

Phi Delt 2030: Strategic Vision of the International Fraternity

Mission

To fulfill the principles of *The Bond* by providing our members a lifetime experience that allows each member to reach their own personal greatness.

Vision

To be recognized as the premier fraternal leadership development society in North America.

Values

Friendship, Sound Learning, and Rectitude.

Growth and Retention

Strategic Initiative

Execute strategies prioritizing the growth and retention of existing chapters and expanding new chapters.

Goals

- 1.1 Growth: Expand the Fraternity's reach by increasing market share on existing campuses, reestablishing historical chapters, pursuing new expansion opportunities at sustainable campuses, resulting in 18,480 members and the largest average chapter size in the fraternity industry.
- 1.2 Culture: Create a culture of recruitment and retention that leads to diverse chapters filled with high-performing and purpose-driven members who reflect campus demographics.
- 1.3 Retention: Improve the Fraternity's retention rates, resulting in a 90 percent new member retention rate and a 98 percent chapter retention rate.

Objectives, Timetables, and Responsible Parties

1.1 Growth

- 1.1.1 Launch a multi-year recruitment coaching program to support chapters that have historically underperformed their campus market share and proactively educate members and volunteers with the strategies and resources necessary to strengthen recruitment performance and achieve sustainable chapter growth—resulting in 90 percent of Phi Delta Theta chapters maintaining a size above campus average by June 30, 2030. –JR, BL, EW, Survey Commission
- 1.1.2 Execute an expansion strategy with an emphasis on establishing or reestablishing sustainable chapters by annually evaluating institutional health data alongside internal metrics and qualitative considerations that results in at least ten emerging chapter inductions annually through the duration of *Phi Delt 2030*. –JR, BL, Survey Commission
- 1.1.3 Identify and establish a partnership model with at least one organization, society, or non-traditional campus community that aligns with the fraternity's values and membership profile to create engagement pathways to increase interest in joining Phi Delta Theta by June 30, 2028. –SW, JR

1.2 Culture

- 1.2.1 Based on chapter makeup, determine focus groups in targeted growth areas and conduct an experience survey to better understand the experience of members by June 30, 2026. –SW
 - 1.2.2 Introduce regular webinar series for first-generation students to support their specific needs and provide targeted programming for all members by June 30, 2026. –AH
 - 1.2.3 Develop and implement a regional recruitment education initiative that leverages regional volunteers to deliver consistent training, share best practices, and equip chapters and volunteers with effective recruitment strategies by December 15, 2026. –JR
 - 1.2.4 Ensure membership at each chapter is reflective of campus demographics by 2030. –DB
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1.3 Retention

1.3.1 Incorporate chapter completion requirements for the Dyad Brotherhood Assessment into Chapter Accreditation Program and create Post-Initiate Prompt Insights data in myPhiDelt to elevate member-driven insights and cultural health by June 30, 2026. -JF, EW, MA

1.3.2 Implement a structured rhythm for regular relationships between fraternity staff leadership and key volunteers with revised strategy at campuses facing increasing pressures in housing, engagement, or market competitiveness by December 1, 2026. -DB, JR, MD

1.3.3 Leverage technology and analytics to surface accreditation insights, identify frequently asked questions, and drive creation of new support resources by January 31, 2027. -JF, MA, AH

1.3.4 Increase, through intentional support strategies, the overall operational quality and sustainability of chapters, resulting in a four percent increase annually of chapters earning Silver and Gold Stars in the chapter accreditation program through 2030. -EW, MA

1.3.5 Annually prioritize chapters based on operational health, risk, size, housing, and engagement to customize levels of support and ensure resources align with chapter complexity and needs. -EW, MA, DB

Member Development

Strategic Initiative

Execute and promote transformational education focusing on self-awareness, affirmation, motivation, and innovative leadership skills through on-demand technology and in-person program support for continued lifelong skill development and growth.

Goals

2.1 Personal Growth: Provide a values-based membership experience that promotes leadership competencies and personal excellence through best-in-class in-person educational experiences for 2,300 attendees annually by 2030.

