

MISSION

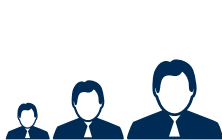
To fulfill the principles of *The Bond* by providing our members a lifetime experience that allows each member to reach their own personal greatness

VALUES

Friendship, Sound Learning, and Rectitude

VISION

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



GROWTH &
RETENTION



MEMBER
DEVELOPMENT



HEALTH &
SAFETY



ENGAGEMENT



SUPPORT



FUNDING



PHI DELTA THETA
Become the greatest version of yourself

As of 1/20/2023



GROWTH & RETENTION

STRATEGIC INITIATIVE

GROWTH AND RETENTION

Execute strategies that prioritize the growth and retention of existing chapters and the expansion of new chapters.

GOALS

1.1 Growth: Expand the Fraternity's reach by increasing market share on existing campuses and pursuing new expansion opportunities at sustainable campuses, resulting in 230 chapters and 18,480 undergraduate members while considering opportunities for other membership models.

1.2 Culture: Create a culture of recruitment and retention that leads to diverse chapters filled with high-performing and purpose-driven members that are reflective of 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 Provide recruitment education and support that results in 80 percent of chapters maintaining a chapter size higher than their campus average by 2030.

1.1.2 Execute an expansion strategy focused on campus sustainability that culminates in ninety chapter installations, with forty-five of those chapters being at campuses new to Phi Delta Theta by 2030.

1.1.3 Introduce a strategy and campaign that results in the cultivation of Phi Delta Theta interest group leaders at four campuses annually by 2022.

1.1.4 Utilize and leverage member development credentials, and explore engagement and membership models for students who do not attend traditional four-year institutions or join a Phi Delta Theta chapter by 2023.

1.1.5 Explore opportunities for Phi Delta Theta membership and chapter models at fully accredited online universities with global student populations.

1.2 CULTURE

1.2.1 Starting in 2021, conduct annual Dyad surveys and review member information to understand the demographic makeup of the Fraternity's undergraduate membership and the lived experiences of current members of diverse identities.

1.2.2 Offer ongoing Recruitment Workshops, infuse recruitment education into all Fraternity educational programs, and provide programming to highlight the benefits of a diverse membership by 2021.

1.2.3 Place and educate recruitment advisers at 100 percent of chapters by 2022 and retain annually.



GROWTH & RETENTION

1.2.4 Achieve 80 percent completion rate of PDT U recruitment chairmen classroom module annually by 2022.

1.2.5 Determine and implement an approach to gauge the lived experiences of prospective members of diverse identities by 2022.

1.2.6 Ensure membership at each chapter is reflective of campus demographics by 2030.

1.3 RETENTION

1.3.1 Conduct an annual chapter and campus review at the conclusion of the academic year. Factors to be considered will be chapter accreditation status, Dyad data, university sustainability, and geographical demographic trends. The review will result in revised and complementary strategies to improve chapter, volunteer, campus, and growth success by 2023.

1.3.2 Annually collect 20,000 potential new member leads through myPhiDelt using a values-based membership criteria that is integrated into the customer relationship management solution by 2024.

1.3.3 Increase the sustainability of existing chapters through 80 percent of all chapters meeting the baseline criteria to be an accredited chapter by 2024.



MEMBER DEVELOPMENT

STRATEGIC INITIATIVE

MEMBER DEVELOPMENT

Execute and promote transformational education that focuses 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.

2.2 Professional Readiness and Development: Offer networking opportunities and career services that enable members to achieve professional success in an increasingly diverse and inclusive world.

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

OBJECTIVES, TIMETABLES, AND RESPONSIBLE PARTIES

2.1 PERSONAL GROWTH

2.1.1 Beginning in 2023, 1,000 members per year receive a digital badge for attending a leadership conference, with a total of 7,000 members receiving digital badges for in-person attendance by 2030.

2.1.2 Seek diverse faculty members for facilitation and presentation opportunities.

2.1.3 By 2024, in partnership with Sonoma State University, offer three leadership courses, two of which are tied to in-person educational for events, for college credit.

2.1.4 Infuse standardized, more efficient and effective new member education into member development program by 2021.

2.1.5 Develop, compile, and maintain existing chapter and member educational resources into a dynamic resource center within myPhiDelt by 2022.

2.1.6 Seek a third-party certification for member development credential by 2022.

2.1.7 Starting in 2024, 400 members each year fully completing the Pursuit of Greatness Program, consisting of the Professional and Personal Greatness badges, for a total of 3,500 by 2030.

