



PURSUANT

Sigma Nu Educational Foundation



“This piece was very well done and incorporated the theme perfectly. It worked very well with the anniversary of the property. This is a piece that we can now use over and over.”

– Brad Hastings, Executive Vice President, Sigma Nu Foundation

Project Scope: Sigma Nu Brick Campaign eSolicitation “50 Years at The Rock”

Sigma Nu has done many projects with Pursuant. In celebration of their 50th anniversary at The Rock (Sigma Nu’s headquarters), Sigma Nu was selling bricks for the Pathway of Honor and Memorial Flag Pavilion. Pursuant was approached to help Sigma Nu sell more bricks by reaching out to their membership online.

Challenge	Solution	Results
<ul style="list-style-type: none"> • Appeal to current, lapsed, and non donors alike all with the same ask amount • Educate Sigma Nu’s alumni about the opportunity to leave their own permanent mark at The Rock 	<ul style="list-style-type: none"> • Crafted an interactive presentation that allowed donors to preview their brick and purchase it on the spot 	<ul style="list-style-type: none"> • Campaign raised over \$22,500 • Sigma Nu sold 113 bricks at \$200 each • Cost to raise a dollar: \$0.61 • More bricks sold over the phone after seeing the presentation

Pursuant products that were a part of Sigma Nu strategy

- eSolicitation

About Sigma Nu Educational Foundation’s Pathway of Honor and Memorial Flag Pavilion

Established in 1994, Sigma Nu’s Pathway of Honor celebrated their 125th anniversary. Funds from the selling of bricks go toward the renovation of the Headquarters, the costs of adding new wing for Fraternity operations, and for endowing the future maintenance of the property. The Memorial Flag Pavilion is Phase II of the Pathway of Honor and honors all Sigma Nu Servicemen.