2.2 Professional Readiness and Development: Offer networking opportunities, career services, and officer resources enabling members to succeed professionally in an increasingly diverse and inclusive world.

2.3 Personal Wellness and Health: Assist members in finding personal greatness by building physical and mental fitness and strength.

Objectives, Timetables, And Responsible Parties

2.1 Personal Growth

2.1.1 Recast and forecast updated costs of Kleberg conference expansion, including yet to be constructed space by February 28, 2026 –RL, DB

2.1.2 Create an incentive program and target chapters to encourage participation and support travel by February 28, 2026. -EW and AC

2.1.3 Create conceptual versions of new and aspirational in-person tracks and educational experiences aligned with the strategic vision for fundraising purposes. These focus areas should include, but not be limited to, chapter officers, new member education, growth, emerging chapters, alumni engagement, chapter-based member development, Rising Phi, career networking, and Iron Phi wellness by June 30, 2026. -AH and Education Committee

2.1.4 Create a task force to enhance logistical planning and production value by June 30, 2026. -ZH, RL

2.1.5 Increase consistency of province retreats while enhancing existing resources to consist of an evolving menu of pre-built sessions that drive chapter success based on current organizational and local needs by December 1, 2026. -AH, MD

2.1.6 Consider the viability of the regional Kleberg model, which maintains a quality educational experience by December 31, 2026. -AH and Education Committee

2.1.7 Engage with strategic partners such as the Association of Fraternal Advisors, Young Men's Service League, Anti-Hazing Collation, Hazing Prevention Network, and others to determine the viability of strategic collaborative in-person programming by December 31, 2026. –SW, DB

2.2 Professional Readiness and Development

2.2.1 Create a new Member Development Officer and Advisory position that focuses on the Rising Phi Program and personal and professional development programs by March 1, 2026, and add to *The Code* at the 2027 General Convention. -AH, MD, Education Committee

2.2.2 Add prompting in myPhiDelt to measure graduation rates and post-grad job or educational placement by October 15, 2026, with a 90 percent placement rate by 2030. -JF

2.2.3 Utilize conference assessments and existing surveying tools to implement relevant feedback loops related to overall experience and support for conference attendees, chapter officers, and undergraduates by December 31, 2026. -JF, AH, MA

2.2.4 Create a moderated repository of peer-to-peer educational content that addresses key areas of chapter operations and emphasizes best practices among chapters. Relevant content will be created for each officer position by 2026. -AH

2.2.5 Modernize compliance and optional education by replacing long-form SCORM LMS courses with modular, mobile-friendly microlearning, officer-led facilitation, or text-based engagement by June 30, 2027. -AH, DB, JF, Education Committee

2.2.6 Provide chapters with pre-packaged programming options and facilitation guides related to mental health, diversity and inclusion, and career development by 2026 and track utilization of programs through the chapter accreditation program with the goal of all chapters hosting at least one related program per semester by December 31, 2027. -AH

2.2.7 Update internal chapter resources twice annually to ensure relevancy of current programs, minimum standards, and organizational needs throughout the duration of *Phi Delt 2030*. -AH, MA, Education Committee

2.2.8 Create career development components in each conference curriculum and province retreat guide, and deliver career readiness education during peak job and internship seasons with annual review of approach by February 1 of each year. -AH

2.2.9 Grow the Rising Phi membership development program to 400 members by 2030, guiding undergraduates to achieve twenty of twenty-four milestones that promote the Cardinal Principles and readiness for life beyond college. -AH, SG

2.2.10 Develop a mentorship program that connects and tracks pairings between alumni and undergraduates with the goal of having five hundred pairings per year by 2030. -ZH, AH

2.3 Personal Wellness and Health

2.3.1 Enhance Iron Phi programming by integrating resilience and wellness components into programming that educates and strengthens members' overall health and sustained personal growth by December 31, 2026. –SG, AH

2.3.2 Through in-person educational opportunities and required bystander education PDT U modules, ensure that all chapter leaders are given tools to acknowledge their mental health challenges and how to refer others to proper avenues of support annually by December 31, 2027. - AH

2.3.3 Establish a plan to support house corporations with initiatives to dedicate spaces that foster improved mental health and wellness by December 31, 2027. –CS

Health and Safety

Strategic Initiative

Instill a culture of group and individual health and well-being that is recognized and proven to be the safest fraternal organization in North America.