2.1.8 Develop and pilot supplemental, micro membership experience for alumni and undergraduate members by 2024.

2.1.9 Beginning in 2023, 45 percent of officers annually complete officer certification courses, totaling 7,200 certifications completed by 2030.



MEMBER DEVELOPMENT

2.1.10 Beginning in 2023, sixty-five members will enroll in a Sonoma State University leadership course, resulting in 620 unique enrollments by 2030.

2.2 PROFESSIONAL READINESS AND DEVELOPMENT

2.2.1 Introduce professional and personal greatness credentialed certifications by 2021 and continue to adjust to ensure relevancy and industry-leading standing through 2030.

2.2.2 Measure six-month post-graduation job or education placement of recent graduates by summer 2021 with the goal of obtaining a 90 percent placement rate by 2030 and build further strategy to improve success.

2.3.3 Define diversity and inclusion purpose statement by 2021 (Diversity and Inclusion Committee).

2.2.4 Introduce diversity and inclusion PDT U module for all members by 2021.

2.2.5 Review and adjust all online and in-person education to include cultural competency and implicit bias in order to prepare undergraduates for post-graduation environments by 2021.

2.2.6 Institute diversity and inclusion chapter officer as the chaplain by 2022 and provide training, resources, a platform for conversations, and incentivized programs by 2022.

2.2.7 Arrange a mentorship platform that connects and routinely engages 25 percent of undergraduate members with alumni mentors by 2022.

2.2.8 Introduce diversity and inclusion chapter-wide education by 2022.

2.2.9 Include diversity and inclusion programming in awards criteria by 2022.

2.2.10 Assess and determine high-impact opportunities for career development education and job placement by 2023.

2.2.11 Utilize assessment tool that provides members with greater self-awareness and personal development to help promote a values-based, sustainable chapter leadership experience by 2024.

2.3 PERSONAL WELLNESS AND HEALTH

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

2.3.2 Introduce personal wellness plan by 2021 and continue to adjust to ensure relevancy and industry-leading standing through 2030.

2.3.3 Determine third-party partnership to provide preventative and/or additive mental health services by 2022.

2.3.4 Determine programming and partnerships to promote healthy habits and behaviors activities by 2022.

2.3.5 Establish a plan to support house corporations with initiatives to dedicate spaces that foster improved mental health and wellness by 2024.



HEALTH & SAFETY

STRATEGIC INITIATIVE

HEALTH AND SAFETY

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 in a post-COVID world through state-of-the-art facilities with 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.

3.1.2 Provide annual bystander education to 100 percent of undergraduate membership through a menu of health and safety focused in-person and online education.

3.1.3 Utilize chapter performance metrics from accreditation and assessment to ensure that each chapter submits six event planning forms annually and is in compliance with the requirements of the Pikeia program by 2021.

3.2 HOUSING AND INSURANCE

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

3.2.2 Support training and placement of certified live-in leadership advisers in 100 percent of all eligible house corporation-owned properties by 2030.

3.2.3 Create a standard live-in leadership adviser (LILA) job description and assess the effectiveness of the LILA program against that job description by 2023.

3.2.4 Using data from the Dyad brotherhood assessment and other relevant data sources, measure the impact of live-in advisers on chapter operations by 2022.



HEALTH & SAFETY

3.2.5 Throughout the execution of *Phi Delt 2030* maintain a property policy loss ratio of at least 60 percent yearly with a goal of reaching a ten-year average of 50 percent or lower in 2030.

3.2.6 Enhance services and technology to expand customer base for General Headquarters communications services (feasibility studies, alumni newsletters, and capital campaigns) by 25 percent by 2030.

3.2.7 Mandate all housing corporation properties be equipped with fire suppression systems and leak detection technology via a comprehensive multi-year phase-in program with potential incentives by 2022.

3.2.8 Establish a grant program to retrofit current social space into space that is conducive to education and leadership development and chapter sustainability by 2024.

3.3 SAFETY RECOGNITION

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

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



ENGAGEMENT

STRATEGIC INITIATIVE

ENGAGEMENT

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 Families: Create an environment that encourages families to be well-informed and active participants in the success of Phi Delta Theta.

4.3 Alumni: Encourage alumni to connect with each other and learn about how they can support member development programming and other strategic initiatives of Phi Delta Theta.

4.4 Fraternity and Sorority Life: Create enhanced relationships that encourage collaboration and support through all levels of university administration in order to improve the greater Greek community.

4.5 Media: Be recognized by media outlets throughout North America as a leader within the fraternal movement through proactive outreach and relationship building.

