



# BUILDING **NOBLE** GENERATIONS.

Support the next man



# UNWAVERING SUPPORT FROM BROTHERS OVER THE LAST CENTURY HAS MADE SIGMA TAU GAMMA A LEADER AMONG GREEK ORGANIZATIONS



**Sigma Tau Gamma enjoys a rich heritage, dating back to our founding on June 28, 1920 at what is now known as the University of Central Missouri in Warrensburg, Missouri. Our longevity is attributable, in great measure, to the dedication and vision of generations of men who have come before us. These men worked to ensure the next generation would be given the opportunity they enjoyed – to be noble and courageous gentlemen who always endeavored forward.**

Sigma Tau Gamma Fraternity is a nonprofit organization with over 75,000 members since 1920 and more than 3,000 undergraduate members in chapters located in 31 states. With programs like the Earl A. Webb Academy of Principled Leaders, Noble Man Institute, and our continued partnership with Phired Up, these national initiatives have a local impact on thousands of young men. Your support is needed now more than ever as Sigma Tau Gamma continues to grow and continues to teach young men to endeavor forward as NOBLE MEN. 🏆

Sigtau.org     /sigmataugamma





# NATIONAL LEADERSHIP PROGRAMMING

National leadership programming provides the opportunity for brothers from across the country to gain wisdom through unique experiences, challenges them to find their purpose through a values-based curriculum, and teaches them to lead a life of nobility. Investing in these programs provides a measurable impact on the collegiate and lifelong membership experience and challenges us to live courageously and nobly lead others.

## EARL A. WEBB ACADEMY FOR PRINCIPLED LEADERS

Sigma Tau Gamma was the first national fraternity to hold a President's conference, then known as Chapter President's Boot Camp. Since the first boot camp in 1985, now known as the Earl A. Webb Academy for Principled Leaders, the leadership program has evolved and now includes four chapter officers, plus an alumni advisor track; the purpose has remained the same: to provide time and space for brothers to become effective leaders for their chapters, develop personal and officer goals, and to design a framework for chapter success. This three-day program of intense leadership training and networking with other undergraduate officers, university professionals, Fraternity volunteers, and Headquarters Staff concentrates on personal and chapter leadership.



## IN THEIR WORDS >>>

"Leaving Webb, I have a greater appreciation for my guys, my chapter, AND Sig Tau. Robert was extremely insightful and helpful for what I needed from Webb. I was able to obtain numerous ideas and initiatives to take back to my chapter. I also gained numerous resources like feeling more comfortable with HQ and talked to Chris about ways to make my chapter more diverse. I loved my small group."

– **Chapter President,**  
*Webb Academy 2019 Attendee*

"I am much more confident in my knowledge following Webb Academy."

– **Director of Finance,**  
*Webb Academy 2019 Attendee*

"Webb Academy gave my effort lots of direction. **This is a valuable training that I wish I had a year ago.** I am honored to be the first to represent my chapter here."

– **Director of Recruitment,**  
*Webb Academy 2019 Attendee*

"Our chapter has 9 members and Indianapolis is 1,700 miles from our home. It is not financially viable for us to send 4 (or 5) officers here every year without external assistance. There should be a travel grant for chapters greater than a set distance from where Webb is being held."

– **Director of Finance,**  
*Webb Academy 2019 Attendee*

## LEARNING OUTCOMES

This three-day program of intense leadership training and networking with other undergraduate officers, university professionals, Fraternity volunteers, and Headquarters Staff concentrates on personal and chapter leadership. Following Webb Academy, attendees will be able to:

- ❖ Understand their leadership roles within the chapter
- ❖ Reinforce and recall effective leadership practices
- ❖ Articulate and identify hazing practices and behaviors
- ❖ Create chapter-specific budgets and recruitment plans

# WEBB ACADEMY PROGRAM ATTENDANCE



**2019**

*298 Undergraduate Leaders Developed*

**2018**

*308 Undergraduate Leaders Developed*

**2017**

*211 Undergraduate Leaders Developed*

**2016**

*140 Undergraduate Leaders Developed*

The cost of Webb Academy is offset by National Dues & Fees – there are no additional registration fees for undergraduate officers. Total cost is based on 300+ annual attendees.

A fitting way to honor Sig Tau's first 100 years is to ensure the future of the Fraternity and focus on growing the Foundation's endowments. An endowment gift is an investment in the long-term success of Sigma Tau Gamma.

**A \$1,960,000.00 investment in Sig Tau will provide the \$78,400.00 in annual resources to support Webb Academy's educational and leadership development programming.**

## PROGRAM INVESTMENT

Webb Academy qualifies for 56% fundability and presents the Sig Tau Foundation with an opportunity to provide a transformative experience to young men at a pivotal point in their leadership development.