Goals

3.1 Compliance: Create a culture of risk prevention that results in industry-leading compliance rates to promote alcohol-free housing and address hazing and the misuse and abuse of alcohol and other controlled substances.

3.2 Housing and Insurance: Ensure a safe and appealing living environment through state-of-the-art facilities, exceptional housing services, and professionally trained and equipped local advisers.

3.3 Safety Recognition: Be publicly recognized as an organization focused on the health and safety of its members and host institutions.

Objectives, Timetables, and Responsible Parties

3.1 Compliance

3.1.1 Throughout the completion of *Phi Delt 2030*, maintain a general liability loss ratio of at least 50 percent yearly with a goal of reaching a ten-year average of 35 percent or lower in 2030. -DB

3.1.2 Provide annual bystander education to 100 percent of undergraduate members through a health- and safety-focused in-person and online education menu. -EW, AH, MA

3.1.3 Review dedicated resources and programming for health and safety education and compliance and look to industry and public safety model by June 30, 2026. -SW and DB

3.1.4 Each year and throughout the plan, conduct a deep assessment of the efficacy of the unified new member education program and chapter special cases, extract best practices to share and improve the program by June 30, 2026. -SW and DB

3.1.5 In concert with the Max Gruver Foundation, have chapters conduct ten presentations to high school-aged students and increase that number by five each year by June 30, 2026. -AH, SW, and RL

3.2 Housing and Insurance

3.2.1 Through the completion of *Phi Delt 2030* and ensuring our members are at their safest, we achieve the lowest annual fraternity insurance premium in the industry. -SW, DB

3.2.2 Throughout the execution of *Phi Delt 2030*, maintain a property policy loss ratio of at least 60 percent yearly to reach a ten-year average of 50 percent or lower in 2030. -CS, DB

3.2.3 Execute a communication strategy that promotes alumni engagement and support needs for North Hall Property-owned facilities by 2024. -ZH, CS

3.2.4 Develop housing protocols around chapter status changes and engage housing staffing stakeholders in chapter installation, closure, and conduct planning by January 31, 2026. -DB, CS, and ES

3.2.5 Enhance marketing and promotion of Live-In Leadership Adviser by March 31, 2026. -CS, EC, and Engagement

3.2.6 Introduce preferred partner relationship for renter's insurance program for undergraduate members by March 31, 2026. -CS and ES

3.2.7 Develop and execute a tenant survey for all Phi Delta Theta housing to assess properties and house corporation status and wants and needs by May 1, 2026. -CS, ES

3.2. Audit all systems for North Hall Properties and develop a plan to replace deficient systems by prioritizing income generation and operational scalability for all house corporations through North Hall Properties by May 1, 2026. - CS, ES

3.2.9 Develop conservatorship concept for house corporation-held funds and approach house corporations by May 31, 2026. - CS, ES

3.2.10 Create an ongoing peer education and community for Live-In Leadership Advisers by June 30, 2026. -CS, ES

3.2.11 Upgrade North Hall Property financial systems with new software and billing capabilities by June 30, 2026. -PH, CS, ES

3.2.12 Determine feasibility and implementation plan for a Master Insurance Program for fall 2027 by December 31, 2026. -CS, ES

3.2.13 By December 31, 2026, establish and implement a standardized process for identifying, evaluating, and prioritizing facility acquisition opportunities through relationship-building and annual reviews that adjust priorities based on available funds and tactics.

3.2.14 Launch North Hall Properties comprehensive PEO Live-In Leadership Adviser program featuring insurance incentives, employment services, and leveraged support for scholarships and space renovation by June 30, 2027. -CS, ES

3.2.15 Launch North Hall Property services through Pallas Athena with billing, vendor, and property management solutions by June 30, 2027. -CS, ES

3.3 Safety Recognition

3.3.1 Obtain health and safety recognition as a fraternity leader from chapter host institutions by 2030. -DB

3.3.2 Receive accreditation and recognition of our health and safety programs by an appropriate entity, such as the American College Health Association by 2030. -DB

Engagement

Strategic Initiative

Increase the frequency, quality, and breadth of communication tactics and programming to increase engagement opportunities with the Fraternity.