OBJECTIVES, TIMETABLES, AND RESPONSIBLE PARTIES

4.1 STRATEGIC CONTENT CREATION

4.1.1 Build dynamic content calendar, identify and assign organization-wide content creators, and determine audiences and platforms by 2021.

4.1.2 Promote chapters that are succeeding with diversity and inclusion efforts and represent aspirational diverse identities in communication offerings by 2022.

4.1.3 Prepare chapters to communicate the benefits of diversity and inclusion initiatives occurring within the Fraternity to share with external stakeholders by 2021.

4.1.4 Consider updated brand position that enables the Fraternity to clearly articulate benefits to members and non-members alike by 2024.

4.1.5 Utilize new brand position to re-design and build website, apps, blog, social media, and other platforms by 2024.

4.1.6 Translate developed content into opportunities that add value to the member development credential by 2022.

4.2 FAMILIES

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

4.2.2 Empower family members to serve on chapter advisory boards and house corporations to make up 20 percent of the Fraternity's chapter-level volunteer corps by 2022.

4.2.3 Develop a focused collection of content that educates members' and potential new members' families about the Fraternity and involvement opportunities by 2021.

4.2.4 Build advocacy from family volunteers through strategic content by 2021.

4.3 ALUMNI

4.3.1 Invest in technology solution connected to a central database that: improves accuracy of member contact information, allows alumni to find and network with each other, and offers the ability for chapter, club, and volunteer leaders to communicate with and recruit alumni by 2021.

4.3.2 Transition the features of the Phi Delt Network App into the myPhiDelt portal to drive portal usage, local alumni event creation, and overall alumni engagement by 2021.

4.3.3 Determine engagement metrics that identify alumni who are most likely, or have the desire, to advance with the Fraternity through club involvement as donors, by volunteering as career coaches, and fill conference faculty opportunities by 2021.

4.3.4 Develop PhiClass initiative that connects alumni with chapters in-person or virtually to continue to add lifelong value to the Phi Delta Theta experience by 2021.

4.3.5 Pilot alumni gathering within defined market to stimulate and activate base for general and targeted purposes by 2022.

4.4 FRATERNITY/SORORITY LIFE

4.4.1 Create and execute plan that enhances and encourages collaborative and supportive relationships through all levels of university administration in order to improve the greater Greek community and drive chapter sustainability by 2021.

4.4.2 Create campus-based advisory council that helps guide the Fraternity in its strategies and proactively build great partnerships with our current and potential host institutions by 2021.

4.4.3 Ensure conference faculty is made up of 20 percent non-Phi Delt university partners by 2021.

4.4.4 Communicate chapter performance data through a chapter dashboard quarterly and provide opportunities for campus-based professionals to validate data and provide additional feedback by 2021.

4.4.5 Build and maintain meaningful university administration relationships at forty-five campuses where Phi Delta Theta does not exist by 2022.

4.4.6 Develop recognition program for campus-based professionals by 2024.

4.5 MEDIA

4.5.1 Create and maintain database of media outlets and journalists who report on Greek life and Phi Delta Theta by 2021.

4.5.2 Develop proactive media engagement plan in order to build relationships with a prioritized list of media outlets and journalists by 2021.

4.5.3 Build marketing and distribution plan to deliver positive Phi Delta Theta and Live Like Lou content to local and national media outlets by 2021.

4.5.4 Understand quantity, reach, and sentiment of current media coverage and improve positive news by 50 percent by 2025.



SUPPORT

STRATEGIC INITIATIVE

SUPPORT

Create the optimal infrastructure, volunteer, and staff support model that prioritizes servant leadership and enables all chapters and members to reach their full potential and further the strategic initiatives of the Fraternity.

GOALS

5.1 Volunteer Mobilization: Actively recruit, manage, retain, and evaluate highly-trained volunteer corps to best support chapters and members.

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: Feature a cutting edge, single-source, user-centered platform and solution that facilitates 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 into meaningful roles within the Fraternity.

OBJECTIVES, TIMETABLES, AND RESPONSIBLE PARTIES

5.1 VOLUNTEER MOBILIZATION

5.1.1 Create an alumni recruitment, recognition and retention plan that focuses on sustainability, shows appreciation to volunteers, drives satisfaction and continued involvement, and retains highly assessed volunteers at 100 percent year-to-year, by 2021.

5.1.2 Effectively utilize the cutting edge, single-source, user-centered capabilities of Salesforce and ChapterSpot myPhiDelt portal organization wide, to facilitate good contact information and best serve the needs of staff, volunteers, and members, organization-wide post 2021 launch.

