

2024 - 2027 STRATEGIC PLAN

DELTA TAU DELTA FRATERNITY & EDUCATIONAL FOUNDATION





OUR ASPIRATION

OUR ASPIRATION

We will transform Delta Tau Delta by becoming a **top three** chapter on **every campus**. Then, we will expand the influence of our Mission by building an **unequaled lifelong membership model**.

FIRST AMONG EQUALS

We will establish our organization as a top three chapter on every campus by focusing on exceptional service, chapter development, and membership growth. We will be the smartest, the biggest, and the most respected organization on every campus we have a chapter.

We will build alumni networks and interactions for a lifelong Delt experience beyond college, fostering professional connections and opportunities for alumni to give back.

LIFELONG EXPERIENCE

BRIDGE TO THE FUTURE

We will build the capacity for our bold vision. We will create the largest giving pipeline in our industry. We will passionately engage alumni to leverage their time and talent. We will build the largest and most skilled Delt alumni network. Ours will become the premier intergenerational space for men.

OUR ASPIRATION

We will transform Delta Tau Delta by becoming a top three chapter on every campus. Then, we will expand the influence of our Mission by building an unequalled lifelong membership model.

OUR TARGET & SCOPE

Customers: Chapters, lifelong members

Geography: National with regional customization

Service: Intergenerational mentorship, chapter business planning, best practice creation, identification of highest performers

Channels: Regional governors, chapter advisors, chapter consultants, social media, national support

Structure: Unified enterprise



HOW WE PLAN TO WIN

Differentiate through:

- The excellence and consistency of our chapters
- Other organizations will envy the lifelong commitment of our members
- Empower each individual to build a legacy through advancement and fundraising



HOW WE PLAN TO WIN

HOW WE PLAN TO WIN

ACHIEVE TOP THREE CHAPTER ON EVERY CAMPUS

Achieve top three in chapter GPA; achieve top three in chapter membership size; earn leadership positions on local IFCs, student groups, and philanthropies. Exhibit exemplary operational and managerial effectiveness at each and every undergraduate and alumni chapter.

ENGAGE MEMBERS BEYOND GRADUATION

Implement a layered strategy to maintain Delt involvement post-graduation. Build geographically-based alumni associations, professional development/career resources, affinity groups, and volunteer opportunities.

EMPOWER LEGACY BUILDING

Create the largest giving pipeline in our industry. Passionately engage alumni to leverage their time and talent. Build the largest and most skilled alumni network. Become the premier intergenerational space for men.



OBJECTIVES

EXCEPTIONAL GROWTH

We are a growing organization. By **August 1, 2027**, Delta Tau Delta will grow to at least **10,000** undergraduate men. Now more than ever the world needs more Delts. Each new generation of Delts fortifies our collective future, and our future is **10,000** men strong.

We aim to:

- *Strengthen existing chapters through the Crescent Initiative, our recruitment support model*
- *Elevate Fraternity expansion and installation programs through reimagined processes and procedures*

EXCEPTIONAL CHAPTERS

Great members contribute to great chapters and great chapters contribute to great fraternities. For our Fraternity to be truly, we must emphasize member and chapter development. By **August 1, 2027**, at least half our chapters will be among the **top three** on their campus.

We aim to:

- *Grow our chapters to become top three on campus in membership size*
- *Support our chapters academically to achieve top three status*
- *Encourage our men to become actively involved in their communities*

PATHWAYS TO EXCELLENCE

Our oath calls us to a lifetime of membership in Delta Tau Delta. To uphold our obligation to our membership, Delta Tau Delta must take meaningful steps to provide an engaging and beneficial lifelong experience. Central to this concept is the formation of the Delta Tau Delta Alumni Association which will be delivered by **August 1, 2027**.

We aim to:

- *We will expand the number of recognized alumni chapters*
- *Our affinity groups will expand to increase avenues for engagement*
- *Our programmatic offerings will be enhanced to benefit Delts of all ages*

BRIDGE TO THE FUTURE

The future of Delta Tau Delta has always been forged by the preceding generation. We are called to provide for those who follow and are committed to making that promise a reality. We declare that by **August 1, 2027**, Delta Tau Delta will boast an unrivaled philanthropic program for giving and support.

We aim to:

- *Grow the Order of the C-- to at least 400 members annually*
- *Complete the preliminary work required to launch the next capital campaign*



OUR **TARGET** & SCOPE

OUR TARGET & SCOPE CHOICES

	Today	2026
Structure	<ul style="list-style-type: none"> • Fraternity • Foundation • National Housing Corporation 	Single Enterprise
Customers	<ul style="list-style-type: none"> • Male College Students • Alumni 	<ul style="list-style-type: none"> • Chapters • Lifelong Members
Geography	North America	<ul style="list-style-type: none"> • International: Identify improvement areas across the North America. • Regional: Acknowledge and adapt to different regional cultures.
Service	Four-year membership	<ul style="list-style-type: none"> • Mentorship Opportunities • Chapter Operational Planning • Best Practice Strategies • Alumni associations and affinity groups • Member legacy building
Channels	<ul style="list-style-type: none"> • In-person • Local Chapters • Digital • Print Publications 	<ul style="list-style-type: none"> • Regional Governors • Consultants • Social Media • National Support: Sending consultants to chapters twice annually
Key Partners	<ul style="list-style-type: none"> • Universities and Colleges • Alumni networks • Trade associations • FFE 	<ul style="list-style-type: none"> • Universities and Colleges • Alumni networks • Trade associations • FFE • Parents



© Delta Tau Delta Fraternity & Educational Foundation
Updated: May 2024