- ◆ **\$1,960,000 Fully funds Webb Academy**
- ◆ **\$980,000 Fully funds (2) tracks (of your choosing)**
- ◆ **\$490,000 Fully funds (1) track (of your choosing)**

## COSTS OF A SUCCESSFUL WEBB ACADEMY



### HOTEL

**\$40,000.00**



### TRAVEL

**\$2,000.00**



### MEALS

**\$53,000.00**



### PROGRAM MATERIALS/CURRICULUM

**\$45,000.00**

### TOTAL PROGRAM BUDGET

**\$140,000.00**

### EXPENSES RELATED TO FUNDABLE PROGRAMMING

**\$78,400.00**



**ONE-CHAPTER  
LEADER TO ATTEND  
\$228.91**

# NOBLE MAN INSTITUTE

**Noble Man Institute is designed specifically for the newest members of Sig Tau – the future leaders of our chapters and campuses. Since its inception in 2016, the retreat-based, substance-free format lends itself to a program that is hosted in a camp setting, utilizes large and small group curriculum presentation, peer led facilitation, ropes challenge courses, family-style meals, an evening campfire and alumni panel.**

After this experience, the new members should return to campus with a better understanding of their leadership style, and a stronger and deeper connection to the fraternity. Attendees develop a vision for themselves and their fraternity and will use that vision, along with their newly honed leadership skills, to help move their chapter forward and make a difference on their campus and community. The program's curriculum utilizes large group sessions to introduce ideas and then smaller group discussions to dive deeper into the topic.

## LEARNING OUTCOMES

Following Noble Man Institute, attendees will be able to:

- ❖ Describe their personal values and the Principles of Sigma Tau Gamma.
- ❖ Explain the Five Practices of Exemplary Leadership and identify their highest practice.
- ❖ Compare and contrast the difference between fraternal ideals and behaviors.
- ❖ Articulate ways to make a difference in their chapter and community.
- ❖ Identify key constituents and strategies to build collaborative relationships with these groups.
- ❖ Describe resiliency and employ strategies to bounce back from failure.
- ❖ Recognize the importance that fraternity membership plays on personal development and lifelong success.
- ❖ Create a vision for themselves and their chapter.

## IN THEIR WORDS >>>

**"Noble Man Institute has become an important part of new brothers' transition to becoming a Sig Tau. I attended the first ever Noble Man Institute in 2016, and I have been a facilitator in 2017 and 2018. The impact NMI played on my role in my chapter has urged me to do the same for other new members."**

**– Nikalas Stepnitz,**  
*Western Michigan*

**"It has been my duty to ensure that I provide generous information and wisdom to the new members assembled here this weekend. I have been President of the Zeta Lambda Chapter at the University of Nevada, Reno for just over three semesters. We just received our charter a few weeks ago. I am honored to be a part of this organization and am blessed to benefit from our alumni brothers."**

**– Matthew Dijamco,**  
*Nevada - Reno*

**"The skills our brothers learn here significantly impact them and they will become better leaders of our Fraternity. As a facilitator, it is my hope that this information being taught to our newest Sig Taus will change their own chapters and our organization for the better. I have learned so much from this program, as both a facilitator and program attendee."**

**– Nate Patterson,**  
*Colorado State*

**"Out of all of the experiences I have had as a Sig Tau, Noble Man Institute is consistently the one I gain the most value from and feel like I serve the most purpose at. This is my third-year attending, and second straight serving as an undergraduate facilitator. I am inspired to stay active [in Sigma Tau Gamma] after I graduate in May [2019] because of events like this."**

**– Jake Armuth,**  
*Purdue*



# NOBLE MAN INSTITUTE PROGRAM ATTENDANCE



**2019**

*144 brothers at 4 Locations*

**2018**

*100 brothers at 2 Locations*

**2017**

*163 brothers at 4 Locations*

**2016**

*110 brothers at 4 Locations*

**Currently, undergraduate participants are assessed a \$65.00 fee to attend the program to offset expenses for the program.**

A fitting way to honor Sig Tau's first 100 years is to ensure the future of the brotherhood and focus on growing the Foundation's endowments. An endowment gift is an investment in the long-term success of Sigma Tau Gamma. A \$300,000.00 investment in Sig Tau will provide the annual resources for ONE Noble Man Institute site.

**We aspire to provide the opportunity for every associate member to attend Noble Man Institute within his first year of membership. This would transform the membership experience, enhance personal development, and strengthen the development of chapter leadership.**

## PROGRAM INVESTMENT

Noble Man Institute qualifies for 100% fundability rate and present the Sig Tau Foundation with an opportunity to provide a transformative experience to young men at the beginning of their Fraternity membership.