5.1.3 Develop key performance indicators and corresponding tactics that position the province president program to drive chapter and CAB success and supports the strategic initiatives of the Fraternity by 2021.

5.1.4 Provide quarterly educational touchpoints for house corporation members and execute bi-annual House Corporation Summits, beginning 2021 and ongoing.

5.1.5 Include diversity and inclusion education for all province presidents and chapter advisory board members, and offer in-person education for all volunteers at conferences to support the transition of chapter membership being reflective of campus dynamics while recruiting a corresponding volunteer corps by 2021.

5.1.6 Educate Fraternity volunteers on ideal volunteer structure for long-term chapter sustainability by 2022 through quarterly educational touchpoints.



SUPPORT

5.1.7 Determine succession planning process and ideal province president structure to best support the sustainability of chapters by 2022.

5.1.8 Instill a firm understanding in volunteers of the Foundation's purpose, impact, and goals so they know the multiple ways they can contribute and why it's important by 2023.

5.1.9 Create action plan and goals to increase educational and engagement opportunities for house corporations and other housing volunteers through content creation, in-person and virtual learning sessions by 2024.

5.2 INTERNAL TALENT

5.2.1 Develop a high-functioning, strategy-driven chapter support model that intentionally focuses on hiring, location, and outcomes for chapter, volunteer, and campus success and sustainability by 2021.

5.2.2 Host diversity and inclusion education annually within GHQ to offer foundational learning and applied education, support the diversification of chapter membership, and encourage the diversification of the staff by 2021.

5.2.3 Document tasks for each General Headquarters position for succession purposes and review it annually by 2021.

5.2.4 Review and seek 360 degree feedback about human resource practices annually to build a GHQ staff culture and structure that recruits great people, recognizes their successes, and retains top performers at all levels by 2022.

5.2.5 Review and create alternative solution to current human resource practices and delegation of duties with a focus on best serving the employee and compliance by 2022.

5.2.6 Institute annual benchmarking and feedback process to ensure competitive employee offerings including, but not limited to, work arrangement, compensation, benefits, structure, and professional development by 2022.

5.2.7 Seek third-party endorsement as industry and/or regional employer by 2025.

5.2.8 To ensure the sustainability of proposed programs and initiatives that are considered substantial, implement protocols that require the development of a business plan for each by 2022. The business plan will consider goals, ongoing financial impact (revenues and costs), required staff and resources, and benchmark objectives to measure effectiveness.

5.2.9 Develop guidelines for handling unexpected situations that are considered substantial and serious that may adversely impact the Fraternity and perform biannual scenario activity by 2023.

5.2.10 Based on the various efforts elsewhere in this plan to identify potential members' amenable service within Phi Delta Theta, consider and identify potential staff members.

5.3 TECHNOLOGY AND DATA

5.3.1 Acquire more member email addresses (47 percent to 63 percent), physical addresses (78 percent to 85 percent) and mobile numbers (27 percent to 50 percent); increase unique parent records (48 percent to 90 percent) by 2030.

5.3.2 Launch a scaleable and sustainable myPhiDelt iOS and Android application that focuses on chapter officers, member development, and alumni engagement by 2023.

5.3.3 Implement a Net Promoter Score (NPS) system that measures the overall satisfaction of members throughout critical contact points by



SUPPORT

2024 and use results to determine opportunities for organizational improvement.

5.3.4 Using the Net Promoter Score system, obtain a world-class undergraduate satisfaction level by 2030.

5.3.5 Utilize data from technology stack and Dyad Strategies partnership to measure plan performance against objectives quarterly by 2023.

5.3.4 Determine affinity and engagement score based on historical and prospective interaction with organization by December 2022.

5.3.5 Institute annual foundational data literacy education for entire staff and applied learnings by applicable department and individual by 2023.

5.3.6 Update across all platforms terms of use and privacy policies and implement data sharing policy and vendor/volunteer use agreements by 2023.

5.3.7 Implement a technology advisory committee focused on core and emerging technologies that aides the organization in its continued implementation of value-added technology to the member experience by 2024.

5.4 PEOPLE

5.4.1 By 2022, implement 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.

5.4.2 By 2022, recreate the Rising Phi program, creating a tracking measure in Salesforce while educating staff and volunteers on what to look for in a Rising Phi and how to track it.

5.4.3 By 2022, provide an opportunity for undergraduate members to communicate their campus-based leadership experience through the MyPhiDelt membership portal.