Goals

4.1 Strategic Content Creation: Create and obtain world-class content that targets key audiences, is delivered through leading communication channels, and empowers advocates to champion Phi Delta Theta.

4.2 Alumni: Foster a connected alumni network that strengthens Phi Delta Theta's growth and support at both the local and international levels by increasing True Blue Society membership 3 percent annually beginning July 1, 2025, resulting in 7,000 engaged alumni as volunteers, mentors, and donors by 2030.

4.3 Partnerships and Stakeholders: Strengthen relationships with higher education professionals, media outlets, families of our members, and organizational partners through meaningful engagement that builds a well-informed network of stakeholders supporting the fraternity and a thriving Greek community.

Objectives, Timetables, and Responsible Parties

4.1 Strategic Content Creation

4.1.1 Create and implement enhanced marketing plan for flagship events that feature benefits to attendees and chapters, the promotion of Leadership Funds to alumni, and proper budgeting to chapter and advisory leadership by February 28, 2026. -KF

4.1.2 Utilize data to create milestone- and place-based communication programs for undergraduates and alumni, making every member feel valued and engaged by June 30, 2026. – KF, JM

4.1.3 Coach communications chairs on chapter-specific content strategy to drive recruitment, alumni relations, and a strong values-aligned digital presence quarterly by December 31, 2026. -KF

4.1.4 Integrate engagement metrics and personas into communication strategies and tactics to drive more relevant and timely communications by the beginning of 12-31-26. – KF, JM, JF

4.1.5 Determine capabilities and value of integrating outreach across multiple platforms, including email, SMS, social media, direct messages, and web, into Braze, where possible, to drive a member-centric engagement strategy based on engagement data across Braze and Salesforce CRM, June 30, 2027. –DB, JF, JM

4.1.6 Increase member-generated content to one hundred stories or posts annually through increased engagement with chapter and member accounts on digital channels by June 30, 2027. – KF

4.1.7 Consider generative-engine-optimization across all digital assets to improve how individuals discover, understand, and access accurate information about Phi Delta Theta through AI-powered search and answer engines by June 30, 2027. -DB, JF, KF

4.2 Alumni

4.3.1 Launch an easily adoptable alumni speaker series at the national and local levels that encourages alumni involvement and mentorship in chapter programming, province retreats, and all other fraternity events by March 1, 2026. -ZH

4.2.2 Develop First Thursdays leader, chapter advisory board, and house corporation “fellows program” by March 1, 2026. -ZH

4.2.3 Embed alumni communications in chapter operations through integration of twice-annual newsletters, marquee events, and a templated communications calendar into the Chapter Accreditation Program for consistent local adaptation and reporting by June 30, 26. -ZH

4.2.4 Integrate Fraternity and Foundation collaboration through the identification and implementation of a unified event registration and payment solution that enables shared fundraising opportunities, donor recognition, and data alignment across both entities by August 31, 2026. -DB, AC, ZH, TS, JF

4.2.5 Encourage and support alumni events around re-installations, young alumni gatherings, and young chapter milestones via collaboration and simplified event templates for local execution by December 31, 2026. -ZH

4.2.6 Strengthen alumni engagement efforts by deepening awareness, adoption, and support of the Alumni Engagement Officer role and related resources, ensuring staff actively coach, communicate, and equip local leaders to execute chapter-level communications, alumni giving initiatives, and events through quarterly support by January 31, 2027. -ZH

4.2.7 Test and evaluate new regional volunteer structures to enhance support, consistency, and engagement across chapters, assessing its effectiveness in strengthening chapter operations and alumni involvement by June 30, 2027. -ZH

