



A NEW HOUSE, AN OLD TRADITION

The Campaign for Creighton-Vail Hall in the 21st Century

CAMPAIGN HEADQUARTERS | P.O. BOX 60828 | ATLANTA, GEORGIA 30366 | (770) 903-3987 | (770) 903-3988 (FAX)

April 20, 2011

Dear Gamma Tau Brother,

Gamma Tau has had a proud tradition at Georgia Tech for over 85 years! From winning the first Ramblin' Wreck parade in 1933 to winning the Dean Dull Trophy as the #1 fraternity in 2010, Gamma Tau has been a leader on the Tech campus. Creighton-Vail Hall, once the newest and best house on the campus in 1962, is now out of date and suffering from serious problems including life-safety issues. For 49 years it has served our Chapter well but now is the time to make significant changes.

The enclosed brochure describes the details of our \$4,000,000 project (the capital will be provided by pledges, house corporation savings, and a mortgage). A team of dedicated brothers has carefully studied the options for almost three years. The final conclusion is that we are better served for the long run to demolish the house and rebuild on our current site at 841 Fowler Street.

We are now starting the public phase of our "A New House, An Old Tradition" campaign to raise \$2,000,000. During the quiet phase of our campaign, we have secured pledges for over \$1,100,000. A list of brothers who have already pledged to the campaign is on the back of this letter. If you are one of these brothers, thank you for getting our campaign off to a great start! Your generous gift and continued support

There will be no financial help from the national fraternity and no financial help from Georgia Tech. While they provide moral support, it is completely up to us as brothers of Gamma Tau to make the campaign a success.

The Campaign Steering Committee firmly believes now is the time to act. We have three factors that we cannot ignore and may not exist in the future: 1) several brothers willing to make very significant pledges, 2) interest rates at historic lows, and 3) local building trades hungry for work, holding down construction costs.

In order for the campaign to succeed, we need you as a Gamma Tau brother to consider the best possible pledge you can make – payable over five years – to support our historic effort. If you can consider \$5,000, \$10,000, \$25,000 or more—great! But every pledge matters, whether it is \$2,500, \$1,000, or \$500. Our campaign volunteers are organizing to contact all of our approximately 1,000 Gamma Tau brothers.

You may also complete the pledge form in the enclosed brochure and return it by mail to Campaign Headquarters or you may fax it to our campaign office at (770) 903-3988. You will receive a letter for your records confirming the details of your pledge. If you have questions, please contact our Campaign Account Manager, Brandon Cochran, at (770) 903-3987.

Fraternally,

Greg Robbins '68
Steering Committee Chairman

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