senior Leadership Experience for undergraduate seniors and distinguished DU alumni focused on professional development and career coaching.
- Funding three years of the DYAD Membership Outcomes Assessment, which measures DU's educational programming and undergraduate behaviors, values and problem-solving skills.
- Ensuring Delta Upsilon serves as a leader within the North-American Interfraternity Conference (NIC) through ongoing advocacy and research initiatives.
- Investing in modern technologies that enhance our programs and provide local chapters with online coaching and ongoing developmental webinars.

"Now more than ever, our world needs leaders committed to Friendship, Character, Culture and Justice. This campaign will develop our undergraduates, enhance our chapters and solidify our relevance as the premier experience for college men. I hope you are a part of Delta Upsilon's next historic chapter."

E. Bruce McKinney, Missouri '74  
**Ignite The Charge Campaign Chairman**



# CAMPAIGN GOAL: \$6 MILLION

## CAMPAIGN SUMMARY - BY THE NUMBERS

CAMPAIGN PRIORITIES	IMMEDIATE FUNDS	ENDOWMENT FUNDS	ESTATE GIFTS FOR THE FUTURE	CAMPAIGN TOTALS BY PRIORITY
Individual Development	\$500,000	\$1,500,000	\$400,000	\$2,400,000
Chapter Enhancement	\$632,840	\$1,250,000	\$376,568	\$2,259,408
Fraternal Relevance & Innovation	\$1,118,000		\$223,600	\$1,341,600
Campaign Totals by Fund Type	\$2,250,840	\$2,750,000	\$1,000,168	\$6,001,008

# BUILDING BETTER MEN YEAR-ROUND

"**Amplify DU** really prepared me to help the chapter navigate recruitment to start the school year. Having an ongoing coach was critical in keeping recruitment top of mind."

Randy Manzano  
Arlington '23



"As a young alumnus, I now realize how lucky I was to attend **Presidents Academy**, which taught me the skills I needed to be a better leader in my chapter, on my campus and now in my professional career."

Tyler Vasquez-Dorn  
Rochester '17



"The **Leadership Institute** helped me realize the monumental impact DU is having on my life and the many DU role models I can learn from."

Shivam Vadalia  
South Carolina '24

ANNUAL GOAL =  
1,500 PROGRAM GRADUATES

62%  
FUNDING  
GAP

930 program  
scholarships  
needed

38%

570 program  
scholarships  
currently  
available



"The communication skills I learned at the **Regional Leadership Academy** gave me confidence and allowed me to grow both personally and professionally."

Patrick Ervin  
Maryland '21



"I am thankful for the opportunity to attend the **Undergraduate Interfraternity Institute**, which inspired me to connect with other fraternal organizations and to explore other campus leadership positions."

David Rios  
Iowa State '21



"The **Emerging Leaders Experience (DUEL)** gave me the opportunity to improve myself by learning more about our Four Founding Principles. I wish all alumni knew how invaluable this experience was for me."

Gabe Goodspeed  
San Jose '23



"The **Building Better Men Retreat** helped in assessing the chapter's strengths and weaknesses and empowered each member to play an active role in preserving our DU brotherhood."

Dan Ladendorf  
Indiana '83  
Indiana Chapter Advisor



**"Our past is secure ...**



**... Our future depends on our vigilance."**

Rite II, Delta Upsilon Ritual

## **WANT TO HELP OR LEARN MORE?**

The Delta Upsilon Educational Foundation staff is eager to work with you to discuss your charitable interests and structure your gift to the Ignite The Charge Campaign. Please contact the International Fraternity Headquarters at (317) 875-8900 or a member of the DUEF staff to learn more.



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**DELTA UPSILON**  
INTERNATIONAL FRATERNITY

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## IGNITE THE CHARGE

THE CAMPAIGN FOR DU'S FUTURE

# Donor Pledge Form

### Contact Information

Full Name

Chapter and Graduation Year

Address

City

State/  
Province

Zip/Postal Code

Cell Phone

Home Phone

Email

\_\_\_\_\_ Please include me on various DUEF cultivation, solicitation and stewardship outreach throughout the duration of my pledge to the campaign.

\_\_\_\_\_ Please remove me from any solicitations from the DUEF until my pledge to the campaign is fulfilled.

I join other DUs, parents and friends in *Building Better Men* by expressing my intent to support the Ignite The Charge Campaign with a collective cash, stock and/or estate gift totaling:

\$\_\_\_\_\_.

My collective gift will be fulfilled as follows:

☐ One time gift of \$\_\_\_\_\_ on \_\_\_\_\_.

☐ Multi-year gift beginning on \_\_\_\_\_ to be paid as follows:

\$\_\_\_\_\_ in year 1

\$\_\_\_\_\_ in year 2

\$\_\_\_\_\_ in year 3

\$\_\_\_\_\_ in year 4

\$\_\_\_\_\_ in year 5

Please send reminders or charge my credit card:

☐ Annually ☐ Quarterly ☐ Monthly

Card # \_\_\_\_\_

Exp. \_\_\_\_\_ CVV# \_\_\_\_\_

☐ Estate gift valued at \$\_\_\_\_\_.  
(Provide estate gift details on reverse)

Additional gift terms: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_



### Gift Confirmation

Signed this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_

Donor Name (please print)

Donor Signature

**"Our past is secure;  
Our future depends on our vigilance."**  
Rite II, Delta Upsilon Ritual

# IGNITE THE CHARGE CAMPAIGN

## Estate Gift Details



I have made a provision for the Delta Upsilon Educational Foundation in my estate plans through the following gift type:

- |   |  |
|---|--|
| <input type="checkbox"/> Bequest through my will or trust                       | <input type="checkbox"/> Bequest of retirement plan assets                   |
| <input type="checkbox"/> As the beneficiary or owner of a life insurance policy | <input type="checkbox"/> Charitable remainder trust or lead trust            |
| <input type="checkbox"/> Living revocable trust                                 | <input type="checkbox"/> Remainder interest of a residence, land or business |
| <input type="checkbox"/> Other : _____  |  |

The value of my estate gift is a set dollar amount of \$\_\_\_\_\_.

Or...

The value of my estate gift is expressed as \_\_\_\_\_% of my entire estate or \_\_\_\_\_% of the gift type selected above. The current estimated value of this percentage is \$\_\_\_\_\_.

Below is suggested language for crafting a planned gift in your will or estate plans:

"I give, devise and bequest to the Delta Upsilon Educational Foundation, 8705 Founders Road, Indianapolis, IN 46268, the sum of \$\_\_\_\_\_ or \_\_\_\_\_% percentage of my estate."

We appreciate receiving a copy of any relevant documents mentioning the Delta Upsilon Educational Foundation as part of your estate plans. Please mail this form and all documentation to the Delta Upsilon Educational Foundation to ensure we properly steward your fully tax-deductible legacy gift.



### Questions?

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