

VIRTUAL RECRUITMENT OVERVIEW

5 WAYS TO GET YOUR CHAPTER IN RECRUITMENT MODE

A lot has changed in the last few months. Phi Kap is here to help provide some context on how to best pump up your chapter and prepare for a successful recruitment season; whether that's in-person or virtual.

✓ PLAN FOR EVERYTHING TO VIRTUAL

Expect the unexpected. Even if your upcoming recruitment season doesn't seem like it's going to be affected, take precautions now and plan as if everything could change at the drop of a hat.

✓ MAKE A LEFT / RIGHT LIST

On a sheet of paper, make two columns. On the left side, jot down everything your chapter traditionally does for recruitment. On the right, put think of how these might be provided online.

Making lists can keep you organized, and helps determine what can be delegated!

✓ SIMPLIFY

Take the time to make anything that is sent out to potential new members short, sweet, and simple to understand. Can a paragraph be a bullet point? Are instructions clear? The less words and steps to take, the better.

✓ ONE-STOP-SHOP

What can you do to create everything a new member needs all in one convenient location? Are social media and website links easy to find? Use the two-click rule: if you can't find it in two clicks, it's hidden.

Did you know? Phi Kap has online Member Education modules!
head to phikaps.org for more info

✓ TRACK EVERYTHING!

Take this opportunity to track your chapter's growth progress. Online sign-ups, virtual events, communications, even text conversations can be great data points to use. Think of some questions you can ask PNMs down the line that can inform better recruitment tactics for the future. There are always learning opportunities!

Bonus Tip

Make the best of this situation. Set realistic goals, and have members evaluate progress along the way.

Remember, you can always find great Phi Kaps to join your chapter in the virtual world. Quality can still be found without being in person.