

THE CAMPAIGN FOR MU:
STOKING THE EMBERS TO PRESERVE THE FLAME





HONORING OUR PAST

The Mu Chapter of Delta Kappa Epsilon has a storied tradition dating back to 1856. From our founding to the present, our proud history speaks for itself through high academic achievement and leadership within Colgate University and beyond. With more than 1,000 living initiates, Mu Chapter has influenced the lives of numerous men, cultivating lasting friendships in the process. Many of our best college memories can be traced back to our DKE experience.

While our alumni have gone on to successful and distinguished careers in business, medicine, law, technology, and countless other endeavors, the common bond of our brotherhood remains, along with our shared principles and values.

Through Mu, we not only learned the importance of friendship, knowledge, service, morality, and excellence, but we acquired valuable assets: leadership skills, organizational skills, social skills, teamwork, and character. Oftentimes, these traits have been integral to our personal success and helped make us the men we are today.





A NEW ERA FOR MU

Since 1856, Mu of DKE has produced evidently great results in preparing young men for responsible, productive leadership positions within professional and public life. We have taken pride in thoughtfully nurturing our distinctive, founding principles that are so unique to Mu. Through three centuries, Mu has only changed in order to remain the same.

In 2004 Mu of DKE was confronted with perhaps the greatest challenge to its survival. We have persevered and weathered the storm, but we remain presented with significant challenges. We now have the opportunity to right our course. This can only be accomplished by **STOKING THE EMBERS TO PRESERVE THE FLAME**.

The first step in addressing this opportunity is to be precise, clear and intentional about what Mu DKE wishes to accomplish. The Mu of DKE Foundation and campaign board have developed a comprehensive strategic plan that builds on our strengths while addressing our challenges.

This campaign is meant to ensure Mu's future. Other fraternities have withered and died without active undergraduate chapters. Those fraternities may return in the future, but they will return as different organizations lacking the continuity of their unique traditions and ideals. If we fail in this endeavor, we will suffer a similar fate.

Our planning represents the analysis, discussion, and commitment of many engaged and motivated Mu alumni. It addresses the challenges we have identified and proposes appropriate solutions; some of the initiatives are already underway while certain goals may take years to accomplish. What is important is that we have created a specific blueprint that outlines our actions and a step-by-step plan to ensure Mu has a future. We need your help to **PRESERVE THE FLAME** for future generations of Dekes, and so we are **STOKING THE EMBERS**.

THE NEXT 160 YEARS

VISION

We recognize that Mu's fortunes are intimately tied to Colgate's future. We believe our alumni organization is a valuable member of the Colgate community and should have a recognized undergraduate chapter at the University. We make each other stronger. Our plan for the future is based on this foundational understanding of the relationship between Mu and Colgate.

MISSION

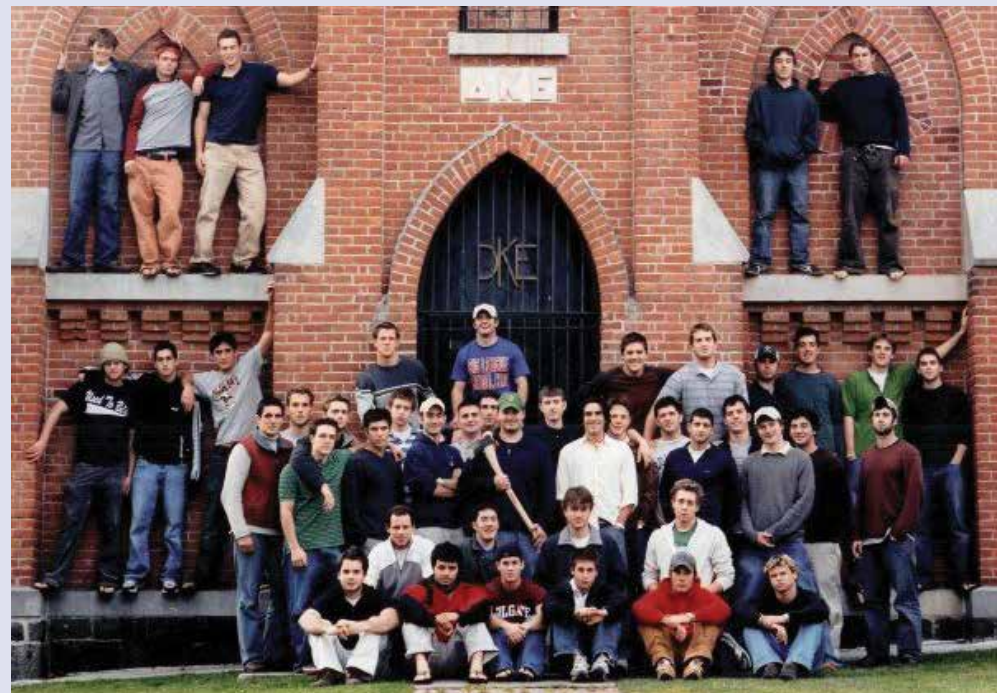
Our mission is to have an undergraduate chapter at Colgate that will share in our history, traditions, and the Mu experience. If our goal is to have an undergraduate chapter, we must maintain a strong and active alumni brotherhood that will be ready to support this undergraduate chapter when it returns to campus. If and when Colgate allows new fraternities to exist, we want Mu of DKE to have earned its place at the front of the line and have an alumni organization capable of supporting our undergraduate brothers as they deserve.

