

DIGITAL RECRUITMENT

A *5k* FOOT VIEW OF ADJUSTING TO VIRTUAL GROWTH

PHI KAPPA THETA
FRATERNITY

4 Scenarios for Fall 2020

SCENARIO 1: School is 100% Online. No One Comes Back to Campus.

Extreme = Yes. Impossible = No. Is it worth a conversation to think about strategies and possible scenarios for a 100% online semester = Maybe.

SCENARIO 2: Delayed Opening, Gradual Return to Campus.

This scenario is still a stretch but not crazy given the limited information we have right now about this virus. There is some precedent suggesting that viral outbreaks like this don't just go away. As people start to gather again, it's possible that we'll see another spike in infections and possibly another round of quarantines.

SCENARIO 3: Social Distancing on Campus.

No more than 10 or 25 people gathering. No in-person full chapter meetings, no tailgates, no clubs/orgs fairs, no traditional recruitment, no traditional bid day. In this scenario, we'd all be on campus. We could continue to do small group stuff. But we'd need a new strategy.

SCENARIO 4: A New Normal, But Things Just FEEL Different on Campus.

Student choices about time, money, and relationships are a little different. Maybe the health scare is over, so we return to school with plans to do the same thing we did last year. But things just feel different: we discover that our recruitment plans are the same as last year, but everyone involved in those plans has changed.

Keep in mind that it's very possible that the majority of the incoming freshmen will be a few months removed from a life-altering experience. Their senior year of high school was taken from them. How will those students come to college? What will they value? What will they be looking for? Will we be ready to offer it?

? The big question is...

Can we attract, select, and secure new Phi Kaps with limited to no face-to-face interaction?

In the year 2020, the answer is obviously, "YES, OF COURSE WE CAN!"

The next question is "HOW"



7

PRINCIPLES OF DIGITAL RECRUITMENT

Digital (non-face-to-face) recruitment will look and feel a little different, and it will take on myriad forms throughout the fraternity/sorority world. Smart recruiters will keep these principles of digital recruitment in mind:

- ✓ **SPAM IS BAD** The tendencies of many fraternity/sorority members will be to try the fastest, cheapest, and easiest method to “get your name out there” digitally. This is SPAM and SPAM is bad. Focus on trust-building. Focus on permission-based-marketing. Focus on generosity. Focus on highly personal outreach. Focus on being as HUMAN as possible in a digital space. Anything that feels like a mass-approach is the wrong approach.
- ✓ **DON'T RUSH IT** Going from a stranger without a face straight to, “HAVE YOU EVER THOUGHT ABOUT JOINING A SORORITY/FRATERNITY?” That’s a bad idea. Little steps. Remember the steps of recruitment:
MEET HIM → MAKE HIM YOUR FRIEND → INTRODUCE HIM TO YOUR BROTHERS → TALK ABOUT PHI KAP → ASK HIM TO JOIN
- ✓ **STAY ORGANIZED** If you’re operating digitally, you’re probably operating at a larger scale than you’re used to. More people. More points of contact. A whole bunch of smaller interactions. That’s going to require you to be super organized. Have a good tracking mechanism. Create an electronic sheet that allows you to track who is talking to whom, or try something like ChapterBuilder. Keep track of every interaction.
- ✓ **PURPOSE > PEOPLE** Remember your chapter’s “why.” When recruiting digitally, it is likely that prospective members will make more thought-based decisions than heart-based decisions. In other words, they might not join because “they like the members.” They might join because they understand the impact Phi Kap can have on them (not just by the people). We don’t necessarily think this is bad; you’ll become friends along the way. But if new members join for the PURPOSE and fully understand the value of membership up front (beyond having close friends), they’ll likely engage with the organization in different (better) ways as members.
- ✓ **RE-PRIORITIZE** Social capital, showing off, flexin’, swag, large-group-everything, house tours, events, presentations, handshakes... these might have been the priorities of the past. Those made sense then, but they might need to change in this new environment. Decide what is truly most important to you today. Make a list of your own principles. Build a plan based on that list. Remember that this is throwing other orgs off their game, too. Take the opportunity now to get a leg-up on recruiting the best men on your campus now!
- ✓ **YOU'RE GOING TO DO IT WRONG** Sad, right? But we all are. It’s OK! We’re learning to fly the plane while we’re in the air. Do not aim for perfection, aim for compassion and care and relationships. Don’t worry about what should happen, worry about what could be. Know your values. Execute to the best of your ability in a way that reminds you why you joined Phi Kap in the first place.
- ✓ **DON'T FORGET THE BASICS** Just because it is digital recruitment, doesn’t mean our values as Phi Kaps don’t hold true. Your plan has to be Dynamic, not static. You still have to be willing to ACTIVELY develop men. All the “basics” hold true (but the handshakes are digital now). Values must lead! We can and will grow Phi Kappa Theta by demonstrating brotherhood. Whether that’s on-line or in-person, this is still a relationship business; the methods of building those relationships might just need to be altered slightly.

