



## For Immediate Release

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## Elevate Names William Toothaker ‘New’ Account Manager

(Atlanta, Ga)— March 2016—*Elevate* (formerly *The Laurus Group* and *Stewart Howe Alumni Service*) announced today it has hired William Toothaker to the position of Account Manager.

William graduated from Auburn University in 2011. As an undergraduate, he was a member of the Chi Chapter of Theta Chi Fraternity.

Prior to joining *Elevate*, William spent three and a half years as the Director of Housing for the Theta Chi Fraternity International Headquarters in Indianapolis, Indiana. In that role, he worked with alumni and house corporations to support competitive and safe fraternity housing, while also responsible for the day-to-day management of the fraternity’s multi-million dollar housing endowment fund.

William is a member of the selection committee for the James Ralph “Shug” Jordan Award, which is given annually to the most outstanding student athlete in Theta Chi Fraternity. His wife, Pringle, is an alumna of Kappa Delta Sorority and is also an Auburn graduate.

“William brings a breadth of knowledge regarding the intricate details of Greek housing to the team,” said Bill Paris, Principle and co-founder of *Elevate*. “His time with Theta Chi has prepared him well and is going to be a valuable resource for our clients both in regards to chapter house financing, but in volunteer management and general operations.”

At *Elevate*, William will work with clients to coordinate feasibility studies and manage capital campaigns from inception to completion.

### ***About Elevate:***

*Elevate* is a full-service fundraising and annual communication consulting firm specializing in fraternal organizations. *Elevate* works with volunteer house corporations, alumni associations, and chapter advisors of local chapters of national fraternities and sororities, to manage their alumni/alumnae communication programs, as well as manage and execute major capital campaigns.

*Elevate* believes in giving back to our community and organizations, while encouraging all of our employees to volunteer. What makes our team members so effective in working with our clients is our ability to understand their challenges and opportunities, along with our knowledge and expertise from our volunteer service.

Our team helps our clients communicate and articulate the vision of their project via print, email, and in-person meetings to the larger alumni/alumnae base to raise money to buy, build, or renovate chapter housing. The *Elevate* team has helped fraternal client raise in excess of \$100 million through annual contributions and major capital campaigns.

Contact us today so we can help you *Elevate* your organization!