4.2.8 Grow First Thursdays with the Phis to 100 locations and 1,000 monthly participants by June 30, 2027. -ZH

4.2.9 Develop mentorship as a foundational Phi Delta Theta strength by reimagining Chapter Advisory Boards and creating structured opportunities for mentorship-based education, messaging, and chapter involvement by June 30, 2027. -ZH, AH, Education Committee

4.2.10 Leverage myPhiDelt to expand alumni access to programs, volunteerism, and giving opportunities, increasing alumni log-ins by 10 percent annually through 2030 and ensuring all communications, event promotions, and fundraising can be executed at the chapter, club, First Thursday, or province level. -ZH

4.3 Partnerships and Stakeholders

4.3.1 Review existing media engagement practices and adjust accordingly to ensure continued relevance, utility, and transparency while incorporating new expectations and norms emerging across higher education and digital media by June 30, 2026. –KF, SW, DB

4.3.2 Participate as a Design Partner with Re:Members to launch a suite of alumni and undergraduate engagement functionalities within myPhiDelt by December 1, 2026. -DB, JF, SG

4.3.3 Integrate opportunities for Phi Delt Store presence in myPhiDelt in partnership with Enrichly and Re:Members to increase the marketing, engagement, and utility of the Phi Delt Store for chapter orders and needs by December 31, 2026. -DB, KF, JF

4.3.4 Create and promote an alumni initiate model for fathers/guardians of members by May 1, 2027. –DB

4.3.5 Routinely seek out value-added partnerships for Phi Delta Theta undergraduates and alumni and ensure partnership access integrates into future connection solutions by December 31, 2027. -DB

4.3.6 Understand structures of current parent clubs, create resources that facilitate their development, recognize those that are succeeding, and have them in place at 75 percent of chapters by 2030. – MD

Support

Strategic Initiative

Create the optimal infrastructure, volunteer, and staff support model, prioritizing servant leadership. This model will enable all chapters and members to reach their full potential and further the Fraternity's strategic initiatives.

Goals

5.1 Volunteer Mobilization: Execute a comprehensive volunteer model that proactively identifies, equips, and evaluates a highly trained and engaged volunteer corps to best support chapters, members, and facilities.

5.2 Internal Talent: Adjust structure and enhance culture to ensure optimal performance and the acquisition, development, and retention of a committed and talented GHQ staff.

5.3 Technology and Data: Leverage cutting-edge, single-source, user-centered platforms and solutions that facilitates meaningful engagement, good contact information, and best serves the needs of staff, volunteers, and members.

5.4 People: Create, promote, and institutionalize opportunities to highlight, track, engage, and involve high-performing members in meaningful roles within the Fraternity.

Objectives, Timetables, and Responsible Parties

5.1 Volunteer Mobilization

5.1.1 Conduct an annual satisfaction survey for all chapter presidents, chapter advisory board chairman and province presidents to evaluate General Headquarters services and programming by January 31 annually through the duration of *Phi Delt 2030*. -SW, DB

5.1.2 Test a regional networking and engagement volunteer focused on the success of alumni engagement, First Thursdays, mentoring, and True Blue Society initiatives in three provinces throughout 2025 and implement findings by June 30, 2026, into the broader volunteer structure. -ZH

5.1.3 Develop a unified visual support log within myPhiDelt to centralize chapter interactions, data, and objectives across staff and province presidents by June 30, 2026. -JF, EW, MD

5.1.4 Increase awareness and attendance of quarterly educational touchpoints for house corporation members and bi-annual House Corporation Summits by December 31, 2026. -CS, ES

5.2 Internal Talent

5.2.1 Identify customer success and service delivery professionals to serve as coaches to fraternity services staff by August 1, 2026. -DB, JR

5.2.2 Crosstrain staff and volunteer teams to ensure service continuity and capacity during peak periods, maintaining progress toward organizational mission and *Phi Delt 2030* objectives by September 1, 2026. -EW, MA, DB

5.2.3 Create an internal operating model to ensure long-term support objectives are consistently logged, reviewed, and acted upon across staff and volunteer networks by January 3, 2027. -DB, JR

5.2.4 Test and implement new staffing concepts (e.g., hub-and-spoke models, support by chapter profile or athletic conference) and implement effective structures by June 30, 2027, into existing support model. -DB, EW

