



# Now & Forever

## Zeta Psi Launches Capital Campaign

### Campaign Cabinet & Campaign Volunteers:

**Tom Roerden**

Psi/Cornell '83  
(Chair, Campaign Cabinet)

**Geff Vitale**

Pi Sigma/Penn State '97  
(Chair, Fundraising Committee)

**Maurice Ducoing**

Psi/Cornell '03  
(President, Zeta Psi Educational Foundation)

**Will Woldenberg**

Beta Tau/Tulane '07  
(Phi Alpha, Zeta Psi Fraternity)

**John Lee**

Alpha Theta/Waterloo & Wilfrid Laurier '07  
(President, Zeta Psi Foundation of Canada)

**Anthony Abbate**

Phi/NYU '07

**Stuart Bowers**

Phi Epsilon/Maryland '81

**Ron Cass**

Nu/Case Western '84

**James Donald**

Theta Phi/Western '82

**Mike Freiman**

Phi Epsilon/Maryland '78

**Alan Phipps**

Nu/Case Western '90

**Evan Pressman**

Pi Tau/WPI '84

**Aaron Ronksley**

Beta Tau/Tulane '07

**Alex Sharif**

Phi/NYU '09

**John Spohn**

Pi/RPI '81

**Bo Thompson**

Upsilon/UNC '99

**Kevin Ziegler**

Xi/Michigan '16

**Lauck Walton**

Pi/RPI '84  
(Executive Director, Zeta Psi Educational Foundation)

**Tyler Boisvert**

Nu Sigma/Seton Hall '10  
(Executive Director, Zeta Psi Fraternity)

**Barth Gillan**

Alpha Psi/McGill '85  
(Fundraising Consultant, Zeta Psi)

**Matt Kozlowski**

(Campaign Consultant, Pennington & Co.)

In celebration of 175 years of brotherhood and with a look to our future, Zeta Psi announced its Now & Forever Campaign at the convention in Brooklyn, New York. This campaign will support equally strategic priorities that are important to the Zeta Psi Fraternity, the Zeta Psi Educational Foundation and the Zeta Psi Foundation of Canada.

Tom Roerden (Psi/Cornell) '83, the chairman of the campaign cabinet, launched the campaign publicly during the Grand Chapter Banquet on August 19th. Tom noted that as part of the Now & Forever Campaign, "we are celebrating 175 years of history, which has brought us to the 'now.' With the successful completion of the campaign, we will have the resources to be around for the next 175 years. That's the 'forever.'"

This campaign seeks to fund five core priorities that align with the Fraternity's strategic plan and which will have a profound impact on our undergraduate members. Tom noted that "this campaign will bring our global brotherhood together and generate the financial resources to give Zetes the tools and skills to become leaders in their chapters, campuses and communities for the rest of their lives."

### CAMPAIGN PRIORITIES

#### 1. Networking/Mentoring

To provide mentorship, job and connection opportunities to all members through elder chapters and online resources, to increase active elder engagement with Zeta Psi post-graduation and to recruit the next generation of loyal leaders who will bring forward the legacy of Zeta Psi.

#### 2. Member Education/Learning Management System

To share Zeta Psi membership's wealth of talent and knowledge with every member who seeks it by enhancing programs such as LTIs and to provide an online learning management system (LMS) that is accessible on demand to members around the globe.

#### 3. Expansion/Recruitment

To increase the reach and power of Zeta Psi by planting new flags and returning to dormant campuses with the support of professional recruiting consultants and to grow to 75 active chapters over the next five years.

#### 4. Digitizing the Archives

To ensure the rich history of Zeta Psi is easily accessible to all members and preserved for future generations through a digital museum and searchable archive of Zeta Psi photos, documents and publications.

#### 5. Scholarships

To increase the size of awards and allocate them to more students. More than \$1.6 million in scholarships have been awarded to members in the last 20 years. We seek to provide individual student support to ensure financial concerns are never a barrier to a full and rich Zeta experience by increasing our scholarship pool.



Networking/Mentoring

Expansion/Recruitment

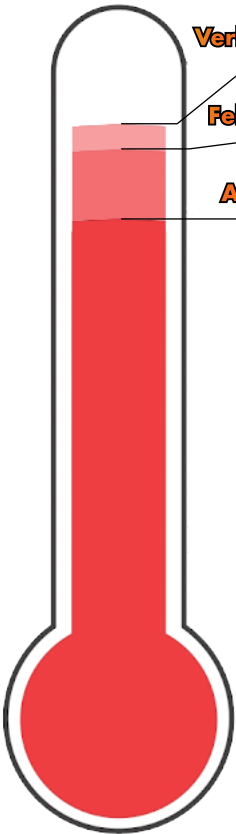
Member Education/LMS

Digitizing the Archives

Scholarships

At the time of the launch, almost 90 generous donors representing 32 chapters had committed more than \$2.1 million to the Fraternity, the Foundation and the Canadian Foundation. Zeta Psi appreciates their support and hopes that many more brothers will participate in this campaign as well. As Tom Roerden wrapped up the launch, he asked, "Brother, will you join us?"

**Our Goal**  
**\$3,000,000**



**Verbal Commitments**  
**\$2,423,105**

**February 28, 2023**  
**\$2,350,870**

**August 19, 2022**  
**\$2,080,805**



Attendees at the 2023 Kirby Conference



Tom Roerden, Chair, Now & Forever Campaign



Newly-Initiated Athens brothers



To learn more about the funding priorities of the campaign or to schedule a conversation about how we can help you meet your philanthropic goals and strengthen the Zeta Psi legacy, please contact Barth Gillan ([gillan@zetapsi.org](mailto:gillan@zetapsi.org)), visit [zetapsi.org/foundation/make-a-gift/now-and-forever](http://zetapsi.org/foundation/make-a-gift/now-and-forever) or scan the QR code.