TACTICS + PLANS

This is not meant to be an all-inclusive or perfect list of digital tactics and plans for your plug and play usage.

These are meant to demonstrate digital possibilities.

It's important to live in possibilities and solutions.

We CAN do this (should we need to). Sure, there are obstacles. Phi Kap is a leadership organization, so now it's time to lead and come up with new solutions to the challenges that have been presented to us.

PROSPECTING + PIPELINING

How you're getting information from and connecting with future Phi Kaps

✓ **Inbound Marketing**
“Outbound” marketing is simply about getting your name recognized. “Inbound Marketing” flips the flow of information around. When we try to get potential Phi Kaps to share their name and as much contact info as they care to share, we have more touch points to use in the future.

The most important? **PERMISSION TO CONTINUE COMMUNICATING WITH THEM!**
In a digital world, almost all of your prospecting efforts should be “inbound.” Try different tools like Google Forms, Survey Monkey, or Typeform.
And don't forget to **track your communications!!**

✓ **Social Media**
There are about a million ways to utilize social media to drive names onto your wish list. These tactics change every few months, it seems. Here are some basic ideas to consider to use social media for more than just showing off cool pictures of your members' summer vacations. **See our Social Media Guide for more info!**

✓ **List Acquisition**
A list of incoming students, a list of current students, a list of Eagle Scouts at your institution, a list of students from key feeder high schools with intentions of enrolling, last year's no-bid list, a list of student organization leaders. Ask anyone and everyone for access to lists. Use them responsibly and be as personal as possible with your outreach.

✓ **Referrals > Intros**
Lead in with a statement that both points to your why, and catches someone's attention. Avoid yes or no questions! Think of yourself as finding a referral. Say things like:

“I'm trying to connect with the best of the best students on campus.”
“I'm trying to ID some students who care about making a difference.”
“I'm just seeking 5 incoming students that you think would be real change-makers.”

These are great conversation starters, and can open up dialogue about Phi Kap. Plus, it's so much better than the age-old, yes-or-no approach of:

“Hey have you ever heard of Phi Kappa Theta...?”

INTERACTIONS + EXPERIENCES

Communicating and building out recruitment touch-points.

Registration: This is an easy one. It's probably already digital on your campus. If you're not using a registration tool, it's time to start. Having a single and simple way for someone to officially indicate interest in Phi Kap on your campus is a must-have in this environment. ChapterBuilder, Google Forms, Typeform... whatever it takes. Make sure there's a centralized location for all of your prospecting and pipelining efforts to funnel interest.

Potential Member Orientation: There are plenty of campuses and communities who are already doing pretty intense PNM orientations digitally. Phi Kappa Theta recently launched our online Member Education Modules. Even if you're not on campus, you can still get new members educated and prepped for initiation

Videos: Marketing, promotional, and recruitment videos are not new. In fact, some of y'all have gotten pretty good at making your chapter's recruitment videos. You might be wondering how to make a great one. Good news. We have instructions for that [right here](#).

Testimony Videos: What's in your digital arsenal? Has your chapter thought about how it's telling its story of brotherhood in an accurate and efficient way? Think of how you might be able to have members share their own Phi Kap journeys and experiences online.

Texts and Phone Calls: Let's be honest. A lot of digital recruitment is likely to be done via text message. Here's an example of an effective outgoing text message to someone who just got onto your list through some prospecting efforts:

Hey, Ryan! This is Johnny. My friend Louis connected with you on Instagram. We're trying to connect with incoming students to talk briefly about involvement on campus. I'd love to FaceTime or video call this week. Does Thursday or Friday afternoon work better for you?

Read 4:06pm



INTERACTIONS + EXPERIENCES

Continued...

One-on-One Meetings: There will almost certainly be more on-on-one meetings in a digital recruitment scenario. Professionals in the recruiting and training fields build organizations from scratch, mainly through 1:1 meetings. And those meetings can absolutely be done through FaceTime, Skype, Google Hangout, etc.

Virtual Connection: Face-to-face fun is more fun than virtual fun. But work with what you've got. Consider streaming multiplayer video games, virtual Netflix watch parties, board games on-line, group video chats while doing service work, shared playlists and discussions, and more. Our world is quickly coming up with lots and lots of new ways to have fun in groups while everyone is located in a different place. [You can find a short guide from Phi Kap here.](#)

Live Presentations: In place of informational meetings, house tours, "Meet the Greeks," portions of recruitment orientation, chapter presentations on their philanthropic work or preference round presentations could all (conceptually) be delivered live via webinar software (Zoom, AnyMeeting, Uberconference, etc.)

Questions & Answers: We recommend getting started right now with written and video answers to questions about Phi Kap (from general inquiries about the Fraternity's values all the way to specifics about how your chapter prevents hazing...). Make answers easily accessible on-line to potential members and their parents.

Bids/Invitations: Giving an invitation for membership can easily be done virtually. We have a guide on how to give a bid appropriately (and ideally). Just do it via video call.