5.2.5 Maintain third-party endorsement as an industry and/or regional employer through Great Places to Work annually. -JR

5.3 Technology and Data

5.3.1 Implement a Net Promoter Score (NPS) system that measures the overall satisfaction of members throughout critical contact points and use results to determine opportunities for organizational improvement while maintaining the highest industry undergraduate satisfaction level throughout 2030 by June 30, 2026. -DB

5.3.2 Effectively market the zero-cost digital alumni newsletter program in myPhiDelt to all chapters, resulting in an understanding of utility and improvements by June 30, 2026. -ZH, KF, JM

5.3.3 Trial AI use-cases across departments to identify high-impact implementations that increase impact, surface insights, create efficiencies: ultimately giving staff members more time for prioritized support of relationships and chapters by October 1, 2026. -DB, JF

5.3.4 Execute needed data clean-up of core datasets to ensure capability for effective purpose-built high-impact AI implementations, December 31, 2026. -JF

5.3.5 Implement a process that utilizes myPhiDelt to improve the collection of information for graduating seniors and young alumni that includes updated contact and career information for 80 percent of members by December 31, 2026. -JF

5.3.6 Annually review the overall accuracy of member email, mobile, physical addresses, or other digital unique addresses (such as LinkedIn) so that all stored contact information of living alumni is 90 percent accurate by 2030. -JF

5.4 People

5.4.1 By March 1, 2026, reintroduce the member of the year program as part of the new awards program, adding these winners to future volunteer, live-in leadership adviser, and staff recruiting efforts. -DB, SG, MA

5.4.2 Integrate the “Identi-Phi” initiative into organizational structures and programs to intentionally identify and collect engagement information on exemplary members and campus partners who can potentially serve as future GHQ staff, volunteers, donors, or conference faculty by June 30, 2026. -JR

5.4.3 Implement an annual distinguished young alumni award that focuses on sourcing nominations, recognition, and intentional engagement of alumni who have graduated in the last fifteen years by June 30, 2027. -ZH

Funding

Strategic Initiative

Implement strategies that enable Phi Delta Theta Fraternity, Phi Delta Theta Foundation, Iron Phi Foundation, and Live Like Lou Foundation to fulfill their mission successfully.

Goals

6.1 Major Giving: Through capital campaign planning and sound execution, continue a major gift initiative to grow Foundation-managed assets, becoming the fraternity industry's foundation's most impactful foundation. To achieve this goal, raise \$17 million through documented campaign commitments and cash in the areas of people support, health and safety, and membership development.

6.2 Planned Giving: Through capital campaign initiatives, including a targeted, planned giving survey coupled with advancement officer follow-up, realize \$4 million in planned gifts during the duration of the campaign (designated or unrestricted) and promote and grow the Living Bond Society membership by increasing documented planned and deferred gift participation to \$12 million (planned gift registry).

6.3 Annual Giving (the Phi Delt Fund): Enhance the annual fund program through donor retention, donor acquisition, and lapsed donor recovery to build lifelong donors while providing a funding stream that supports Foundation operations and underfunded programming by raising \$9 million during the duration of the campaign.

6.4 Live Like Lou: Build a sustainable infrastructure and the momentum to meaningfully engage Fraternity members in the ALS community, raise more than \$25.5 million by December 31, 2030, to support ALS patients and their families and research to find a treatment or a cure, and measurably leave ALS better than we found it by 2030.

6.5 Iron Phi: Increase Iron Phi fundraising by 10 percent each year, resulting in \$1.5 million raised annually and the growth of the Fraternity's community of philanthropists committed to raising funds for the fight against ALS and providing meaningful support to leadership programming and scholarships.

6.6 Alternative Revenue: Strengthen membership value proposition, housing stock, and organizational capacity by generating \$500K annually through affinity programs, royalties, grants, and other alternative activities.

6.7 Financial Solutions: Enhance the enterprise functionality/operations, security, and investment practices of the Fraternity and related entity funds.

