



PI
BETA
PHI

BUILDING A LEGACY FOR GENERATIONS

A \$9.6M CAMPAIGN SUCCESS STORY

PI BETA PHI | OKLAHOMA STATE UNIVERSITY

Pennington & Company

The Recognized Leader in Fraternity and Sorority Fundraising

EXECUTIVE SUMMARY

When one of the most consistent and high-performing chapters on campus set out to reimagine its future, the opportunity was clear—but the path forward was not.

Through a strategic partnership with Pennington & Co., the Pi Beta Phi chapter at Oklahoma State University transformed decades of alumnae loyalty into a \$9.6 million campaign that funded a new facility and elevated engagement to new heights.



\$9,624,323
RAISED



961
DONORS



37%
PARTICIPATION



**JULY 2021 –
MAY 1, 2025**
CAMPAIGN TIMELINE





A LEGACY OF LEADERSHIP



As the third oldest house on campus, Pi Beta Phi at OSU has long been synonymous with leadership, consistency, and excellence. Unlike organizations that experience cycles of growth and decline, this chapter maintained a strong reputation on campus and a deeply engaged alumnae base.

“

Our alumnae have always bought into Pi Phi forever. They've stayed engaged with the chapter and the chapter has consistently been the best at OSU.”

”

— COLETTE BUXTON



THE CHALLENGE

Despite strong alumnae loyalty, fundraising efforts were historically informal.



No major gift campaigns



Small-scale fundraising for furnishings and updates



Annual support for communications like the alumnae newsletter

The chapter's generosity was clear. During COVID, alumnae responded immediately with food and gift card support for members in quarantine. But goodwill alone was not enough to support a multi-million-dollar capital vision.



THE DECISION TO ACT

From the beginning, chapter leadership understood the scale of what they were trying to accomplish—and what it would require to succeed.

“

We're educated women—we knew we needed support to make this happen.”

— MARY RYKARD

While there was initial hesitation around the cost of hiring a professional firm—especially alongside an upcoming building project—the alternative was clear.

“

We didn't have an alternative—we knew we would fail if we did it on our own.”

— MARY RYKARD

The decision to invest in expertise became the foundation for everything that followed.



THE PENNINGTON APPROACH

Pennington & Co. introduced a structured campaign system built around clarity, discipline, and momentum.



1

Feasibility Study



2

Strategy Development



3

Volunteer Training



4

Major Gift Focus



5

Reporting & Execution

“

From the beginning, Pennington gave us a system and process to follow. It was never put on the backs of the volunteers.”

— MARY RYKARD



STRATEGY IN ACTION

Several strategies proved critical to campaign success.



MAJOR GIFT FOCUS

Early leadership gifts created momentum and confidence.



MATCHING CAMPAIGNS

Challenges inspired urgency and broadened participation.



ALUMNAE ENGAGEMENT

Personal outreach and strong relationships drove support.



EVENTS & REUNIONS

Tours and reunions helped alumnae see the need firsthand.



KEY TURNING POINTS

Early in the process, feasibility results projected support below the campaign goal—a challenging but necessary moment of clarity.

Instead of scaling back, the team leaned into strategy, focused on the plan, and stayed committed to the vision.

As the campaign progressed, momentum accelerated through several defining moments that changed the trajectory and inspired broader support.



MOMENTUM-BUILDING MILESTONES



01

SECURING EARLY SEVEN-FIGURE GIFTS

Receiving our first two seven-figure commitments created the confidence and validation we needed to keep moving forward with conviction.



02

TRANSITIONING TO A NEW BUILD

The decision to move from a renovation to a new facility unlocked greater potential and inspired increased alumnae investment.



03

MOVING THE TIMELINE FORWARD

Strong support allowed us to accelerate the project timeline by an entire year—bringing the dream closer to reality, faster.



04

LEVERAGING REUNIONS TO DRIVE SUPPORT

Reunions became powerful inflection points, turning curiosity and skepticism into belief and meaningful giving.



05

SEEING IS BELIEVING

Visiting peer facilities and experiencing the vision firsthand helped alumnae understand the need and feel good about giving.

“ Each of these moments built on the last—creating momentum we never imagined possible. Staying the course, trusting the process, and leaning into our strategy made all the difference. ”

— COLETTE BUXTON

CAMPAIGN RESULTS

\$9,624,323

RAISED

961

DONORS

37%

PARTICIPATION



JULY 2021 – MAY 1, 2025

CAMPAIGN TIMELINE



IMPACT BEYOND THE CAMPAIGN



INCREASED ENGAGEMENT

Alumnae participation deepened across all generations.



STRONGER COMMUNICATION

Consistent outreach built trust, connection, and momentum.



BETTER DATA & VISIBILITY

Centralized tracking provided clarity and real-time insights.



SUSTAINABLE VOLUNTEER MODEL

Volunteers were empowered with structure and support.



A LASTING EXPERIENCE

The new facility is more than a building—it's a place for connection, belonging, and legacy.



SPACES DESIGNED FOR HOW MEMBERS LIVE, LEARN, AND LEAD.

Thoughtfully planned spaces that support connection, collaboration, and growth.



A HOME THAT WELCOMES TODAY'S MEMBERS AND TOMORROW'S LEADERS.

A place where values are reinforced, friendships grow, and lifelong bonds are built.



A LASTING INVESTMENT IN THE PI PHI EXPERIENCE.

Ensuring long-term impact for generations to come.



A MODEL FOR WHAT'S POSSIBLE

“Pennington knew their stuff—and that made the difference. We didn’t just listen; we did exactly what they said, the way they said to do it. That’s why the system worked.”

— MARY RYKARD

Today, Pi Beta Phi at Oklahoma State stands stronger than ever—with a new facility, a more connected alumnae base, and a proven model for future engagement.



**BUILT FOR TODAY.
DESIGNED FOR TOMORROW.**

A facility that elevates the member experience and supports the next generation of leaders.



**A PLACE THAT
BRINGS PEOPLE TOGETHER.**

Strengthening connection, belonging, and sisterhood for years to come.



**A FOUNDATION FOR
ENDURING IMPACT.**

A proven blueprint for long-term engagement and organizational excellence.



START THE CONVERSATION

If your organization is evaluating a campaign to build a new home or renovate your current one, the difference is rarely effort—it’s having the right structure, strategy, and guidance in place from the start.

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& CO.**

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