5.4.4 By 2022, use existing volunteer indicators, as well as the chapter advisory board assessment, to identify areas of need, highlighting those needs through social media and on the Phi Delta Theta website and tracking leads through the volunteer CRM feature in Salesforce.



FUNDING

STRATEGIC INITIATIVE

FUNDING

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

GOALS

6.1 Major Giving: Through capital campaign planning and sound execution, continue a major gift initiative to grow the Foundation-managed assets, becoming the largest fraternity foundation in the industry. To achieve this goal, raise \$12 million through documented campaign commitments and cash in the areas of people support, health and safety, and membership development. In addition, the campaign will work to support growth and participation in Live Like Lou, along with other qualifiable expenses.

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 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 Innovation Funds: Although a component of annual giving, raise \$5 million in innovation funds in collaboration with the advancement officer team supporting any of the three campaign funding initiatives.

6.5 Live Like Lou: Build a sustainable infrastructure and the momentum to meaningfully engage Fraternity members in the ALS cause, raise more than \$13 million 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.

6.6 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.



FUNDING

OBJECTIVES, TIMETABLES, AND RESPONSIBLE PARTIES

6.1 MAJOR GIVING

6.1.1 Create strategy and tactics to properly leverage and steward remaining Shaffer Fund prior to launch of *Campaign 2030*.

6.1.2 Develop a targeted approach through prospect research that will drive major gift operations and priorities prior to launch of *Campaign 2030*.

6.1.3 Ensure that organizational structure and staff development, training, and retention support campaign success prior to launch of *Campaign 2030*.

6.1.4 By 2024, revisit campaign case statement, fundable targets and progress goals to reassess final five years of campaign.

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*.

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).

6.3.2 By 2030, raise \$9 million unrestricted Phi Delt Fund dollars during the duration of the campaign.

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

6.3.4 Increase young alumni giving by converting 15 percent of Knights of Pallas donors into Foundation donors and marketing of young alumni Trustees Roundtable by 2021 and ongoing.

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

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

6.3.7 Expand the current Knights of Pallas undergraduate giving program to include increased focus on education and capturing philanthropic interests prior to launch of *Campaign 2030*.

6.4 INNOVATION FUNDING

6.4.1 Each September, CEO assesses needs for strategic funding to be applied to forthcoming Foundation fiscal year budget and subsequent Fraternity budget and provide future needs to advancement officers.

6.4.2 Raise and distribute \$250,000 to new members of Phi Delta Theta who are first-generation college students.



FUNDING

6.5 LIVE LIKE LOU

6.5.1 By 2030, raise more than \$13 million through engagement of 80 percent of chapters and alumni clubs via personal efforts (Iron Phi), team events, and community appeals; expand the menu of creative giving options (e.g., planned giving and non-Phi appeals such that 25 percent of annual funds raised come from private foundations, corporations, memorial giving, etc.)

6.5.2 By 2030, build a sustainable infrastructure of talented people, cutting-edge technology, and an annual operating fund which can provide \$50,000 to empower consistent fundraising success and engage Fraternity members in the ALS cause and the purpose of Live Like Lou.

6.5.3 By 2030, support ALS patients and their families through a \$4 million fund that grants forty Iron Horse Scholarships/year; build national partnerships and make annual gifts to support younger dependents of ALS families; and engage 50 percent of the Fraternity's undergraduate chapters in annual volunteerism for ALS families.

6.5.4 By 2030, support ALS research for a treatment or a cure through a \$8 million fund that pays out \$400,000/year in grants and national partnerships with promising scientists, research institutions, and other life science companies.

6.6 ALTERNATIVE REVENUE

6.6.1 Review current affinity and licensing relationships to maximize current use of brand, access of quality merchandise and services to members while increasing current level of financial support by 2021.

6.6.2 Launch True Blue Society review to maximize program potential for alumni engagement, Foundation support, and organizational value by 2022.

6.6.3 Create committee to discover and build relationships with entities that provide grants including, but not limited to, the areas of health and safety and regional enrichment that could underwrite the Fraternity's efforts to make a societal impact by 2024.

6.7 FINANCIAL SOLUTIONS

6.7.1 Analyze all potential eligible funding requirements to inform campaign development strategy, goals, and execution timeline prior to launch of new campaign by 2021.

6.7.2 Review Phi Delta Theta, Inc. and affiliated organizations' asset management practices and structure by 2022.

6.7.3 In an effort to establish a national housing corporation, increase housing designated assets to \$25 million to have adequate funding and/or third-party investor ready to assist distressed properties to retain and enhance real estate assets by 2025.



PHI DELT 2030
Strategic Vision of the International Fraternity