Objectives, Timetables, and Responsible Parties

6.1 Major Giving

6.1.1 To achieve the 2K30 Vision of 2000 members at in-person events by 2030, raise \$3.75 million. - WAC and BH

6.1.2 To endow the first-generation student scholarship program in perpetuity at its established level of \$250,000 annually, raise \$6.3 million by 2030. -WAC and BH

6.1.3 To provide funding for health and safety education, by 2030, raise \$2 million for health and safety-related initiatives, including but not limited to high school education and *Don't Tarnish the Badge* efforts. -WAC and BH

6.2 Planned Giving

6.2.1 Promote Living Bond Society through advancement communications, making stewardship, and actively managing potential Living Bond Society prospects a substantial component of *Campaign 2030*. -WAC and BH

6.3 Annual Giving

6.3.1 Through 2030, increase Sword and Shield Society membership at all levels by an average of 3 percent annually (loyalty society). -KR

6.3.2 By 2030, raise \$9 million unrestricted Phi Delt Fund dollars during the campaign's duration. -KR

6.3.3 Create strategies through campaign planning to acquire new donors through unique engagement and giving opportunities prior to the launch of *Campaign 2030*.-KR

6.3.4 Increase young alumni giving by converting 3 percent of graduates of the last few years to Foundation donors by 2027. -KR

6.3.5 Increase volunteer giving to the Phi Delt Fund to 30 percent of all active Phi Delta Theta volunteers by 2030. -KR and MD

6.3.6 Combat donor attrition through the creation of a sustained giving society that stewards current members and cultivates new members prior to the launch of *Campaign 2030*. -KR

6.4 Live Like Lou

6.4.1 Grow the total number of Triple Crown Chapters by 150 percent from program inception to have at least sixty chapters recognized with the Triple Crown by the summer of 2030. -MH

6.4.2 Maximize the Phi Delta Theta partnership through undergraduate chapter education, support of philanthropy events, and ambassador programs to increase chapter engagement from a score of 1.140 to 1.8 or greater. -MH

6.4.3 Undergraduate chapter philanthropy events and Iron Phi raise \$1.5 million annually by 2030, and 100 percent of chapters financially support LLL/IP. -MH and SG

6.4.4 Secure financial resources to meet granting goals set out in ALS Family Support and ALS Scientific Research to award at least \$1.5 million in mission-focused programs annually by 2030 (excludes VUMC endowment funding). -WF and JS

6.5 Iron Phi

6.6.1 To promote individual health and wellness through charity athletics, grow Iron Phi participation by 10 percent annually by 2030. -SG

6.6 Alternative Revenue

6.6.1 Through 2030, review Enrichly partnership and licensing relationships annually to ensure year over year royalty and investment growth and continued value to members. -DB and SW

6.7 Financial Solutions

6.7.1 Restructure the Canadian banking solution and reconsider the member and insurance fee structure by June 30, 2026. -PH, SW

6.7.2 Conduct deep research to determine the local four-year costs of membership and tuition expenses paid by undergraduate members by December 31, 2026. -JF

6.7.3 Execute comprehensive peer group fee structure analysis by December 31, 2026. -PH, SW

6.7.4 By January 15, 2027, implement Unified Finance with consolidated banking into Phi Delta Theta operations to unify financial management, simplify member-to-chapter and GHQ-to-chapter transactions, resolve compliance challenges tied to unincorporated local banking, and deliver greater efficiency, higher dues collection rates, and streamlined 990 tax reporting. -JF, DB, CS Team

6.7.5 Evaluate and define the role of Unified Finance within the broader housing software ecosystem for North Hall Properties and local housing corporations by spring 2026 and implement the ideal mix of financial and housing management solutions by the end of 2027. -CS, ES, JF

6.7.6 Integrate Unified Finance with CrowdChange by January 15, 2027, to enhance Live Like Lou chapter philanthropy events through unified payment processing and improved fundraising visibility. -JF, WF

6.7.7 Following the determination of a unified finance solution, examine individual member billing, then consider values-based criteria, first-generation students, and merit-based incentives, among other factors, for varied cost structures-based location and/or experience by June 30, 2027. -PH, JR, SW