STRATEGIC ORIENTATION

Having a strong and active alumni brotherhood that is engaged with Mu and Colgate will help us accomplish our mission. We want to be the most engaged Colgate alumni organization in Hamilton and build goodwill throughout the community. In addition, our brotherhood will continue to grow because unaffiliated alumni will want to join an active, recognized Greek alumni organization that continues to live its values and connect its members to each other and to Colgate.

EXECUTION & IMPLEMENTATION

This integrated approach stresses involvement and responsibility, addressing all key facets of creating and sustaining a high-performing, values-driven fraternity that makes material contributions to its members, Colgate University, Hamilton, and the world. We aim to strengthen the understanding of our history to move forward and make good on our responsibility to future Dekes.



A PERMANENT AND PROMINENT PRESENCE

While the Mu of DKE experience is certainly more than the physical structure of the Temple, our sanctuary undoubtedly plays a significant role in the development of our brothers and as a proud symbol of our shared values and goals. The Temple is Mu's heart.

Built in 1877, the Temple has been a part of Mu's legacy for over 130 years and is showing her age. It has become clear that we must make a major investment in our Temple if we are to preserve our heritage. We have a shared responsibility to preserve our legacy and ensure the Temple continues to be a center of activity for our brotherhood.

The Mu of DKE Foundation has developed this strategic plan to address the long-term viability of Delta Kappa Epsilon on the Colgate University campus. The success of this campaign announces to the Colgate community that Mu of DKE is as strong as ever, a decade after losing recognition of our undergraduate chapter, and that we intend to be active and engaged members of the University community: we are in this for the long haul and will be here for the next 160 years.

PRESERVING OUR HISTORY

The emphasis of the Temple restoration and renovation will be placed on maintaining the historical integrity and architectural beauty of the Temple, while ensuring its security and providing a safe and comfortable location for future generations of brothers to study and meet once we have accomplished one of our ultimate goals of returning the undergraduate chapter to campus. Our plans are as follows.

TEMPLE RESTORATION AND RENOVATION

- Refurbish interior, including insulation, lighting, flooring, siding, and furniture
- Update facility to include restroom for local zoning compliance
- Security enhancements, including fence, outdoor lighting, and enhanced camera images available remotely
- Landscaping to complement new fence
- Organize historical documents for preservation, including digitized chapter documents available to brothers online, composite restoration through Vantine Studios, inventory historical documents and artifacts, and curate our historical collections for presentation in the Temple
- First stage of 30-year Temple Preservation Plan developed by Crawford & Stearns of Syracuse, New York

PROPERTY ENDOWMENT

- Provide funding for the capital maintenance and repair of facilities owned and/or supported by Mu of DKE
- Source of funding for potential future acquisitions
- Implementation of 30-year Temple Preservation Plan







LIVING OUR VALUES

As we preserve our past, drawing from it will ensure a glowing future. Scholarship and philanthropy have always been values promoted by our brotherhood and reinforced from one generation of Mu to the next. By recommitting ourselves to these values, we will be a stronger alumni organization with a dedicated purpose based on our founding principles.

The financial burdens of attending Colgate continue to spiral upward. The most recognizable sign of the increasing costs of education at Colgate is the 44% increase in tuition over the past 10 years. In addition, the costs of Greek membership are increasing. We believe in the value of our Mu experience and our Colgate education. We recognize that Mu's future is dependent on Colgate's success. With your help, the Mu of DKE Foundation aims to support the Colgate community as follows.