- ❖ \$1,200,000 Fully funds (4) Noble Man Institutes
- ❖ \$900,000 Fully funds (3) Noble Man Institutes
- ❖ \$600,000 Fully funds (2) Noble Man Institutes
- ❖ \$300,000 Fully funds (1) Noble Man Institute

## COSTS OF A SUCCESSFUL NOBLE MAN INSTITUTE



### CAMP SITE

\$9,000.00



### TRAVEL

\$2,000.00



### COMMUNICATIONS

\$1,500.00



### PROGRAM MATERIALS/CURRICULUM

\$2,500.00

### TOTAL PROGRAM BUDGET

\$15,000.00

### EXPENSES RELATED TO FUNDABLE PROGRAMMING

\$15,000.00



**EXPENSES PER SITE  
BASED ON  
60 ATTENDEES**



# POWER OF RECRUITMENT

Recruitment & Growth of Sigma Tau Gamma chapters serves as the core of a thriving organization. If chapters are able to obtain additional support, in-person coaching, and resources, the future success of Sigma Tau Gamma is ensured, and the Fraternity Staff will continue to be able to provide the highest caliber education and programming within the industry.

## PHIRED UP & TECHNIPHI

Phired Up serves as the champion of growth within the fraternal community; specializing in marketing, education, and technology services that help fraternities and sororities grow. Their methods of training involve education surrounding relationship building to help chapters attract the quality members needed to maintain a thriving chapter and to help members understand the value of the fraternity experience which leads to continued involvement as undergraduate members become alumni.

## THE PARTNERSHIP EXPERIENCE

The opportunity to team up with Phired Up Productions and TechniPhi software as a holistic educational system creates an inclusive approach to recruitment. As a result, Sig Tau members are given tools to build relationships with potential new members to improve the quality of their membership experience. The impact of strong recruitment practices lasts far beyond “Rush Week” and extends well into our members’ lives – providing confidence in networking skills, marketing strategy, and interpersonal relationship building.

# PHIRED UP TECHNOLOGIES BY THE NUMBERS >>>

**400+**

Campus Partners  
Use Their Technologies

**6000+**

Chapters Use Their  
Technologies

**3.1 MIL**

# of votes submitted  
in MyVote™ this fall

**20,000**

Users signed in to  
ChapterBuilder™ in 2018





**A \$200,000 investment would provide funding to ensure the relationship with Phired Up Productions for the next five years and create a positive recruitment culture through 2025.**



## NATIONAL PROGRAMMING

**\$12,000.00** Total Expense | **\$10,800.00** Fundable Expense

- Provides three (3) days of comprehensive training and workshops.
- Focuses on supporting improved chapter recruitment practices.
- Teaches the importance of interpersonal communication and relationship building.



## COACHING AND EDUCATION

**\$16,500.00** Total Expense | **\$9,900.00** Fundable Expense

Office/Chapter Training | (\$2,500.00/day x 3 days = \$7,500.00)

Coaching Calls | (\$300.00/call x 30 calls = \$9,000.00)

- Provides Fraternity Staff and the undergraduate chapter with the training needed to support chapter growth initiatives.
- Provides Fraternity Staff or undergraduate officers with the consistent, on-going support needed to achieve growth initiatives.
- The charitable and educational portion of Member Engagement and Retention Training constitutes 60% of overall programming.

## YOUR IMPACT ON FUTURE BROTHERS

Developing and maintaining a long-term partnership with PhiredUp and TechniPhi will enable Sig Tau to recruit and train future leaders.

- \$200,000 Fully funded partnership for (5) years
- \$29,050 Fully fund ChapterBuilder for all Sig Tau chapters for (1) year
- \$9,900 Fully fund staff/chapter training and coaching calls for (1) year



## CHAPTER BUILDER

**\$41,500.00** Total Expense | **\$29,050.00** Fundable Expense

(\$500.00/account x 83 accounts)

- Chapter Builder is the leading online recruitment system that helps chapters organize and maintain communication with potential new members.
- Research completed by Fraternal Law illustrates that 70% of the entire Chapter Builder platform is fundable by grants from non-profit foundations.



A photograph of four young men in suits and ties, smiling and holding signs. The signs read 'THANK', 'YOU' (with a shield logo), 'FOR', and 'GIVING'. The background is a dark blue overlay with a large, faint circular seal containing the words 'CHARL' and 'DEM'.

# THANK YOU

FOR YOUR SUPPORT

 **SIG TAU**  
FRATERNITY

 **SIG TAU**  
FOUNDATION