SCHOLARSHIP ENDOWMENT

- Academic scholarships to support Colgate students and recent Mu alumni
- Community project grants to individuals and groups for philanthropic endeavors in Hamilton, NY
- Greek scholarships to promote and support a strong Greek system at Colgate (e.g., scholarships to subsidize dues for Colgate women who would not otherwise be able to join recognized sororities or funding to support undergraduate educational programming for members of recognized Greek organizations)
- Members of the Colgate community will apply for scholarships through our website (www.mudke.org) and the scholarship committee of the Mu of DKE Foundation will recommend awards and recipients to be approved by the Foundation Board

Through the process of forming relationships and building goodwill by supporting Colgate students and the Hamilton community, we will also be strengthening our brotherhood and ensuring a unified and engaged alumni organization.

PROJECT COST

Temple Restoration and Renovation

\$700,000

Property Endowment

\$1,300,000

Scholarship Endowment

\$1,300,000

Total \$3,300,000

For preliminary discussion purposes only.

Subject to change.



INVESTING IN MU

You are the only one who can place a value on your DKE membership—on the lifelong friendships you made, on the development of your values and principles, and on the many ways Mu of DKE enhanced your life experiences. The brothers who came before made it possible for us to have this experience.

Each of us, simply by our presence, has contributed to the history of Mu. How appropriate then that each of our names be entered into its halls. Donors of \$25,000 and above will receive a commemorative plaque. Each alumnus who contributes \$5,000 or more will be recognized on a prominently displayed plaque in the Temple and will be recognized in campaign publications. All gifts will be recognized on www.mudke.org.

Because of the magnitude of our objectives and the consequences of failure, we are urging all brothers to consider major gifts to the campaign. To help donors make the largest gift possible, pledges may be spread over a five-year period. Gifts of securities are encouraged, as there are often significant tax advantages to the donor. For professional advice, please consult your tax advisor.

GIVING LEVELS

Glowing Embers	\$500,000 and above
Temple Guardians	\$250,000 to \$499,999
1856 Founders Circle	\$100,000 to \$249,999
LPM Club	\$50,000 to \$99,999
The Magic Names	\$25,000 to \$49,999
Jolly Good Fellows	\$10,000 to \$24,999
Sons of DKE	\$5,000 to \$9,999

Colgate University
13 Oak Drive, Hamilton, New York 13346-1398

Dear members of Mu of Delta Kappa Epsilon,

I hope this message finds you well. I am writing to you because you are a recognized alumni organization that Colgate considers very important to the university. Your membership's financial support and positive engagement with Colgate are critical to the university's success.

We are excited about The Campaign for Mu: Stoking the Embers to Preserve the Flame and the positive impact it will have on your organization and Colgate. We look forward to working with you to fortify your relationship with the university.

Best of luck with the campaign!



Timothy C. Mansfield
Associate Vice President of Advancement
& Director of Alumni Relations

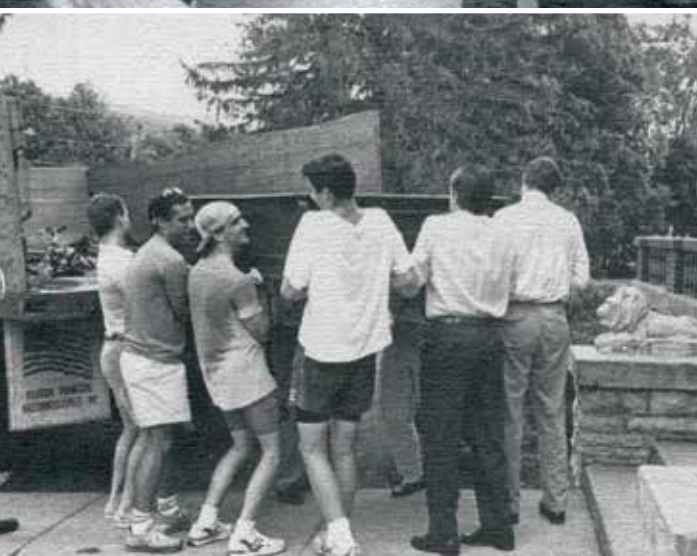
Office of Alumni Relations 315-228-7433
<http://www.colgate.edu/alumni>

CAMPAIGN BOARD

Chairman	Barry W. Ridings '74
Honorary Chairmen	John R. Wilson '52 Phil Wolfenden '74
Members	Bob Bestwick '78 Chuck Mason '91 Joe Vogler '09

FOUNDATION BOARD

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Vice Chairman	Cody Cowper '09
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Secretary	Mark R. Peck '91
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Temple Security	Zach Grobengieser '07
Fundraising	Eric Kramer '01
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WHO BUILDS FOR SELF, BUILDS ONLY FOR TODAY;
WHO BUILDS FOR LOVE, BUILDS FOR ETERNITY.